THE PERSPECTIVE OF PLURALISTIC SOCIETY ON THE TRANSFORMATION OF INTELLECTUAL PROPERTY PROTECTION IN THE DIGITAL ERA AS AN EFFORT TO PREVENT COPYRIGHT INFRINGEMENT

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Keywords	ABSTRACT
Copyright Protection, Intellectual Property, Pluralistic Society	In the digital era, intellectual property rights (IPR) face unprecedented challenges due to rapid technological advancements and the global accessibility of digital content. This study examines the impact of digital developments on copyright infringement in Indonesia, a diverse and pluralistic society, and analyzes effective legal approaches for copyright protection within its unique socio-cultural context. Employing a normative-juridical approach, the research explores existing legal frameworks, including Indonesia's Copyright Law and the Electronic Information and Transaction Law, to assess their capacity to address issues related to digital copyright infringement and the role of artificial intelligence (AI) in both enforcing and infringing copyright. By analyzing relevant statutes and applying a conceptual approach, the study evaluates the extent to which current legal mechanisms support creators' rights while balancing cultural values. The findings reveal that Indonesia's legal framework requires adaptive and culturally relevant modifications to effectively protect copyright in a digitally connected, multicultural society. This research contributes to the discourse on digital copyright law, emphasizing the need for flexible regulations and collaborative efforts among government, communities, and stakeholders to foster compliance and awareness. Future research is recommended to focus on adaptive regulatory models that integrate technology with IPR protection and explore international cooperation to address the global challenges of digital copyright.

INTRODUCTION

Intellectual property (intellectual property) is a crucial element in an increasingly digital and connected global economy. In a diverse society, where cultures, traditions, and innovations interact with each other, the protection of intellectual property rights (IPR) becomes more complicated. Indonesia, as a country with diverse ethnicities, cultures, and local wisdom, faces its own challenges to maintain a balance between individual rights to intellectual works and the interests of the wider community. A clear understanding of the meaning of intellectual property helps to increase the awareness of creators to register their rights. Intellectual property includes creative ideas, thought outcomes, and creations that stem from a person's intellectual abilities (Peneliti, 2017). Intellectual Property Rights (IPR) or the equivalent term used in Indonesia, Intellectual Property (IP), has become a very important material (Bernard Nainggolan, 2011).

World Intellectual Property Organization (WIPO) as a special agency of the United Nations (UN) that has authority in the field of intellectual property, it does not provide a specific definition of the term

Intellectual Property, but WIPO provides a reference to the scope and characteristics of the Intellectual Property which can be understood as "creations of the mind – everything from works of art to inventions, computer programs to trademarks and other commercial signs." (Lesperance, 1994).

Referring to WIPO's understanding, Bambang Kesowo argued that IPR can be understood as "The right to wealth arising or born from human intellectual ability" (Kusewo, 2021). Legal protection of Intellectual Property Rights is an important thing to be implemented in Indonesia today. This is based on the reason that Indonesia has great potential in the creative industry and abundant natural resources, so it needs to be supported by optimal efforts in providing protection of Intellectual Property Rights (Cita Citrawinda, 2020). Intellectual Property Rights (hereinafter referred to as "IPR") has become one of the important issues in Indonesia, especially since the introduction of the terms "creative industry" and "creative economy." This is a global phenomenon where people are increasingly aware of the importance of protecting intellectual rights as part of efforts to encourage innovation, creativity, and the development of a knowledge-based economy (Sri Hardianti Sartika, 2022).

Copyright is part of intellectual property with the widest scope of protection objects, including science, art, literature, and including computer programs. The growth of the creative economy, which is one of the main pillars for Indonesia and other countries, as well as the advancement of information and communication technology, requires an update to the Copyright Law. This is important because Copyright is the main foundation for the national creative economy. Law Number 28 of 2014 concerning Copyright broadly regulates copyright protection and dispute resolution. In Article 1 of the law, copyright is an exclusive right that is automatically granted to the creator based on the principle of declarative after the work is realized in real form, without prejudice to the limitations according to the applicable legal provisions (Pasal 1 Undang-Undang No 28 Tahun 2014 Tentang Hak Cipta, n.d.).

In the digital era, the development of information and communication technology has significantly changed the way products and intellectual works are made, distributed, and consumed. This progress accelerates the creative process, but it also poses new challenges related to copyright infringement. For example, music, movies, software, and other works of art can now be easily copied and distributed illegally over the internet, causing huge economic losses for creators and copyright holders. The digital era allows for global dissemination and access to intellectual works through the internet, which increases the risk of IPR infringement, especially copyrights, patents, and trademarks. Therefore, IPR protection is becoming increasingly crucial to protect the interests of creators and rights holders.

The meaning of Copyright consists of non-physical ownership rights that this Copyright contains two essences of rights, namely Economic Rights/Economic Rights and Moral Rights/Moral Rights. According to Henry Soelistyo, the two essences of these rights are normatively born from an attitude of recognition and respect for the creator which is built on moral and ethical concepts (Henry Soelistyo, 2017). In a pluralistic society, there are different views on how intellectual property should be treated. According to the theory of legal pluralism, societies made up of diverse cultural groups often have their own legal systems that coexist with the laws of the state. For example, tribes in Indonesia may have their own way of managing intellectual property based on local wisdom that is not in accordance with modern legal norms. Therefore, an inclusive and contextual approach is urgently needed in formulating intellectual property protection policies in the digital era.

Transformation in intellectual property protection in the digital era also involves the application of new technologies to prevent copyright infringement. Blockchain technology, for example, has been proposed as a solution to track the ownership and use of creative works transparently and accurately. According to a report by the World Intellectual Property Organization (Lesperance, 1994), the application of this technology can help minimize copyright infringement due to the existence of a decentralized, tamper-resistant system, and record all transactions related to intellectual works. However, the adoption of this new technology requires regulatory changes and a deep understanding by all stakeholders, including governments, industry players, and the public.

In addition, strengthening laws and enforcement of copyright-related regulations is urgently needed to protect creators from economic losses arising from infringement. Law Number 28 of 2014 concerning Copyright in Indonesia has provided a fairly strong legal basis, but its implementation is often hampered by a lack of public awareness and weak law enforcement. One of the main obstacles in preventing copyright infringement in Indonesia is the low level of legal literacy of the community about the importance of respecting other people's works and intellectual property.

Through the perspective of a pluralistic society, a more holistic approach to protecting intellectual property is needed, which not only focuses on formal legal aspects but also includes socio-cultural

aspects. For example, cooperation between governments, the private sector, and local communities is crucial in raising public awareness of the importance of copyright protection and the economic benefits of compliance with the rules. This approach is in line with Durkheim's social theory, which emphasizes that in complex societies, social cohesion can be built through collaboration and regulation that reflects shared values.

In the ever-evolving digital era, understanding the transformation of intellectual property protection through the perspective of a pluralistic society will be crucial to address global challenges related to copyright infringement. By adopting innovative technologies and increasing legal awareness, it is hoped that more effective protection of intellectual property can be achieved, as well as creating an environment conducive to the development of creativity in Indonesia.

The purpose of this study is to explore the impact of digital developments on copyright infringement in Indonesia and analyse effective legal approaches in protecting copyright by considering the socio-cultural context of Indonesian society. The research contribution of this study lies in its examination of how digital advancements influence copyright infringement in Indonesia and its focus on identifying effective legal approaches tailored to the country's unique socio-cultural landscape. By considering Indonesia's specific social and cultural factors, the study offers a contextualized analysis that can guide policymakers and legal practitioners in designing copyright protection strategies that are both effective and culturally resonant. This research contributes to the broader discourse on intellectual property law by emphasizing the importance of socio-cultural context in shaping legal frameworks for digital copyright protection in emerging digital economies.

METHODS

The research adopted a normative-juridical approach, examining the legal position of artificial intelligence (AI) in the enforcement of intellectual property rights (IPR) and assessing the scope of legal protections when AI infringes upon these rights. This study employed a legislative approach by analyzing relevant laws and regulations, alongside a conceptual approach to explore the theoretical framework surrounding AI and its implications for IPR. Through these approaches, the study sought to elucidate how the existing legal framework addresses AI's role in IPR infringement and evaluated the level of protection afforded to rights holders. The primary legal materials utilized included the Electronic Information and Transaction Law and the Copyright Law, analyzed through systematic and teleological interpretation methods to provide a comprehensive understanding of the legal protections and limitations concerning AI-related IPR issues.

RESULTS
The Impact of Digital Development on Copyright Infringement in Indonesia

Indonesia is a unitary country with a heterogeneous society, or in other words, a pluralistic society. In terms of population, Indonesia ranks fourth largest in the world after China, the United States, and India. In Indonesia, there are various major religions that also exist in the world, and its geographical condition as an archipelagic country with thousands of islands stretching from Sabang to Merauke creates diversity in language, customs, culture, race, religion, and belief. Eka Dharma Putra stated that "Indonesian society is a mixture of various types of polarization that has never manifested into one complete cultural identity" (Eka Dharma Putra, n.d.).

Pluralistic life emerged as a result of a diverse society. According to the Great Dictionary of the Indonesian Language, a pluralistic society is a society consisting of several parts that form a unit. The word "part" here refers to the diversity that exists in society, including culture, language, region, customs, and other aspects (Tim Penyusun, 2008). Multiculturalism is often referred to as "cultural pluralism." This concept wants the creation of a balanced, harmonious, functional, and systematic order of life. Thus, a pluralistic society can be concluded as a condition in which different cultures, social lives, political interests, and statuses unite to achieve the same goal. Therefore, the term pluralistic society is often interchanged with the terms multicultural society, heterogeneous society, and others. In the context of Asia, S. Antone describes the Asian continent by stating that if there is one proper word to describe the region, it is plurality or plurality, describing the continent with the world's most populous population that is highly diverse in terms of culture, language, ethnicity, and religion (Hope S. Antone, 2010).

A pluralistic society has a context for transforming intellectual property (IP) protection in the digital era to face unique and complex challenges. Pluralistic societies are made up of different ethnic,

cultural, and diverse value groups, all of which interact in a single legal system. Therefore, the perspective of the pluralistic community needs to be considered in formulating and implementing IP protection policies (Soerjono Soekanto, 2019). In many cases, the understanding and appreciation of IP is heavily influenced by cultural backgrounds, where some cultures may have a more open tradition of sharing knowledge, while others may emphasize the importance of ownership and protection of creative works. This demonstrates the need for a culturally sensitive approach in designing effective IP regulations (Fauzi M, 2018).

The emergence of artificial intelligence has resulted in various advanced tools and systems capable of performing tasks that previously only humans could do. However, the impact of artificial intelligence is not only limited to technology, but also involves significant legal aspects. The ability to process and analyse large amounts of data raises a variety of questions for legal practitioners, including those related to individual privacy, system security, and legal responsibility (Aditya Kurniawijaya, Alya Yudityastri, 2021). The development of artificial intelligence technology has now reached almost all aspects of modern life. Various artificial intelligence programs have been developed, which are able to improve the efficiency of human work, ranging from translation applications, virtual assistants, to applications that can produce works of art.

Artificial intelligence is the most influential technology anticipated to drive the fourth industrial revolution (Ni Made, 2023). Artificial intelligence, in essence, refers to the development of machines that exhibit intelligent behaviour. This intelligence allows machines to function effectively and with foresight, based on the characteristics of their environment. However, our society is not fully ready for this paradigm change, because it will give rise to many legal and social aspects that will inevitably become increasingly complex along with the rapid advancement of robotics technology (Kusumawardani, 2019).

The rapid advancement of artificial intelligence has fundamentally transformed various industries, from manufacturing to the creative sector. Artificial intelligence systems are now capable of producing innovative content such as music, literature, and design, even creating discoveries that were previously only done by humans. However, this technological development raises important questions related to intellectual property rights (IPR), especially regarding ownership, authorship, and responsibility. In many legal systems, including in Indonesia, IPR is designed to protect the rights of human creators, while the role of artificial intelligence in the creation and violation of these rights is still largely unregulated (Jaman et al., 2014). These gaps in regulations present significant challenges to IPR enforcement and legal protection, especially when artificial intelligence autonomously creates or infringes intellectual property.

The ability of artificial intelligence to infringe on intellectual property rights without human intervention also poses a challenge to existing law enforcement mechanisms. In the case of violations, it is usually necessary to identify the guilty party, assess the damages, and apply appropriate legal measures(Asep Samsudin, 2017). However, as artificial intelligence is involved, determining who is responsible for breaches becomes more complex. For example, if an artificial intelligence system autonomously produces a work that is very similar to an already copyrighted work or creates a patent-infringing invention, traditional methods of proving intent and error may not apply. This raises concerns about the effectiveness of existing law enforcement strategies in dealing with violations involving artificial intelligence and emphasizes the need for legal reform to better protect intellectual property rights in the context of artificial intelligence (Fajri Rizki, 2019).

Another aspect of legal protection related to violations caused by artificial intelligence is regarding remedies that can be filed by rights holders. Under Indonesian law, intellectual property owners have the right to seek damages, court decisions, or other legal remedies in cases of infringement. However, these remedies are usually aimed at addressing human actions and may not be fully effective in cases involving artificial intelligence. For example, if an artificial intelligence system is constantly producing infringing work, getting a court ruling against a human operator may not stop the artificial intelligence from continuing the activity (Rudi Sujadi, 2018). This situation demonstrates the need for more specific legal regulations to address the unique challenges faced by artificial intelligence systems. As artificial intelligence technology develops, legal frameworks must also adapt so that intellectual property owners have a way to protect their rights from infringements, even if such infringements are committed by non-human entities.

Furthermore, the global nature of artificial intelligence technology makes it more difficult to enforce intellectual property rights across jurisdictions. Many artificial intelligence systems operate on

international platforms, making it difficult to enforce local intellectual property laws in cases of infringement. For example, if an artificial intelligence system developed in one country produces content that infringes intellectual property rights in another country, it may be difficult to take legal action based on the laws of the jurisdiction involved. This cross-border complexity adds to the challenge of providing adequate legal protection against violations caused by artificial intelligence and calls for international cooperation to develop consistent legal standards related to artificial intelligence and intellectual property.

An Effective Legal Approach in Protecting Copyright by Considering the Socio-Cultural Context of Indonesian Society

The development of law as a reform mechanism is taking place rapidly, reflecting the dynamics of society that continues to change. Even today, new branches of law continue to emerge in response to the evolving needs of society. One such branch is intellectual property law, which has become a major topic with the emergence of artificial intelligence. Intellectual Property Law emerged in response to the need to protect the property rights of creators, as intellectual property is considered a personal right that can be owned and treated just like any other form of personal property (Tim Lindsey, 2019).

Intellectual property rights refer to the authority or right to perform certain actions related to intellectual property, which can be limited by applicable laws and norms. This right falls under the category of immaterial rights, namely the right to intangible objects. This is because intellectual property rights come from human ideas, imagination, and thoughts. The origin of intellectual property rights lies in the creative ideas and minds of humans. The term "intellectual property rights" was originally used to translate the legal system, which later evolved into the meaning it is known today (Latifiani, 2022).

The legal position of artificial intelligence in IPR enforcement is one of the main issues discussed in this study. Currently, intellectual property laws in Indonesia, such as the Copyright Law and the Patent Law, have not explicitly recognized artificial intelligence as a legal subject that has rights or obligations. This creates a legal vacuum when artificial intelligence systems autonomously create works or inventions. Based on existing regulations, ownership of the work is usually given to the developer or operator of the artificial intelligence, not to the artificial intelligence itself. However, with the growing sophistication and autonomy of artificial intelligence, the traditional concepts of authorship and responsibility have become more complex. This study seeks to analyse how Indonesian law currently addresses these issues and whether reforms are needed to accommodate the role of artificial intelligence in IPR enforcement.

Another important issue discussed in this study is the legal protection against IPR violations committed by artificial intelligence. Along with the advancement of artificial intelligence capable of producing content independently, there is an increasing risk of intellectual property rights infringement without direct human involvement. For example, artificial intelligence can imitate copyrighted works or create content that is very similar to existing inventions, potentially infringing on the rights of the original creator. In Indonesia, legal protection against these violations is generally aimed at human actors, with sanctions and compensation directed at individuals or companies. This study examines whether existing regulations are adequate to deal with violations involving artificial intelligence and how legal frameworks can be developed to protect IPR holders in the era of artificial intelligence.

The emergence of artificial intelligence has posed significant legal challenges, especially related to intellectual property rights. Artificial intelligence often utilizes creative outcomes or human cognitive processes to generate new content. This practice raises complex questions about the ownership, protection, and attribution of intellectual property. In a situation where artificial intelligence independently generates or modifies works based on human input, determining the right ownership becomes a crucial issue. All forms of development have a positive impact on the global economy; However, this does not rule out the possibility of related negative consequences. The advent of artificial intelligence has brought many beneficial consequences. Nevertheless, this technology also has a bad impact, which is sometimes indirect and invisible (Pabubung & Yogyakarta, 2023). Artificial intelligence is a technology that takes the form of a machine. This technology was developed with knowledge of the human way of thinking and is able to perform human thinking procedures. The advent of artificial intelligence has raised concerns about its potential to carry out activities in ways that could disrupt the human realm (Kirana Rukmayuninda Ririh, 2020). Artificial intelligence has the capacity to perform legal actions or legal acts that are similar to legal acts that can be carried out by humans. However, in

the process of imitation, which is a core aspect of artificial intelligence, infringement often occurs, including infringement of intellectual property rights.

One of the main challenges in providing legal protection against infringements caused by artificial intelligence is determining who is responsible when the system infringes intellectual property rights. Since artificial intelligence has no status as a legal subject, it cannot be held accountable for its actions. As a result, responsibility is often shifted to the developer, operator, or user of the artificial intelligence system. However, this approach is not always simple. Artificial intelligence systems, especially those that use machine learning, can make decisions and produce unexpected results for their developers or users. This uncertainty makes it difficult to determine responsibility, as it is unclear whether the individuals involved should be responsible for the artificial intelligence actions. In situations where infringement by artificial intelligence occurs accidentally or unexpectedly, questions arise regarding how to effectively enforce intellectual property rights, while still ensuring fairness for those who manage or use the system.

According to Rachmadi Usman, the term "ownership" is more appropriate to use than "property" in this context. This is due to the fact that the concept of ownership is more relevant than property. In the civil law system, the law that regulates wealth or property rights includes property law and covenant law. Intellectual Property Rights fall under the category of intangible property rights which are also recognized in property law (Usman, 2003). Property ownership, including intellectual property rights, is subject to strict legal regulations. Intellectual property rights include a wide range of legal protections, including copyrights, patents, trademarks, trade secrets, and industrial design rights.

These rights are bound by laws and regulations aimed at protecting the interests of each owner. Legal protection is essential for encouraging innovation, creativity, and investment in various sectors, including technology, arts, and industry. Intellectual property laws generally protect rights owners from any form of unauthorized use, duplication, or misuse of their creations or intellectual products. With this legal protection, intellectual property rights owners can be more flexible in developing new ideas, creating works of art, or designing innovative products, because their rights are legally protected from actions that can harm them both financially and reputationally.

The term "legal protection" encompasses a range of measures designed to protect the rights of witnesses and/or victims, as well as to ensure their safety. These measures can be applied in various forms, such as restitution, compensation, medical services, and legal aid. The legal protection provided to the subject of law can be in the form of preventive measures and punishments, which can be delivered orally or in writing. In other words, legal protection can be understood as a separate representation of the function of law itself. This concept emphasizes that the law aims to provide justice, order, certainty, utility, and peace (Soerjono Soekanto, 2014). Justice is basically a relative concept, everyone is not the same, justice according to one is not necessarily fair to the other, when a person affirms that he is doing justice, it must certainly be relevant to the public order in which a scale of justice is recognized. Justice begins with a mutually agreed primary choice (Tina Amelia dan Harry Budi, 2021).

Any individual who officially documents his or her intellectual property is usually motivated by a desire to obtain legal protection for his or her work. Once a work is registered, the registration document issued by the Directorate General will make it easier to determine the identity of the creator. Based on Article 31 of Law Number 28 of 2014 concerning Copyright, a person whose name is listed in the General Register of Works is considered the creator, unless there is another party who can prove otherwise. Therefore, proving copyright for unregistered works will become more difficult and time-consuming. Article 31 of the Law also shows that Indonesia has adopted a declarative registration system.

According to copyright law in Indonesia, the copyright registration system is characterized by a passive registration process. This means that all registration applications are accepted without a preliminary examination of the applicant's rights, unless there is clear evidence of copyright infringement. The act of copyright registration itself is not considered proof of copyright ownership; Instead, this registration aims to make it easier to prove if there is a dispute in the future. The first copyright registration does not necessarily provide legal ownership rights to intellectual property. If there is other evidence to the contrary, the validity of the copyright registration can be questioned (Maya Jannah, 2018). According to Phillipus M. Hadjon, legal protection for the community is a preventive and responsive government action. The purpose of preventive legal protection is to prevent disputes. Therefore, government actions must be prudent and prudent, while responsive legal protection is intended to prevent disputes from occurring and resolve them in a judicial context (Phillipus M. Hadjon, 1987).

To obtain legal protection for the copyright owned, it is important to register the work with the authorized agency, namely the Directorate General of Intellectual Property. This registration process aims to provide clear evidence regarding the status of the rightful owner of the work, as well as to establish a date of creation that serves as a legal precedent. In the event of a dispute in the future, proper legal protection is to use proof of copyright registration to resolve the legal issue. This proof of registration will reinforce the claim that the individual in question is the rightful owner of the copyright when the dispute arises. In Indonesia, there are no specific and clear regulations regarding artificial intelligence, which can potentially cause litigation in the future if artificial intelligence technology is involved in actions that violate applicable laws. The ability of artificial intelligence to take action is the main criterion in its classification. Therefore, it is possible that artificial intelligence is involved in legal actions equivalent to human actions (Tan et al., 2022)

The application of the misuse of artificial intelligence as a form of unlawful act, both in the civil and criminal fields, can be analysed through the theory of legal protection for people in Indonesia. In general, this theory aims to protect the rights and interests of the community from adverse actions. Legal protection covers various aspects, including the protection of human rights, the maintenance of human dignity and dignity, the recognition of individual rights in accordance with applicable laws, and efforts to create order in human interactions. Thus, legal protection aims to ensure that every individual gets adequate protection of his or her rights and realizes justice in society. The development of information technology today has created a borderless world and brought significant social changes. Information technology has a dual function, namely it can improve people's welfare and advance human civilization, but it can also be misused to commit criminal acts (Ahmad M. Ramli, 2006).

As previously explained, artificial intelligence is not recognized as a legal subject in positive law in Indonesia, according to the definition in the ITE Law. Artificial intelligence systems can be viewed as electronic systems and agents. However, it is important to note that all actions and operations performed by this system are essentially the result of human commands. In the context of the ITE Law, the order comes from an electronic system operator consisting of several legal subjects. Based on these considerations, it is clear that artificial intelligence cannot be seen as an independent legal entity or equivalent to other legal subjects. In the event of copyright infringement, artificial intelligence cannot act as a legal subject. So far, the use of artificial intelligence has always been carried out based on orders from legal subjects, namely humans. Therefore, it is clear that artificial intelligence does not have the capacity to understand the consequences of an action, determine its own desire to perform an act, or act with consciousness in a legal context.

When considering criminal law liability in the context of criminal offenders, there must be an element of awareness, knowledge, and the ability to determine the desires behind an individual's actions (Ahmad M. Ramli, 2006). In the case of artificial intelligence, there is a clear lack of awareness, with actions that are mainly based on instructions and limited in their capacity to understand the intent and purpose of the entity that created them. In contrast, individuals with knowledge of the actions of artificial intelligence, in fact, are users of the technology. As a result, if the artificial intelligence commits a copyright infringement that causes harm to a third party, if it can be established that the user of the artificial intelligence bears the responsibility for the infringement, then the user of the artificial intelligence, i.e. the party ordering the artificial intelligence, can be held fully responsible (Tan et al., 2022).

Traditional legal frameworks designed to protect human creators may not be enough to handle the unique capabilities and implications posed by artificial intelligence. Therefore, there is an urgent need to create new legal approaches that can effectively manage the impact of artificial intelligence on intellectual property. The importance of ensuring fair compensation and protecting the rights of original creators is increasingly complicated as the autonomy of artificial intelligence in the creative process increases. With the continued advancement of artificial intelligence technology, it is important to understand the relationship between artificial intelligence and intellectual property law, in order to encourage innovation while maintaining fair and ethical standards in the management of these rights.

An effective legal approach to protecting copyright in Indonesia must take into account the socio-cultural context of a diverse and complex society. With more than 270 million people comprising various ethnicities, religions, and cultures, Indonesia is an example of a pluralistic society that has a diversity of values and norms. In this context, the understanding of copyright often varies from one community group to another (Mardjono Reksodiputro, 2010). For example, in a culture that values the tradition of sharing and collaboration, the concept of copyright may be considered less relevant when compared to

the values that encourage communities to share knowledge and artwork. Therefore, the legal approach taken needs to be responsive and adaptive to local socio-cultural conditions.

The importance of education and socialization regarding copyright is key in this approach. The public needs to be given an understanding of the importance of protecting copyrighted works, both for individual creators and for society as a whole. Socialization efforts can be carried out through various programs, such as seminars, workshops, and media campaigns that explain the impact of copyright infringement. By increasing awareness of copyright, it is hoped that the public can better appreciate the work of others and understand the legal consequences of acts of plagiarism (Denny Mulyana, 2018).

In addition, copyright law applied in Indonesia must also consider and respect local traditions and values. For example, laws can be formulated with an approach that recognizes and protects the collaborative traditions that exist in society. This can be done by providing certain exceptions in copyright law for works produced in traditional or community contexts. In this way, copyright law not only protects individual creators but also supports the development of local culture.

The implementation of this responsive approach to socio-cultural contexts requires cooperation between the government, civil society, and the private sector. Governments need to create inclusive and community-oriented policies, while civil society can play a role in facilitating dialogue between creators and communities (Agus Sumarno, 2019). The private sector can also contribute through support for educational programs and campaigns that promote respect for copyright. By creating a supportive ecosystem, copyright protection in Indonesia is expected to be more effective and sustainable, as well as encourage innovation and creativity in accordance with the socio-cultural values of the community.

CONCLUSION

The digital age has brought about new challenges in copyright protection, particularly in Indonesia, a multicultural society. To address these issues, a responsive legal approach is needed, balancing technological advancements with robust enforcement. This includes addressing issues like infringement on digital platforms and the use of artificial intelligence. Collaboration between the government, community, and stakeholders is crucial for increasing awareness and compliance. Government regulations should be updated to align with technology, while public education on copyright respect is essential. Law enforcement should be strengthened through training and cooperation with digital platform providers. International collaboration is also necessary to overcome global challenges in the digital era. Future research should focus on developing adaptive legal frameworks, public awareness campaigns, and international collaborations to address these challenges.

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