

ABSTRACT

Claudia Ameilia Putri Oktyaning (01051210145)

LEGAL PROTECTION OF COPYRIGHT FOR PHOTOGRAPHIC AND POTRAIT WORKS SOLD ON SOCIAL MEDIA WITHOUT PERMISSION

(vii + 93 pages)

Intellectual property rights (IPR) are intangible property rights that protect individuals' creations and intellectual works, including photographic works. Photography, as an art form, has high aesthetic and commercial value and is often used for business purposes on social media. Unfortunately, the digital era's growth has also made copyright infringement of photographic works more accessible, where works are used or sold without the owner's consent. The methodology in this research is normative. This research focuses on copyright protection for photography in Indonesia as governed by Law No. 28 of 2014 on Copyright, as well as the various challenges in enforcing the law in the digital world. Through case studies of photographers Aryono Huboyo Djati and Mugni Supardi, who both experienced copyright infringement by third parties for commercial purposes without permission, this research reveals that the economic and moral rights of photographers are frequently overlooked. Economic rights include the right to financial gain from the work, while moral rights encompass recognition as the creator. Both photographers have the right to file claims for compensation in the Commercial Court for damages due to unauthorized use of their work. To minimize future infringements, copyright protection needs to be strengthened through public education and stricter monitoring on social media. Registering copyrights with the Directorate General of Intellectual Property (DGIP) and granting licenses are preventive steps that can protect photographers' work from misuse. This study underscores the importance of more effective copyright protection and public awareness of the legal consequences of IPR infringement in the digital world.

Keywords: *Intellectual Property Rights, Copyright, Photography, Legal Protection*

Reference: *1987 – 2024 (31 Books, 22 Journals, 10 Internet)*