

ABSTRAK

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Program Studi : Ilmu Komunikasi (S2)
Judul :

PROGRAM KOMUNIKASI KEMENTERIAN HUKUM DAN HAM DALAM MEMBANGUN PEMAHAMAN MEREK BAGI PELAKU INDUSTRI KREATIF

(xi + 133 halaman; 11 gambar; 3 lampiran)

Kata kunci: *Pemahaman Merek, Pelaku Indutri Kreatif, Media Sosial*

Hampir semua orang tidak menyadari, kalau setiap saat berurusan dengan merek dagang. Merek dagang adalah suatu konsep yang meliputi berbagai bidang pada merek. Keputusan pembelian konsumen dipengaruhi oleh merek dagang dan reputasi yang diwakili oleh merek tersebut. Penting bagi pebisnis untuk memahami mengapa merek dagang adalah aset penting dan membantu mengembangkan bisnis mereka.

Program Director Konsultan Kekayaan Intelektual, Robby Wahyudi, menyebut tingkat kesadaran pelaku usaha kreatif di Indonesia dalam mendaftarkan kekayaan intelektual (IP rights) masih rendah, hanya sekitar 7,25%. Padahal, katanya, IP bisa dijual untuk mendapat untung lebih seperti melalui jual putus, lisensi atau menjual francise atau waralaba untuk mendapatkan royalty dari hasil karya produk kreatif mereka. "Tingkat kesadaran register (pendaftaran) IP lokal masih rendah, baru sekitar 7,25 persen," kata Robby seperti dilansir Antara, Senin (8/10). Sementara, Robby melihat peluang di tahun 2017, pangsa pasar IP di tingkat Internasional adalah sebesar 271,6 miliar dolar dengan pertumbuhan 4,6% per tahun, sedangkan pangsa pasar Asia Tenggara adalah 10,4 miliar dolar dengan pertumbuhan 8,6% pertahun

Referensi: 46 (2004 - 2019)

ABSTRACT

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THE FUTURE OF BRAND COMMUNICATIONS MINISTRY OF LAW AND HUMAN RIGHTS FOR CREATIVE INDUSTRY PEOPLE

(xi + 133 pages; 11 figures; 3 attachments)

Key words: *Social Media, Instagram, Communication Strategic.*

Even if you don't realize it, everyone deals with trademarks on a daily basis. "Trademark" is another way of referring to brands. Consumers' purchasing decisions are influenced by trademarks and the reputation such brands represent. It is important for business people to have an understanding of why trademarks are important assets and help grow their business. Here are the seven top reasons of why trademarks are important to your business.

Program Director of Intellectual Property Consultants, Robby Wahyudi, said that the level of awareness of creative businesses in Indonesia in registering intellectual property (IP rights) is still low, only around 7.25%. In fact, he said, IP could be sold to get more profit, such as through selling, licensing or selling a franchise or franchise to get royalties from the work of their creative products. "The level of awareness of local IP registers (registration) is still low, only around 7.25 percent," said Robby as reported by Antara, Monday (8/10). Meanwhile, Robby sees an opportunity in 2017, the IP market share at the international level is 271.6 billion dollars with a growth of 4.6% per year, while the Southeast Asian market share is 10.4 billion dollars with an annual growth of 8.6%.

References: 46 (2004 - 2019)