

## TABLE OF CONTENTS

Title Page.....	i
FINAL PROJECT UPLOAD STATEMENT AND APPROVAL.....	ii
FINAL PROJECT SUPERVISOR APPROVAL.....	iii
BOARD OF EXAMINERS APPROVAL.....	iv
ABSTRAK.....	v
PREFACE.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	x
<b>CHAPTER I – INTRODUCTION</b>	
1.1 Background.....	1
1.2 Formulation of Issues.....	11
1.3 Purposes of Research.....	12
1.4 Benefits of Research.....	12
1.4.1 Theoretical Benefits.....	12
1.4.2 Practical Benefits.....	12
1.5 Systematics of Writing.....	13
<b>CHAPTER II – LITERATURE REVIEW</b>	
2.1 Theoretical Framework.....	15
2.1.1 History & Development of Intellectual Property Rights in Indonesia.....	15
2.1.2 History & Development of Intellectual Property Rights in the United States ..	17
.....	17
2.1.3 Economic rights & Moral rights.....	19

2.1.4 Labor Theory of Copyright (Natural Rights).....	20
2.1.5 Utilitarian Consequentialist Theory regarding Copyright.....	21
2.2 Conceptual Framework .....	22
2.2.1 Copyright.....	22
2.2.2 Intellectual Property Rights.....	22
2.2.3 Creation .....	22
2.2.4 Character Merchandising.....	23
2.2.5 License.....	23
2.2.6 Character.....	23
2.2.7 Depictions of Fictional Character(s) .....	23
2.2.7.1 Graphical Character.....	23
2.2.7.2 Literary Character .....	24
2.2.8 Copyright Infringement.....	24
 <b>CHAPTER III – RESEARCH METHOD</b>	
3.1 Type of Research .....	25
3.2 Type of Data .....	25
3.3 Data Analysis Method.....	27
3.4 Research Approach .....	27
3.5 Data Analysis.....	28

## **CHAPTER IV – RESEARCH AND ANALYSIS**

4.1 Research Result.....	30
4.2 Legal Protection for fictional characters according to Indonesian and United States Copyright Law.....	32
4.2.1 Integration and globalization of character merchandising in Indonesia.....	32
4.2.2 Character merchandising of fictional characters in WIPO.....	34
4.2.3 Legal protection of character merchandising in Indonesia.....	38
4.2.4 Legal protection for character merchandise in United States.....	42
4.3 Merchandising fictional characters according to Indonesian and United States Copyright Law.....	45
4.3.1 Legal implementation of character merchandising in Indonesia.....	45
4.3.2 Legal implementation of character merchandising in the United States.....	50
4.3.3 The case of Si Unyil as seen from Indonesian and United States Copyright law 61	
4.3.4 The need for an Originality Test.....	64

## **CHAPTER V – CONCLUSION AND RECOMMENDATION**

5.1 Conclusion.....	68
5.2 Recommendation.....	69

<b>BIBLIOGRAPHY.....</b>	<b>71</b>
--------------------------	-----------

## LIST OF TABLES

Table 1 - Indonesian copyright law and United States copyright law comparison table.....	59
---	----

