

ABSTRACT

Kesha Divandra Lusikooy (01051210142)

PROTECTION OF ECONOMIC RIGHTS OF MUSIC AND SONG CREATORS AFFECTED BY ARTIFICIAL INTELLIGENCE

(xiv + 91 pages; 10 figures; 2 tables; 4 appendices)

Technological advancements have provided various tools and methods that facilitate human activities in different fields, one of which is the music industry. One form of technology that continues to develop and is widely used is Artificial Intelligence (AI). The rapid development of AI has given rise to AI applications which are capable of automatically creating complete music and songs, just as a Creator would, from only a brief prompt given by its user. These AI applications are publicly available and easy to use, without the need for special skills to create music and songs. Therefore, the presence of AI applications has raised concerns among Creators of music and songs that their roles may be threatened and their economic rights may be affected. Thus, this research aims to analyze the impact of music and song creation with the use of AI applications, as well as the protection of Creators' economic rights in light of such impacts. The research is conducted with a normative-empirical approach, by analyzing existing written law in Indonesia to examine the use of AI and its impacts within the community, as well as through both secondary data in the forms of books and journals, and primary data in the form of interviews. The results of this research shows that the use of AI applications in music and song creation does indeed impact and has the potential to further affect Creators' economic rights. While Law No. 28 of 2014 on Copyright has provided fundamental legal certainty and protection for music and song Creators, there is still no clear legal certainty or protection for them regarding the use of AI applications in music and song creation. The absence of a comprehensive regulatory framework leaves music and song Creators susceptible to financial harm. To mitigate this, there is a need for further technical regulations to keep pace with AI advancements. Indonesia can draw inspiration from the EU's more robust AI regulations, which prioritize copyright protection, ethical considerations, and monitoring.

Keywords : legal protection, legal certainty, economic rights, artificial intelligence

References : 7 books, 27 scientific journals, 4 research results, and 3 interviews (1987-2024)