

ABSTRACT

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The implementation of the protection of copyright law in the field of advertising in Indonesia based on the law No. 19 year 2002 on copyright

(xv + 78 pages)

The writing of this thesis is from the background of the author's interest on the implementation of protective interest in the Copyright Law of advertising. In writing this thesis, the problem is in setting how copyright law governs how the creator notch advertising works and how the protection of the law against such advertising Copyright. The research method used by the author is the normative research method, which is to test the quality of legal norms that is the object of research and find information based on documents and literature related to the research. Based on the results of the author's study of the legal basis from the position of creators, copyright holders and licensees are clearly outlined in the law of copyright. As well as setting the protection was already quite clear. Although the legislation, especially the Law No. 19 Year 2002 on Copyright has been set explicitly bans and sanctions against infringement of advertising, but in practice by reality the actual implementation of this law seems to haven't been in effect as expected. In a copyright infringement action advertising is like pirating, imitating, and plagiarize the creation of another creator's work. Violations of copyright law can be filed through a civil commercial court. The author's opinion would suggest that copyright law no. 19 year 2002 to be more detailed and more assertive in providing legal protection for creators of copyright work. Particularly advertising copyrights and the need to socialize the UUHC to the whole community.

References: 13 (1993-2011)