

Protecting Intellectual Property Rights in the Digital Revolution: Ministry of Law's Role Reviewed

Oktavia Pitta Marito Manurung¹, Janpatar Simamora²

^{1,2}Fakultas Hukum, Universitas HKBP Nommensen Medan, Indonesia

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Correspondence: Oktavia

Pitta Marito Manurung

Email: oktaviapittamarito.manurung@student.uhn.ac.id

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Abstract: Intellectual property rights violations are increasingly common in the digital age, resulting from the growth of digital content media. Low public awareness about the risks of access to illegal content is a major factor in intellectual property violations such as data theft, online trading of counterfeit goods. To solve this problem, the government and the general public must proactively increase law enforcement and educate the public on the importance of respecting intellectual property rights. The way digital technology protects intellectual property rights (IPR), has changed due to easier distribution and access to content on online platforms. Copyright infringement is on the rise, making current laws more difficult to enforce. This research aims to identify how the development of digital technology impacts copyright protection and to find the main problems faced by the Ministry of Law in enforcing the law against copyright infringement in the digital world. This research uses the normative juridical method, by analyzing legislation and conducting a literature review. The results of the analysis show that although digital technology provides people with new opportunities to build and spread work, it also poses problems for supervision and enforcement. To protect copyright in the digital age, the government and society need to take strategic actions to strengthen the legal framework and improve law enforcement capabilities to protect copyright. This is due to regulations that have not fully adjusted to the rapid changes in the digital world, as well as low public awareness of the importance of copyright protection.

Keywords: Intellectual Property Rights, digital era, Law Enforcement

Introduction

Intellectual Property Rights Law is a system of legal arrangements that aims to protect creators and inventors of innovative works in the utilization of these works circulating in society. As an exclusive right, this law grants the inventor or creator a monopoly right over the work produced. Creators and inventors who have invested effort, thought, time, and money in the creation process are entitled to copyright and industrial property rights as a form of appreciation for the various efforts they have made (Ramli & Fathurahman, 2005). Works by creators and inventors are immaterial property rights, meaning that they are not limited to their form such as songs, poems, musical instruments and others.

The development of civilization, including the technological revolution, has created new problems, such as digital piracy, online copyright infringement, and abuse that are increasingly prevalent in society. However, these challenges remain difficult to overcome by the existing legal framework (Dewi, 2024). Today, society is in an era where digital technology is evolving rapidly, globalization, Internet of Things (IoT), Artificial Intelligence,

and robotics, bringing significant changes that impact society, creating an increasingly diverse and complex environment for people (Mayumi, 2018). Digital transformation has led to significant changes in the lifestyle of almost all human beings. Human-centered technology, thus individuals can optimize human capabilities to live a simpler life (Tasya, et al, 2020).

It is a fact that more than 78% of Indonesia's approximately 270 million population has access to the internet with more than 215 million people actively using the internet (Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2023). This growth creates significant opportunities for sustainable economic growth, but also demands serious attention, especially to the protection of Intellectual Property Rights. In the digital era, creativity and innovation are no longer limited to physical forms and now also include software, and new technologies that are constantly evolving. In the era of digital technology, there is also digital platform programming in the form of social media platforms by humans, which is the development of the analog content industry (Shiddiq, 2020). The creative industry of digital content requires human creativity for example to create an innovation, so the role of individuals as content creators is essential in the digital content production process.

In recent years, a number of studies have been conducted that address the enforcement and protection of intellectual property rights in the digital era in Indonesia. For example, research by Dian et al. emphasizes that the government's commitment to strengthening legal protection of intellectual property rights is reflected in international cooperation efforts, and underlines the importance of alignment between legal regulations and technological developments (Dian Utami, 2024). In addition, research by David et al. states that the government's commitment to strengthening the legal protection of intellectual property must be balanced with international cooperation and alignment of legal regulations with technological developments, as an effort to overcome the challenges of infringement in the digital era (David, et al, 2024). Research by Uha Suhaeruddin also highlights the complex challenges in the protection of creative works and innovation and emphasizes the need to create an enabling environment for innovation and the protection of creative works by using a comprehensive and sustainable approach in the development of laws and policies that take these issues into account (Uha, 2024).

These studies show that the challenges in enforcing intellectual property rights in the digital era are not only local but also global, given the nature of technology that crosses national boundaries. The government's commitment to adapt to these changes is crucial for the legal protection of intellectual property rights to remain relevant and effective. In addition, a comprehensive approach is needed to create a legal system that is responsive to innovation and infringement, so as to encourage the growth of creative industries in Indonesia. This research aims to analyze the impact of digital transformation on legal protection in Indonesia. In addition, this research also explores the role of the Ministry of Law as a law enforcement agency in dealing with Intellectual Property Rights violations in the digital era according to the current situation in Indonesia. Thus, this research not only provides an overview of the challenges faced but also offers relevant solutions to improve the effectiveness of intellectual property rights law enforcement in the digital era.

Methodology

This research aims to see how the advancement of digital technology impacts the protection of intellectual property rights, especially copyright, as well as the problems faced by the Ministry of Law in law enforcement against violations of intellectual property law in the digital world. To gain a comprehensive understanding of this issue, a qualitative research method with an interdisciplinary approach and a statute approach is used.

Data was obtained through a literature study using books, journal articles, and official reports from the Directorate General of Intellectual Property and the Ministry of Law to obtain information. In the internet age, these sources will help understand the legal and policy context related to intellectual property law. For example, previous studies have shown that the application of intellectual property law has an impact on innovation and technological advancement. Data was obtained and then processed using thematic analysis to find patterns and trends in the data relating to the advancement of digital technology and the problems faced by the Ministry of Law. This method allows researchers to draw conclusions from qualitative data systematically. With a qualitative and interdisciplinary approach, this research is expected to make a significant contribution to the development of intellectual property legal protection policy in Indonesia.

Result and Discussion

The Effect of Digital Technology Development on Intellectual Property Law Enforcement

In accordance with the provisions of Article 1 Paragraph (1) of Law No. 28 of 2014 on Copyright, Copyright is defined as “the exclusive rights of the creator that arise automatically based on the declarative principle after a work is shown in real form.” If the creation by the creator is declared, without any registration, the creator's copyright has been attached to the creation as an exclusive right, meaning that the right is monopolized. This right is given and protected by the state as a form of appreciation to the creator. Thus, commercialization of intellectual work can be identified as one of the fundamental aspects of intellectual property (Sudaryat, et al. 2020).

Essentially, the object regulated in intellectual property rights is the result in the form of works born from the process of thinking with a combination of emotional, creativity of a person (OK. Saidin, 2015). It is difficult to encourage ordinary people to respect intellectual property rights because people's purchasing power is limited, and pirated goods are obviously preferred because pirated goods are much cheaper (Haris Munandar, 2009). Likewise, the entertainment industry, which includes the film, music, radio, television and video game sectors, is often faced with the phenomenon where people prefer to access websites or applications providing content for free, even if it is illegal and violates copyright. This phenomenon is a consequence of the development of information and communication technology that has created a borderless world, and caused significant social changes to take place so rapidly. As a result, this has an impact on the effectiveness of law enforcement against intellectual property rights.

As global industrial development enters a new phase, known as Industry 4.0, there is a trend that integrates automation technology with cyber technology. Industry 4.0 reflects the synergy between automated systems and digital technology, which has the potential to change the way of production and management in the industrial sector (Sudaryat, et al, 2020). Humans as users or users of intellectual property, especially Indonesian people, still need improvement. The birth of crazy and wild ideas is one of the consequences of the globalization of digital technology development. It can be seen with the presence of Artificial Intelligence that takes place globally by humans.

Artificial Intelligence is the programming of artificial intelligence by humans, which comes with various types of software commonly used in the development and application of artificial intelligence. The existence of Artificial Intelligence is controversial in the realm of intellectual property law because the legal regulations on intellectual property in Indonesia, especially in copyright, do not explicitly regulate the rules of creation that have a relationship with the artificial intelligence technology. For example, in the case of deepfake, which is the act of using someone's face or voice without permission, the use of deepfake to create content that misleads or deceives consumers such as the case involving Melaney Ricardo, an Indonesian celebrity, shows how deepfake technology can be misused in the context of advertising weight loss products. In this incident, her face was used without permission to create a video featuring a fake testimonial of the product's effectiveness. The spread of this deepfake video not only created confusion among the public but also threatened Melaney's reputation as a public figure. If it is related to copyright, Article 40 paragraph (1) letter k and I of the Copyright Law states that photographic works are included in protected creations. In this problem, the perpetrator took Melaney's photographic work through the internet and his own photographic work but did not give permission to Melaney and then edited in such a way using Artificial Intelligence features so that the results of his photos were misused and even commercialized in this case to advertise slimming products.

The negative impact with the presence of Artificial Intelligence related to other intellectual property laws including Artificial Intelligence generated, fake pornographic Images and voice generator Artificial Intelligence can create quality content similar to copyrighted content that is protected, so the problem of injustice in terms of royalty income to the creator is inevitable to the creator or copyright owner (Akbari & Fithry, 2023). Furthermore, there are various applications that potentially infringe intellectual property rights, such as Telegram, YouTube, Google Drive, TikTok, and Twitter/X.

1. Telegram has many features provided, one of which is the Channel feature. The channel feature consists of two categories, namely private channels and public channels. Private channels are closed channels or rooms, other users who want to join the channel must have permission from the channel owner or enter through the link from the channel owner. Unlike the Public Channel, which is a channel that is open to the public, can be found through a global search and followed by other users without limits (Wulan, et al, 2022). This phenomenon reflects the dynamics of information accessibility. In this channel feature, copyright violations occur, where many movies are shown illegally. The perpetrator or person who re-uploads a complete movie into the Telegram Public Channel chat feature, which has a detrimental impact on many parties. One of the main

factors contributing to this phenomenon is the habit of people who prefer pirated products compared to original products. In addition, the habit of watching movies on other illegal online sites, such as IndoXXI, LK21, or Ganool, also has a negative impact on the film industry in Indonesia. By committing such acts, it has fulfilled the elements of Article 113 paragraph (4) of Copyright Law No. 28 of 2014, which stipulates that movie piracy is subject to a maximum imprisonment of ten years and/or a fine of up to Rp 4,000,000,000.00 (four billion rupiah).

2. YouTube is a digital platform that serves as a medium for individuals to express their creative ideas. The content generated is not only limited to movies, but also includes podcasts, vlogs, tutorials, short films, TV shows, as well as musical compositions and sound recordings created by creators with the best possible effort to attract the attention of the audience. Indonesia's current laws do not include adequate protection for third parties that provide services to download music videos or instrumental songs from YouTube for free. The existence of such third-party sites has the potential to harm copyright holders, especially when the music content they create is uploaded to the YouTube platform. Free downloads made by users through these sites cause copyright holders to lose the right to receive the royalties they are due from YouTube. (Fitri et al, 2020) This shows that there are gaps in regulation that need to be addressed so that the rights of content owners can be better protected. Without a clear legal umbrella, copyright owners lose the opportunity to be fairly rewarded for their work. Therefore, it is imperative to strengthen intellectual property regulations to address this issue and protect content creators from losses caused by illegal downloading practices. In this context, legal research should focus on developing a legal framework that can regulate third-party liability and provide more comprehensive protection for copyright holders. This includes the enforcement of sanctions for sites that violate copyright laws and mechanisms to ensure that content creators can earn proper royalties from their works.
3. Google Drive is often used to access digital books, i.e. e-books, audiobooks Although e-books can be purchased legally, distributing them via Google Drive or other social media for a fee is a copyright violation. (Fenny, 2024) An example of copyright infringement can be seen in the practice of sharing access to re-uploaded e-books on Google Drive. This action, even if the e-book was obtained legally, infringes copyright if the access is shared with the public without the permission of the copyright owner.
4. TikTok is a social networking and music video platform, allowing users to create, edit, and share short videos of three to ten minutes. TikTok is among the ten social media applications with the most users in 2024, this is based on data.goodstats.id data (Layla, et al, 2024). Based on this data, TikTok allows content to be disseminated widely and quickly, increasing the risk of IPR violations. The use of songs in TikTok often triggers pros and cons among users and stakeholders. This is due to the fact that many users upload content involving music without permission from the copyright holder. Unfamiliarity with copyright among users can lead to unintentional violations of the law. (Nabhila, 2021) The process of taking a song without permission and modifications made to the song, such as changes in duration and sound effects, can be considered a violation of the moral and economic rights of copyright holders. According to Law No. 28 of 2014 on Copyright, any alteration or processing of a work that does not obtain

permission from the original creator can be considered a violation of the law. Copyright holders are entitled to take legal action against individuals or entities that use their works without authorization, including claims for damages or cessation of distribution of infringing content. Users need to understand that although this platform offers convenience in sharing content, they are still responsible for ensuring that the use of music content complies with applicable legal provisions.

5. Twitter/X, in general, users often upload copyrighted content, such as images, videos and text, without obtaining permission from the copyright holder. Users of social media platforms often share content without regard to the relevant legal aspects. While Twitter/X has implemented policies to address copyright infringement, the effectiveness of such protection is often in doubt. Limitations in enforcement against Intellectual Property Rights (IPR) violations on Twitter/X are also a significant issue. While there are mechanisms for users to report suspected copyright infringement through formal procedures, these processes are often slow and unresponsive. As such, while many infringement reports are filed, the actions taken by the platform are often insufficient to prevent further harm to copyright holders.

In this era, a strong law enforcement structure is needed to ensure that the quality of public services improves. This includes providing services that are easily accessible, fast, accurate, transparent and accountable. The Ministry of Law, as one of the institutions that plays an important role in the implementation of law enforcement, needs to make improvements in improving the quality of its services through the Directorate General of Intellectual Property.

Every year the Directorate General of Intellectual Property conducts programs in intellectual property law enforcement. In 2022 the Directorate General of Intellectual Property conducted several programs, one of the flagship programs of the Directorate General of Intellectual Property "Building a Culture of Anti-Piracy and Counterfeit Goods: Certification of Shopping Center Based on Intellectual Property Law" Certification of Shopping Center Based on Intellectual Property Law aims to inform people on how to avoid Intellectual Property infringement. This is especially true for infringing goods in physical as well as online stores (Direktorat Jenderal Kekayaan Intelektual, 2022). This program is based on Law No. 28 of 2014 concerning Copyright, which clearly states that the manager of the trading place is prohibited from selling or drawing goods that violate Copyright or Related Rights at the trading place he manages.

The objectives of this activity include the following: 1. Disseminate information and awareness about the importance of education/appeal to prevent intellectual property rights violations; 2. Educate the public on how to prevent intellectual property rights violations; 3. Motivate people to work; 4. Increase public awareness about the importance of providing education and appeals on how to prevent intellectual property rights violations to encourage the growth of the technology industry in Indonesia (Direktorat Jenderal Kekayaan Intelektual, 2022). In the following year in the 2023 Government Agency Performance Report of the Directorate General of Intellectual Property, the flagship program of the Directorate General of Intellectual Property is further divided into four main clusters, each with different activity programs, as follows: 1. Increasing Intellectual Property applications by 17% in 2023 (through; Safari Minister of Law and Human Rights; Directorate

General of Intellectual Property active teaching and learning; Indonesian IP Academy) 2. Increasing the number of protected national Intellectual Property by 8% (through; One Village One Brand; Geographical Indication Drafting Camp; National Priority Communal Intellectual Property; Mobile IP Clinic and IP Clinic; Preparation for the Declaration of Copyright Work Area 2024; Patent Examiner Goes to Campus) 3. Completing Intellectual Property applications by 99% (through: POP Trademark Approval of Trademark Service Automation; Implementation of ISO 9001: 2015 within the Directorate General of Intellectual Property; ISO 27001 Certification of Information Technology System Security; ISO 20000 Certification of Information Technology Service Management). 4. Completing the handling of complaints of Intellectual Property violations by 100% through certification of Intellectual Property-Based Shopping Centers (Direktorat Jenderal Kekayaan Intelektual, 2023).

Challenges for the Ministry of Law in enforcing intellectual property law violations

Often, existing laws are not flexible enough to deal with new types of infringement that arise as a result of digital technology. Digital content distribution or cyber theft may not be protected by existing copyright laws. Cyberattacks can target sensitive data such as business information and intellectual property rights, and this can happen through methods such as hacking, phishing, and spreading malware. Therefore, intellectual property rights protection must be strengthened and proactively managed to respond to cyberattacks quickly and efficiently. Illegal dissemination of intellectual works is increasingly easy to do over the internet, which makes it more difficult to enforce copyright laws worldwide. Online copyright abuse can come in many forms, from unauthorized downloads to unauthorized broadcasting and sharing of works. To resolve these issues, proactive and coordinated action is required (Frengky & Hudi, 2024). Problems that are still a challenge in enforcing Intellectual Property law based on the Government Agency Performance Report of the Directorate General of Intellectual Property in 2023; The existence of a legal vacuum in regulations regarding Integrated Circuit Layout Design and Trade Secrets, as well as the absence of provisions regarding patent applications related to national defense and security in terms of requests for opinions to relevant agencies in the publication section of the Directorate of Patents, shows weaknesses in the existing legal system. In addition, the lack of supporting tools and experience of investigators in the field of Intellectual Property in handling cyber cases hampers the law enforcement process. The Directorate General of Intellectual Property cannot operate independently in handling cases of infringement in the cyber field, which further exacerbates the situation.

The suboptimal application of the Intellectual Property Consultant database, especially in the implementation of the monitoring function of Intellectual Property Consultants, is also a factor that needs to be considered. The need for the development of Geographical E-Indication applications is increasingly urgent, given the importance of protecting local products. In addition, the Patent-related application system that has not functioned optimally indicates a deficiency in the legal infrastructure needed to support the protection of intellectual property law.

Finally, the need to build a Data Warehouse is crucial to effectively integrate and store data related to intellectual property law. This effort is expected to increase efficiency in information management and support better law enforcement in the field of Intellectual

Property. Thus, in the 2023 Government Agency Performance Report of the Directorate General of Intellectual Property, the Directorate General of Intellectual Property made efforts in revising the Copyright Law to improve articles to anticipate the development of copyright in the digital era; Refinement of Law of the Republic of Indonesia Number 20 of 2016 concerning Trademarks and Geographical Indications.

Despite efforts to raise public awareness about the importance of respecting intellectual property laws, there are still many people who do not realize the dangers of accessing or disseminating illegal content. Evidenced in the annual report of the Directorate General of Intellectual Property in 2022 shows an increase in the number of copyright infringement reports received. This increase occurred especially during the covid-19 pandemic, when the use of digital platforms increased. There are often complaints about plagiarism or content theft. Resharing content without permission on a personal account for personal use and copying without changing the concept or idea of a work.

The main problems in Indonesia related to the enforcement of human rights are the low level of education and awareness of the people, the lack of government attention in enforcing these rights, and the incompleteness of existing legal regulations. (Ameliya, et al, 2025). Lack of public education and awareness results in a lack of understanding of the rights that should be protected, while limited government attention to upholding human rights exacerbates this situation. In addition, the incompleteness of the rule of law creates loopholes that can be exploited for rights violations, requiring comprehensive policy evaluation and reform. In policing Intellectual Property Rights in Indonesia, there are several significant challenges and conflicts, among others:

1. Lack of Public Education and Awareness. There is a low level of public education and awareness regarding the importance of intellectual property rights, which negatively impacts the understanding and appreciation of works. Lack of adequate understanding of intellectual property law can potentially lead to copyright infringement, such as piracy and unauthorized distribution of content. Such actions not only harm the original creator, but also reduce the incentive to innovate. Ignorance of intellectual property laws can demotivate individuals to create new works, as they may feel that their works will not receive adequate protection. In addition, the lack of socialization regarding the importance of intellectual property law in educational institutions results in the younger generation not understanding the value of protecting their own intellectual works, which may exacerbate this situation in the future. Many creators are unaware of the importance of registering manifestations of their works to obtain valid legal protection, thus reducing the effectiveness of legal protection of intellectual property.
2. Government Inability to Educate. The central and local governments have difficulty in providing education and raising public awareness about the process of registering creative works or businesses, which results in a low number of registrations (Hari & Cindy, 2021). Many individuals and businesses in Indonesia suffer from a significant lack of understanding regarding their rights and obligations in the context of intellectual property (IP) law. This lack of understanding contributes to high levels of infringement, including acts of piracy and unauthorized use, due to a lack of public awareness that such acts constitute violations of the law. Indonesia's culture, which tends to prioritize collective interests over individual interests, contributes to the low respect for

copyrighted works. This condition creates an environment that is less conducive to the legal protection of intellectual property, so that public awareness of the importance of protecting intellectual property is very limited. From a legal perspective, the importance of education regarding intellectual property law cannot be ignored. Without adequate understanding, the public has the potential to underestimate the rights owned by creators and business actors. Therefore, strengthening education and socialization on intellectual property law must be prioritized by the government and related institutions, so that people can appreciate and protect existing copyrighted works and innovations. This effort is expected to reduce the number of violations and increase awareness of the importance of legal protection of intellectual property in the Indonesian legal framework.

3. **Complexity of Legal Regulations.** The abundance of regulations in Indonesia, along with the challenge of aligning public regulation with global standards, points to the need for more effective regulation to protect licensed technology. The prevailing regulations in the field of intellectual property law often lack sufficient clarity and suffer from overlaps between different categories of intellectual property rights. This creates confusion among businesses and creators regarding their rights and obligations. The lack of regulatory clarity makes it difficult for individuals and companies to understand exactly what rights they have and obligations they must fulfill. As a result, this increases the potential for infringement of intellectual property rights. This situation also poses challenges for law enforcement agencies in applying regulations consistently. Uncertainty regarding regulations can hinder the ability of agencies to enforce the law effectively. The complicated and bureaucratic process of legal registration of intellectual property is a major obstacle for creators to protect their works. Limitations in the registration system can cause delays in obtaining legal protection. As a result of such delays, copyrighted works become vulnerable to infringement before the registration process is complete, which can harm the creator financially as well as reputationally.
4. **Public Authority Concerns.** There are concerns from public authorities regarding the implementation of intellectual property law, where Western countries have an advantage in terms of technological progress and information that develops faster than Indonesia. The high number of violations of intellectual property rights (IPR), creates a climate of significant legal uncertainty for local creators and businesses. Public unfamiliarity with the importance of legal protection of intellectual property exacerbates this situation, causing substantial financial losses to innovators as well as hindering the growth of creative industries in Indonesia. The socio-economic impact of intellectual property law violations cannot be ignored either. The financial losses experienced by local creators and businesses not only affect these individuals but also hamper the growth of the creative industry sector as a whole. This creates an environment that is not conducive to innovation and local product development. To address this challenge, collaborative efforts between the government, law enforcement agencies, and the community are needed to strengthen the existing legal system. This effort is expected to create a collective awareness of the importance of intellectual property legal protection as a foundation for encouraging innovation and economic growth in Indonesia.

5. **Incompleteness of Laws and Regulations.** The incompleteness of laws and regulations in the field of Intellectual Property Rights in Indonesia is a significant challenge and conflict in efforts to regulate the law on intellectual property. This incomplete regulation creates legal uncertainty for creators and business actors. In the absence of clear and comprehensive regulations, individuals and companies often lack an adequate understanding of their rights and obligations, potentially leading to infringement. In addition, limited resources, both in terms of personnel and infrastructure, are also an obstacle in enforcing intellectual property laws. Responsible agencies often lack the necessary technical and financial support to carry out their duties effectively. This regulatory incompleteness also complicates the enforcement process against infringement of intellectual property laws; in the absence of a clear mechanism for handling infringement cases, enforcement agencies face difficulties in taking effective action.
6. **Complexity of Patent Registration Strategies.** The patent registration process in Indonesia often involves complicated and bureaucratic steps. The process of registering licensed innovations, such as patent registration, is ultimately often cumbersome and confusing for the Public. The complexity in the registration process can hinder creators in protecting their works in an effective and timely manner. As a result, the risk of infringement of intellectual property rights increases during the registration period. The substantive examination process of a patent application takes significant time and is often unpredictable. This uncertainty regarding the duration of completion creates concern among creators. Uncertainty regarding the outcome of the registration process may lead creators to feel that their innovations are vulnerable to imitation before legal protection is granted. The costs associated with patent registration, including administrative fees and maintenance fees, can be prohibitive for many individuals and small businesses. These budget constraints often discourage creators from registering their innovations. The result of such budget limitations is a reduction in the number of patents filed, potentially hindering the growth of creative industries in Indonesia.
7. **Psychological Impact of Intellectual Property Law Violations.** From a psychological perspective, high rates of intellectual property infringement, such as piracy, can kill the creativity and inspiration of inventors and creators. The psychological impact caused by violations of intellectual property rights can lead to uncertainty and distrust of the existing legal system. Victims who feel that they do not receive adequate protection from the law tend to be reluctant to report violations or seek justice. This situation has the potential to result in low reporting rates of cases of intellectual property law violations, making it difficult for law enforcement agencies to carry out the necessary actions to enforce the law. Furthermore, negative psychological impacts, such as fear of imitation or infringement of rights, can inhibit creativity and innovation. Creators or business actors who experience psychological impacts due to violations of intellectual property laws may lose motivation to produce new works, which in turn can hinder the development of creative and innovative industries in Indonesia.
8. **Indonesia's abundant natural resources serve as a significant attraction for foreign investment.** However, there are challenges in the integration between national laws and

relevant international provisions. This is crucial to ensure effective protection of the country's existing intellectual property (Maman, Happy, 2021).

To protect human development, the law certainly provides a response because the essence of law has a progressive nature. The goal is to achieve justice, welfare and balance in society (Ramli, et al, 2021). Progressive legal theory has a significant relationship with social goals, which is in line with Roscoe Pound's thinking. In Pound's view, law is not static, but rather a dynamic concept that can transform into a tool to regulate and shape the social structure of society. The changes expected from the application of progressive law are to improve various dimensions of social life, including easy access to justice, equal rights before the law, public welfare, and protection against evolving social conditions. Progressive law must have the capacity to understand and respond to public aspirations in order to achieve substantive justice (Ramli, et al, 2021).

The Indonesian government should conduct further research into artificial intelligence laws to ensure that they are in line with the principles of Pancasila and the 1945 Constitution. This investigation is essential to maintain a consistent legal balance and uphold national values as enshrined in Pancasila and the 1945 Constitution. By examining existing laws related to Artificial Intelligence, government structures in a policy-making role can identify potential discrepancies or gaps that need to be addressed through legislative reform. This approach will help guard against deviations from the fundamental principles that govern Indonesian society.

Conclusion

With advancements in technology, more people can access and share creative works. However, on the other hand, this convenience also increases the risk of copyright infringement as piracy and illegal distribution of digital content increases. Enforcing laws against human rights violations in the digital environment is one of the main challenges facing the Ministry of Law. Regulatory limitations that have not fully responded to digital changes, difficulties in tracking and cracking down on copyright infringement on digital platforms, and lack of public awareness on the importance of respecting copyright are some of the challenges. The use of high encryption technology on communication applications also makes law enforcement more difficult. To overcome these challenges, strategic measures are needed that include revising regulations or reconstructing laws on intellectual property and artificial intelligence technology in Indonesia to ensure that all parties have equal rights. In addition, the government should promote intellectual property. Inform everyone against using pirated websites that violate the rights of others and may lead to hacking or theft of personal data.

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