

## ABSTRACT

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### **LEGAL PROTECTION OF COPYRIGHT IN THE SALE OF ELECTRONIC BOOKS (*E-BOOKS*) ON THE SHOPEE PLATFORM**

This research examines the *legal* protection of copyright for electronic books (*E-books*) under Law No. 28 of 2014 on Copyright (UUHC) and analyzes the *legal* accountability of the Shopee *platform* in handling the *illegal* sale of *e-books*. The study highlights the challenges in enforcing copyright *laws* in the *digital* era, particularly on *e-commerce platforms* where piracy remains rampant despite existing regulations.

The study employs a mixed-method approach combining normative and empirical *legal* research, incorporating interviews with authors who experienced *e-book* piracy (Putia Pingki and Rohanah Lestari) and a Shopee employee (Monica Laurenthya) to assess the *platform's* policies and enforcement mechanisms. Additionally, the research analyzes secondary *legal* sources, including the UUHC, ITE Law, and Civil Code (KUHPdata) to establish the *legal* framework governing *digital* copyright protection.

Key findings reveal that *E-books* are *legally* protected under UUHC, which grants authors exclusive rights over reproduction, distribution, and publication of their works. However, enforcement mechanisms remain weak, allowing widespread piracy to persist. Shopee has implemented preventive measures such as seller education, manual product checks, and a Brand Portal for copyright complaints, yet *illegal* sellers often evade sanctions by simply creating new accounts. The *platform's legal* accountability arises under Article 1365 KUHPdata (regarding unlawful acts) and Article 114 UUHC (concerning *platform* liability for facilitating copyright infringement), enabling authors to file civil *lawsuits* for damages or criminal reports against violators.

The study recommends implementing stronger automated detection systems on *e-commerce platforms* to prevent *illegal e-book* sales, establishing stricter seller verification processes and harsher penalties for repeat offenders, encouraging government intervention to enhance UUHC enforcement and public awareness of copyright *laws*, and promoting proactive *legal* protection by authors through copyright registration and *legal* action against infringers. This research contributes to intellectual property *law* by evaluating the gaps in *digital* copyright protection and proposing solutions to strengthen *legal* frameworks and *platform* accountability in Indonesia.

**Keywords:** Copyright Law, *E-books*, *E-commerce*