

## DAFTAR PUSTAKA

### Buku

Ahmad M. Ramli, *Cyber Law dan HAKI dalam Sistem Hukum Indonesia*, Bandung: Refika Aditama, 2020.

Anselm Kamperman Sanders, *Unfair Competition Law: The Protection of Intellectual and Industrial Creativity*, Oxford: Oxford University Press, 2018.

Andrew Griffiths, *An Institutional Theory of Trade Marks*, Oxford: Hart Publishing, 2021.

Celina Tri Siwi Kristiyanti, *Hukum Perlindungan Konsumen*, Jakarta: Sinar Grafika, 2022.

Christopher Wadlow, *The Law of Passing-Off: Unfair Competition by Misrepresentation*.

Dyah Ochtorina Susanti dan A'an Efendi, *Penelitian Hukum (Legal Research)*, Jakarta: Sinar Grafika, 2022.

Jan Gijssels dan Mark van Hoecke, *Wat is Rechtstheorie?* dalam Sidharta, *Refleksi tentang Struktur Ilmu Hukum*, Bandung: Mandar Maju, 2016.

Jimly Asshiddiqie, *Konstitusi dan Konstitusionalisme Indonesia*, Jakarta: Sinar Grafika, 2021.

J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition*, 5th Ed., Thomson Reuters, 2023.

Muchsin, *Perlindungan dan Kepastian Hukum bagi Investor di Indonesia*, Surakarta: Magister Ilmu Hukum Pascasarjana UNS, 2003.

Mukti Fajar dan Yulianto Achmad, *Metode Penelitian Hukum Normatif & Empiris*, Yogyakarta: Pustaka Pelajar, 2017.

Muhaimin, *Metode Penelitian Hukum*, Mataram: Mataram University Press, 2020.

OECD, *Trends in Trade in Counterfeit and Pirated Goods*, Paris: OECD Publishing, 2019.

Peter Mahmud Marzuki, *Penelitian Hukum*, Jakarta: Kencana, 2017.

Peter Mahmud Marzuki, *Pengantar Ilmu Hukum*, Jakarta: Kencana, 2021.

Philipus M. Hadjon, *Pengantar Hukum Administrasi Indonesia*, Yogyakarta: Gadjah Mada University Press, 2011.

Rahmi Jened, *Hukum Merek (Trademark Law) dalam Era Globalisasi dan Integrasi Ekonomi*, Jakarta: Kencana, 2015.

Romli Atmasasmita, *Teori Hukum Integratif*, Jakarta: Kencana, 2017.

Satjipto Rahardjo, *Ilmu Hukum*, Bandung: PT Citra Aditya Bakti, 2014.

Shidarta, *Hukum Perlindungan Konsumen Indonesia*, Jakarta: Grasindo, 2017.

Soerjono Soekanto, *Pengantar Penelitian Hukum*, Jakarta: UI Press, 1984.

Sudaryat, *Hak Kekayaan Intelektual: Memahami Prinsip Dasar, Sistem Perlindungan, dan Implementasinya di Indonesia*, Bandung: Oase Media, 2022.

Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, Bandung: Alfabeta, 2019.

Suteki dan Galang Taufani, *Metodologi Penelitian Hukum: Filsafat, Teori, dan Praktik*, Depok: Rajawali, 2008.

## **Jurnal**

Adrian Micu, et al., “The Influence of Retailer Reputation on Consumer Trust and Purchase Intention,” *Journal of Retailing and Consumer Services*, Vol. 48, 2019.

Barton Beebe, “An Empirical Study of the Likelihood of Confusion Test,” *Stanford Law Review*, Vol. 74, 2022.

E. Scott Maynes, “The First Consumer Movement,” *Journal of Consumer Policy*, Vol. 21 No. 3, 1998.

Husni Syawali, “Perlindungan Konsumen dalam Transaksi Perdagangan di Era Digital,” *Jurnal Mimbar Justitia*, Vol. 6 No. 1, 2020.

I Gusti Ngurah Dharma, “Prinsip Itikad Baik dalam Pendaftaran Merek di Indonesia,” *Jurnal Kertha Patrika*, Vol. 45 No. 1, 2023.

Katya Assaf-Zakharov, “Brand Fetishism,” *Connecticut Law Review*, Vol. 51, 2019.

Muhammad Rustamaji, “The Failure of Trademark Protection in Developing Countries,” *Indonesian Journal of International Law*, Vol. 18 No. 3, 2021.

Ranti Fauza Mayana, et al., “The Protection of Well-Known Trademarks in Indonesia,” *International Journal of Law and Management*, 2021.

Sidik Permana, “Analisis Komparatif Sistem Perlindungan Hak Cipta...,”  
*Jurnal Ilmiah Hukum dan HAM*, Vol. 4 No. 1, 2025.

Susi Handayani, “Prinsip First to File System dalam Pendaftaran Merek dan Permasalahannya di Indonesia,” *Jurnal Hukum Ius Quia Iustum*, Vol. 24 No. 2, 2017.

Syarief Riyadi, “Dilema Perlindungan Merek Terkenal di Indonesia,”  
*Jurnal Hukum & Pembangunan*, Vol. 51 No. 2, 2021.

TMG Sanders, “The Average Consumer and the Likelihood of Confusion in Trademark Law,” *European Intellectual Property Review*, Vol. 43 No. 5, 2021.

Zulkifli, “Legal Liability of Modern Retailers Toward the Distribution of Counterfeit Goods in Indonesia,” *Indonesian Law Review*, Vol. 13 No. 1, 2023.

### **Peraturan & Instrumen Internasional**

Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement).

Paris Convention for the Protection of Industrial Property.

### **Putusan**

Putusan Mahkamah Agung Nomor 264 K/Pdt.Sus-HKI/2021.

## **Sumber Lain**

Badan Pengembangan dan Pembinaan Bahasa, *Kamus Besar Bahasa Indonesia (KBBI) Daring*, <https://kbbi.web.id>

European Union Intellectual Property Office (EUIPO), *Guidelines for Examination of European Union Trade Marks*, 2024.

United States Trade Representative (USTR), *2023 Special 301 Report on Intellectual Property Rights*.

PT Ramayana Lestari Sentosa Tbk, *Laporan Tahunan 2023: Navigating the Future of Retail*, 2024, <https://www.ramayana.co.id/investor-relations>