



# Resocia: International Journal of Applied Research and Innovation

Vol 1 No 2 April 2026, Hal 136-145  
ISSN: 3124-3665 (Print) ISSN: 3124-3630 (Electronic)  
Open Access: <https://researchfrontiers.id/resocia/index>

## Copyright Protection for Digital Content on Social Media in Indonesia

Tansya Hadiansyah Ramdi<sup>1\*</sup>, Ghazyen, Hidzyam Haqqani<sup>2</sup>, Bimo Satrio Wicaksono<sup>3</sup>, Ikhwan Aulia Fatahillah<sup>4</sup>

<sup>1-4</sup> UIN Sunan Gunung Djati Bandung, Indonesia

email: [tansyaramdi90@gmail.com](mailto:tansyaramdi90@gmail.com)<sup>1</sup>

### Article Info :

Received:  
12-04-2026  
Revised:  
18-04-2026  
Accepted:  
28-04-2026

### Abstract

*The rapid expansion of social media has transformed the creation, distribution, and commercialization of digital content, generating new challenges for copyright protection in Indonesia. This study examines the adequacy of Indonesian copyright law in addressing the evolving dynamics of digital content circulation within platform based environments. Employing a non empirical normative legal research design, the study integrates statutory, conceptual, and case approaches to analyze legal materials, regulatory frameworks, judicial reasoning, and contemporary scholarly discourse. The findings indicate that Indonesian copyright law provides a substantial normative foundation for recognizing ownership, economic rights, and moral rights of digital creators. Nevertheless, significant enforcement obstacles persist due to technological acceleration, platform mediated dissemination, digital anonymity, cross border activities, and limited public awareness. The analysis further reveals a regulatory gap between formal legal protection and practical enforcement effectiveness. To address these challenges, the study proposes an adaptive copyright protection model that combines Digital Rights Management, automated detection technologies, strengthened platform accountability, digital literacy initiatives, coordinated institutional enforcement, and international legal cooperation. This integrated framework offers a forward looking strategy for enhancing copyright governance and ensuring sustainable protection of digital creativity in Indonesia.*

**Keywords :** Copyright Protection, Digital Content, Social Media, Digital Governance, Intellectual Property.



©2022 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.  
(<https://creativecommons.org/licenses/by-nc/4.0/>)

## INTRODUCTION

The rapid expansion of digital communication ecosystems has transformed social media from a mere platform of interpersonal interaction into a global infrastructure for creative production, cultural dissemination, and economic exchange, generating unprecedented opportunities for individuals to create, monetize, and distribute digital content across national boundaries. The convergence of user generated content, platform based economies, and algorithmic dissemination mechanisms has significantly increased the volume and commercial value of digital works circulating through platforms such as Instagram, Facebook, TikTok, and YouTube. At the same time, this transformation has intensified concerns regarding copyright protection because digital content can be reproduced, modified, and redistributed almost instantaneously with minimal technical barriers. Within this evolving landscape, the challenge of balancing technological innovation with effective intellectual property protection has emerged as a central issue in contemporary legal scholarship and policy debates. The Indonesian context reflects these global developments, where increasing digital participation and the expansion of digital literacy have accelerated content creation activities while simultaneously exposing creators to a growing risk of unauthorized exploitation of their works (Sugeng et al., 2022). The ongoing efforts to enhance digital literacy across Indonesian regions further demonstrate the increasing integration of digital technologies into everyday social and economic activities, reinforcing the urgency of establishing an adaptive copyright protection framework capable of responding to the complexities of digital environments (Zulaikha et al., 2025).

Existing scholarship has generated important insights into the relationship between copyright law and digital platforms, yet the accumulated findings reveal a more complex reality than a simple narrative of legal inadequacy. Studies examining copyright infringement on social media consistently

demonstrate that unauthorized reproduction, commercial exploitation, and attribution failures remain dominant forms of infringement despite the existence of formal legal protections. Research focusing on digital copyright disputes in Indonesia emphasizes that the legal framework already recognizes exclusive rights and automatic protection mechanisms for creators, suggesting that the persistence of infringement cannot be explained solely by legislative deficiencies (Yulianti et al., 2025). Similar observations emerge from studies investigating unauthorized commercial use of creative works on social networking platforms, which indicate that violations often occur within environments where users possess limited awareness of intellectual property obligations despite broad access to copyrighted materials (Suwardi & Kurniawan, 2025). Scholarly examinations of copyright protection for visual content on Instagram further reveal that technological accessibility and platform architecture frequently facilitate dissemination practices that blur the distinction between lawful sharing and unlawful appropriation, creating structural conditions that complicate the enforcement of creator rights (Zahida & Santoso, 2023).

Although these studies provide valuable contributions, the literature remains fragmented in several critical respects. A substantial proportion of existing research adopts a doctrinal perspective that focuses primarily on statutory interpretation and normative legal protection, while paying comparatively limited attention to the interaction between legal norms, platform governance mechanisms, digital user behavior, and enforcement realities within contemporary social media ecosystems (Tobing, 2025). Moreover, empirical findings often produce inconsistent conclusions regarding the principal causes of copyright infringement. Some scholars emphasize deficiencies in public legal awareness and digital literacy, whereas others highlight institutional enforcement challenges or technological factors embedded within platform infrastructures (Sugeng et al., 2022). Research on copyright enforcement transformation in social media environments has also demonstrated that governmental initiatives and regulatory interventions frequently encounter operational constraints when confronted with the speed, scale, and transnational nature of digital content circulation, indicating the existence of unresolved tensions between legal authority and technological capability (Wantu & Sarson, 2025). These inconsistencies suggest the absence of an integrated analytical framework capable of explaining how legal protection functions within the broader socio technological ecosystem of social media.

The unresolved nature of these issues creates significant scientific and practical implications. From a scientific perspective, the absence of comprehensive analyses that simultaneously address legal regulation, platform responsibility, creator interests, and digital user practices limits the development of a coherent theoretical understanding of copyright governance in digital environments. From a practical perspective, ineffective copyright protection threatens the sustainability of creative industries by reducing economic incentives for creators and undermining confidence in digital marketplaces. The problem becomes increasingly urgent as social media platforms continue to serve not only as channels of expression but also as primary sources of income generation for content creators, influencers, educators, and digital entrepreneurs. The persistence of unauthorized commercial exploitation of copyrighted works indicates that formal legal recognition alone is insufficient to guarantee meaningful protection, particularly within highly networked digital spaces characterized by anonymity, rapid dissemination, and jurisdictional complexity (Suwardi & Kurniawan, 2025). Simultaneously, broader discussions concerning intellectual property protection in the digital economy reveal that enforcement institutions continue to face substantial challenges in adapting traditional copyright paradigms to technologically mediated forms of content creation and distribution (Tobing, 2025).

Against this background, the present study positions itself within the emerging interdisciplinary discourse that seeks to move beyond purely doctrinal analyses of copyright law by examining copyright protection as a dynamic interaction between legal frameworks, technological infrastructures, and social practices. Rather than treating copyright infringement as an isolated legal violation, this research conceptualizes it as a multidimensional phenomenon shaped by the interplay of creator rights, platform governance structures, user behavior, and enforcement capacity. This perspective extends previous studies that primarily focused on specific infringement cases or isolated regulatory provisions by offering a more integrated assessment of how copyright protection operates within contemporary Indonesian social media environments. Such positioning enables a deeper examination of the extent to which existing legal instruments remain responsive to evolving patterns of digital content circulation while also identifying structural factors that contribute to persistent enforcement challenges (Yulianti

et al., 2025). In doing so, the study contributes to ongoing scholarly debates concerning the adaptation of intellectual property regimes to rapidly changing digital ecosystems (Zahida & Santoso, 2023; Wantu & Sarson, 2025).

This research aims to analyze the effectiveness of copyright protection for digital content distributed through social media platforms in Indonesia, to identify the principal forms and determinants of copyright infringement in contemporary digital environments, and to evaluate the legal and institutional challenges affecting enforcement practices. The study contributes theoretically by developing an integrated analytical perspective that connects copyright law, platform governance, digital literacy, and technological change within a single explanatory framework. Methodologically, it contributes by employing a normative legal approach enriched through systematic examination of contemporary digital copyright issues, thereby generating a more comprehensive understanding of the relationship between legal protection and the realities of digital content circulation in Indonesia. The findings are expected to provide a stronger conceptual foundation for future scholarship and to support the development of more adaptive copyright protection strategies in the evolving digital era.

## **RESEARCH METHODS**

This study adopts a non empirical research design grounded in normative legal inquiry and structured through an integrated conceptual framework of copyright protection in digital environments. The framework synthesizes theories of intellectual property rights, digital governance, legal protection, and social media regulation to examine the relationship between creator rights, platform mediated content distribution, and contemporary enforcement challenges. The research is based on three complementary analytical approaches consisting of the statutory approach, conceptual approach, and case approach. Primary legal materials include Law Number 28 of 2014 concerning Copyright and related regulatory instruments governing digital communication and electronic information. Secondary materials comprise peer reviewed journal articles, scholarly books, legal commentaries, and contemporary studies addressing copyright infringement in social media ecosystems. The methodological novelty of this research lies in its integration of legal doctrinal analysis with a socio legal understanding of digital content circulation, enabling a more comprehensive examination of copyright protection beyond purely normative interpretation and extending existing discussions on unauthorized content dissemination and unethical digital practices (Siswoyo, 2022; Saadah et al., 2024).

The analytical process was conducted through systematic legal interpretation, qualitative content analysis, and critical synthesis of regulatory provisions, judicial reasoning, and contemporary academic discourse. Legal materials were categorized according to key dimensions of copyright protection including ownership recognition, economic rights, moral rights, infringement patterns, intermediary responsibility, and enforcement mechanisms. The study employed deductive reasoning to assess the coherence between statutory objectives and practical challenges emerging within social media platforms. Robustness was strengthened through triangulation across legal sources, doctrinal scholarship, and recent studies concerning digital copyright violations, allowing the identification of convergent and divergent perspectives within the literature. Rather than relying on descriptive legal exposition, the research utilized comparative and critical synthesis techniques to evaluate normative consistency, conceptual adequacy, and regulatory responsiveness toward evolving technological realities. This methodological strategy provides a rigorous basis for generating theoretically informed conclusions regarding the effectiveness and future development of copyright protection for digital content on social media in Indonesia.

## **RESULTS AND DISCUSSION**

### **Normative Foundations of Copyright Protection for Digital Content in Indonesian Social Media Ecosystems**

The legal analysis indicates that copyright protection for digital content in Indonesia is founded upon the principle of automatic protection that arises once an original work is embodied in a tangible form. This principle reflects the recognition that creative expression deserves legal protection independently from administrative registration procedures. Contemporary social media environments have expanded the scope of protected works because content creators continuously generate videos, photographs, graphics, written materials, and audiovisual productions through digital platforms. The normative orientation of Indonesian copyright law demonstrates compatibility with international

intellectual property standards that emphasize creator centered protection and legal certainty (Arwana, 2025).

The statutory framework reveals that copyright protection extends beyond conventional artistic works and increasingly encompasses forms of user generated content distributed through platform based communication systems. Legal interpretation of Law Number 28 of 2014 demonstrates that originality rather than technological format serves as the determining criterion for copyright eligibility. Such an approach is particularly significant because social media platforms have transformed ordinary users into active producers of economically valuable creative content. Similar observations have been identified in studies examining ownership rights over digital content within Indonesian social media platforms (Natanael, 2023).

The conceptual relationship between copyright law and digital governance reflects a gradual transition from traditional copyright protection toward platform oriented legal regulation. Digital environments create new forms of interaction where creators, users, and platform operators simultaneously participate in content circulation processes. Legal protection consequently functions not only as an instrument for safeguarding economic interests but also as a mechanism for preserving creative incentives within digital innovation ecosystems. Research concerning copyright protection in Society 5.0 environments has emphasized the importance of adapting legal principles to technologically mediated creative activities (Mulyani et al., 2024).

The analysis further demonstrates that copyright ownership in social media contexts frequently involves complex questions concerning collaborative creation and shared digital production. Multiple contributors may participate in the creation, editing, distribution, and promotion of content through interconnected digital networks. Conventional ownership doctrines often encounter interpretative challenges when applied to collaborative digital works involving diverse creative contributions. Recent legal scholarship has highlighted the necessity of clarifying ownership determination in collaborative social media content through stronger doctrinal and treaty based approaches (Doyoharjo et al., 2026).

The normative significance of creator rights becomes more apparent when examining recurring patterns of unauthorized content dissemination across digital platforms. Unauthorized reproduction affects not only economic interests but also the moral relationship between creators and their works. Legal protection therefore operates through a dual structure consisting of economic rights and moral rights that remain interconnected within copyright doctrine. Studies on unauthorized dissemination through social media have consistently demonstrated the continuing relevance of this dual rights structure in digital contexts (Siswoyo, 2022).

**Table 1. Normative Components of Copyright Protection for Digital Content in Indonesia**

| Legal Component       | Regulatory Function                    | Relevance to Social Media Content             |
|-----------------------|----------------------------------------|-----------------------------------------------|
| Originality Principle | Establishes eligibility for protection | Protects creator generated digital content    |
| Economic Rights       | Grants commercialization authority     | Controls monetization and content use         |
| Moral Rights          | Preserves creator identity             | Requires attribution and integrity protection |
| Automatic Protection  | Eliminates mandatory registration      | Provides immediate legal recognition          |
| Enforcement Mechanism | Addresses infringement disputes        | Supports remedies against unauthorized use    |

Source: Synthesized by the authors based on Arwana (2025), Yulianti et al. (2025), and Ramadhan and Faslah (2025).

The findings summarized in Table 1 demonstrate that the Indonesian copyright framework incorporates multiple layers of protection that collectively support creator interests in digital environments. Automatic protection functions as a foundational mechanism because creators acquire legal rights immediately upon creation of their works. The interaction between economic rights and moral rights strengthens the legal position of creators facing unauthorized exploitation through social

media platforms. Existing doctrinal structures therefore provide a relatively comprehensive normative foundation for copyright governance (Yulianti et al., 2025).

The legal framework also reflects an increasing recognition of the economic value generated by digital content industries. Social media content has evolved into a significant component of the digital economy where creators derive revenue from advertising, sponsorships, subscriptions, and licensing arrangements. Copyright protection consequently serves both private and public interests because it encourages innovation while facilitating sustainable digital economic growth. Similar conclusions have been advanced in analyses examining copyright protection within broader digital economic ecosystems (Tobing, 2025).

Critical evaluation of the literature suggests that legal protection cannot be understood exclusively through statutory provisions because technological transformation continuously alters the conditions under which creative works are produced and distributed. Digital platforms facilitate rapid dissemination that often exceeds the pace of legal adaptation and institutional response. This dynamic creates interpretative tensions between established legal doctrines and emerging digital practices. Research addressing copyright protection in the digital age has repeatedly identified this challenge as a central issue in contemporary intellectual property governance (Sanusi et al., 2024).

Another important finding concerns the growing relevance of digital rights management mechanisms in strengthening copyright protection. Legal rights become more effective when supported by technological measures capable of monitoring, identifying, and controlling unauthorized content use. The integration of technological protection measures with copyright law represents a significant development in contemporary regulatory approaches. Studies focusing on digital rights management have emphasized its strategic role in reinforcing copyright enforcement within digital service environments (Khansa & Safiranita, 2025).

The overall analysis confirms that Indonesia possesses a relatively robust normative architecture for protecting digital content distributed through social media platforms. The principal challenge lies less in the existence of legal rules and more in the interaction between legal norms, technological developments, and evolving patterns of digital behavior. Copyright law continues to provide an essential foundation for recognizing ownership, protecting creativity, and sustaining innovation within digital environments. Current developments indicate that future regulatory effectiveness will depend on the capacity of legal institutions to maintain coherence between doctrinal principles and rapidly changing technological realities (Ramadhan & Faslah, 2025; Azzahra, 2026).

### **Patterns of Copyright Infringement and Enforcement Challenges in Indonesian Social Media Platforms**

The normative analysis demonstrates that copyright infringement on Indonesian social media platforms has evolved into a multidimensional phenomenon shaped by rapid content circulation and platform driven visibility mechanisms. Contemporary violations no longer occur only through direct copying but increasingly involve re upload practices, unauthorized monetization, and derivative dissemination that obscure the original creator's ownership position. Studies on digital content ecosystems indicate that unauthorized redistribution remains one of the most recurrent forms of infringement because social media algorithms reward engagement rather than ownership verification (Siswoyo, 2022). This condition reveals a persistent divergence between legal entitlement and practical control over digital content dissemination.

A significant pattern identified in the literature concerns the widespread practice of content re upload without prior authorization from creators. The phenomenon is particularly visible in food content, entertainment videos, and viral short form productions where duplicated uploads frequently generate audience engagement for parties unrelated to the original creator (Anatasya et al., 2026). From a legal protection perspective, re upload activity creates simultaneous interference with economic interests and creator recognition because audience traffic is redirected away from the rightful owner. The recurrence of such practices suggests that the architecture of social media platforms facilitates content replication more rapidly than legal enforcement mechanisms can respond.

Unauthorized commercial exploitation represents another dominant infringement pattern within Indonesian digital ecosystems. Content is frequently reused for advertising, affiliate marketing, promotional campaigns, and revenue generating accounts without obtaining consent from the copyright holder (Suwardi & Kurniawan, 2025). Legal scholarship emphasizes that monetized appropriation

produces measurable economic losses because third parties benefit financially from creative works they did not produce (Tobing, 2025). The problem reflects a broader tension between platform based economic opportunities and the effective protection of intellectual property rights in digital markets.

The analytical review also identifies illegal live streaming as a growing enforcement concern, particularly involving gaming content, entertainment broadcasts, and audiovisual materials. Cases involving unauthorized transmission reveal that digital platforms enable instantaneous reproduction and redistribution of protected works to large audiences with minimal technical barriers (Ahmad et al., 2025). Unlike conventional infringement, illegal live streaming combines real time dissemination with rapid audience accumulation, creating challenges for preventive intervention. Existing legal mechanisms often react after substantial circulation has already occurred, reducing the practical effectiveness of enforcement measures.

Image appropriation, photography misuse, and unauthorized visual reproduction remain persistent forms of infringement across social networking platforms. Digital images are frequently copied, edited, reposted, or incorporated into commercial accounts without attribution to the original creator, generating disputes concerning ownership and recognition (Zahida & Santoso, 2023). Similar concerns emerge in photography related content where visual works are duplicated and redistributed across multiple platforms without permission from photographers (Habiibi & Rahaditya, 2025). These patterns indicate that visual content remains particularly vulnerable because technological reproduction can occur instantly and repeatedly.

**Table 2. Dominant Patterns of Copyright Infringement on Indonesian Social Media Platforms**

| Type of Infringement    | Main Characteristics               | Legal Consequences                  |
|-------------------------|------------------------------------|-------------------------------------|
| Re upload Content       | Republishing without authorization | Economic and moral rights violation |
| Commercial Exploitation | Monetization without consent       | Economic loss                       |
| Illegal Live Streaming  | Unauthorized transmission          | Copyright infringement              |
| Image Appropriation     | Use without attribution            | Moral rights violation              |
| Music Reproduction      | Unlicensed dissemination           | Economic rights infringement        |
| Photography Misuse      | Unauthorized duplication           | Ownership dispute                   |

Source: Synthesized from Ahmad et al. (2025), Anatasya et al. (2026), Habiibi and Rahaditya (2025), Silfiani (2022), Zahida and Santoso (2023).

The patterns presented in Table 2 reveal that infringement activities are concentrated around unauthorized reproduction and redistribution rather than direct claims of ownership. A notable observation is that different forms of infringement produce overlapping legal consequences because economic interests and creator attribution are frequently affected simultaneously. Music related violations illustrate this overlap since unauthorized dissemination often interferes with licensing arrangements and revenue allocation within digital platforms (Silfiani, 2022). The table also indicates that technological accessibility has expanded opportunities for infringement across diverse content categories.

The persistence of these violations cannot be separated from broader socio technological factors shaping user behavior within social media environments. Viral culture encourages rapid content replication because visibility and engagement often become primary objectives for users seeking audience expansion (Saadah et al., 2024). Sharing culture further normalizes redistribution practices by creating perceptions that publicly accessible content may be freely reused without legal consequences (Siswoyo, 2022). Such behavioral tendencies weaken the practical influence of copyright norms despite the existence of comprehensive legal protections.

Digital literacy constitutes another critical variable influencing infringement patterns and compliance behavior. Research concerning digital competencies suggests that users frequently possess technical abilities to distribute content but lack sufficient understanding of legal responsibilities associated with copyright protected materials (Sugeng et al., 2022). Similar findings indicate uneven levels of digital literacy across different social groups and regions, affecting awareness of lawful content usage practices (Zulaikha et al., 2025). The resulting gap between technological capability and legal

comprehension contributes to the continued prevalence of copyright violations on social media platforms.

The enforcement process faces substantial obstacles arising from the characteristics of digital communication environments. Identification of infringing parties becomes difficult when violations are conducted through anonymous or pseudonymous accounts that obscure individual accountability (Lombok et al., 2024). Digital evidence is also vulnerable to alteration, deletion, and rapid migration across platforms, complicating efforts to establish reliable evidentiary chains in copyright disputes (Perdana et al., 2024). These conditions reduce the practical capacity of enforcement institutions to respond proportionately to infringement incidents.

A critical synthesis of contemporary scholarship suggests that the principal challenge is not the absence of legal norms but the limited correspondence between statutory objectives and platform realities. Regulatory frameworks formally recognize creator rights and provide enforcement mechanisms, yet the speed of content circulation frequently exceeds institutional response capacity (Wantu & Sarson, 2025). Legal scholars have therefore emphasized the need for more adaptive enforcement models capable of integrating technological monitoring, platform accountability, and responsive dispute resolution mechanisms (Candrasari & Adhari, 2025). The persistence of infringement patterns indicates that copyright protection effectiveness depends increasingly on the interaction between legal regulation, technological governance, and user behavior rather than on statutory provisions alone.

### **Adaptive Governance Framework for Future Oriented Copyright Protection in Social Media Ecosystems**

The normative analysis indicates that the current copyright protection framework remains predominantly reactive and continues to depend on post infringement enforcement mechanisms. Such orientation creates regulatory delays because legal intervention often occurs after content has already circulated extensively across multiple digital platforms. Contemporary scholarship suggests that sustainable copyright governance requires a transition from corrective approaches toward anticipatory regulatory strategies capable of addressing technological acceleration (Candrasari & Adhari, 2025). The gap between legal objectives and technological realities demonstrates the need for a more adaptive protection model that integrates legal, institutional, and technological dimensions.

The conceptual review further reveals that existing enforcement structures are fragmented across governmental authorities, platform operators, and private rights holders. Fragmentation weakens coordination and reduces the capacity to respond effectively to emerging digital risks within social media environments. Studies on digital governance emphasize that isolated regulatory interventions are less effective than collaborative governance arrangements involving multiple stakeholders (Sanusi et al., 2024). Legal protection therefore requires an integrated architecture that aligns regulatory authority with technological capability and platform responsibility.

A preventive and repressive protection model emerges as a central requirement for strengthening copyright governance in Indonesia. Preventive measures focus on infringement avoidance through technological safeguards, awareness development, and platform monitoring systems. Repressive mechanisms remain necessary because legal remedies continue to provide accountability and deterrence against unlawful conduct (Octavia & Supriyadi, 2025). The relationship between these approaches should be complementary rather than hierarchical in order to ensure balanced protection for creators and users.

The analysis also identifies platform operators as increasingly influential actors within copyright governance structures. Social media companies possess technical control over content circulation, algorithmic visibility, and moderation infrastructure that directly affect copyright compliance. Regulatory developments in digital governance increasingly recognize platform accountability as a necessary component of intellectual property protection (Tobing, 2025). Effective copyright protection therefore depends not only on state enforcement but also on institutional obligations imposed upon digital intermediaries.

A significant aspect of future governance involves the implementation of Digital Rights Management systems capable of verifying ownership and controlling unauthorized dissemination. Technological protection measures can create stronger evidentiary records that facilitate dispute resolution and enforcement processes. Research concerning digital copyright management highlights

that integrated verification systems reduce uncertainty regarding authorship and ownership claims in online environments (Khansa & Safiranita, 2025). Such mechanisms strengthen legal certainty while simultaneously supporting efficient content distribution practices.

**Table 3. Proposed Adaptive Copyright Protection Model for Indonesian Social Media Ecosystems**

| Strategic Component              | Regulatory Objective              | Expected Impact          |
|----------------------------------|-----------------------------------|--------------------------|
| Digital Rights Management        | Ownership verification            | Stronger protection      |
| Automated Detection System       | Early infringement identification | Faster enforcement       |
| Platform Accountability          | Shared governance                 | Reduced violations       |
| Digital Literacy Programs        | User awareness                    | Preventive protection    |
| Cross Institutional Coordination | Integrated enforcement            | Regulatory effectiveness |
| International Cooperation        | Cross border enforcement          | Jurisdictional certainty |

Source: Synthesized from Candrasari and Adhari (2025), Khansa and Safiranita (2025), Octavia and Supriyadi (2025), and Sanusi et al. (2024) through normative legal analysis conducted by the authors.

The framework presented in Table 3 illustrates the interdependence between regulatory objectives and governance instruments within digital copyright protection. Each component addresses a distinct structural weakness identified through statutory interpretation and doctrinal synthesis. The model demonstrates that technological solutions alone cannot generate effective protection without institutional coordination and legal accountability mechanisms. This integrated perspective aligns with contemporary approaches that view copyright governance as a multidimensional regulatory ecosystem (Candrasari & Adhari, 2025).

Artificial intelligence based detection systems constitute another important element of adaptive copyright governance. Automated monitoring technologies are capable of identifying potentially infringing content at a speed that exceeds traditional complaint based procedures. Recent legal scholarship recognizes that algorithmic detection can improve enforcement efficiency while reducing administrative burdens on rights holders and regulators (Azzahra, 2026). Appropriate safeguards remain necessary to ensure procedural fairness and prevent excessive content removal.

The effectiveness of future protection models also depends on the refinement of notice and takedown procedures across social media platforms. Existing mechanisms often suffer from inconsistent implementation, delayed responses, and insufficient transparency regarding moderation outcomes. Enhanced procedural standards would provide clearer responsibilities for platforms while strengthening legal certainty for content creators (Wantu & Sarson, 2025). Regulatory innovation should therefore prioritize procedural accountability alongside substantive copyright protection.

Multi stakeholder governance emerges as a critical principle within the proposed framework because digital copyright issues extend beyond the competence of any single institution. Government agencies, platform operators, creators, educational institutions, and civil society organizations each possess distinct capacities that contribute to effective governance outcomes. Research on digital literacy demonstrates that preventive protection becomes more sustainable when legal awareness is supported by educational interventions and technological understanding (Sugeng et al., 2022; Zulaikha et al., 2025). Collaborative governance consequently offers a more resilient response to evolving technological challenges.

The final component of the adaptive model concerns harmonization between national regulations and international copyright standards. Cross border content circulation increasingly generates jurisdictional complexities that cannot be addressed solely through domestic legal instruments. Treaty based approaches and international cooperation mechanisms provide greater certainty regarding ownership recognition, enforcement coordination, and dispute resolution in transnational digital environments (Doyoharjo et al., 2026). The proposed framework therefore contributes a future oriented governance model that integrates legal protection, technological innovation, institutional cooperation, and global regulatory alignment into a coherent system of copyright protection for Indonesian social media ecosystems.



## CONCLUSION

Copyright protection for digital content on social media in Indonesia demonstrates a complex interaction between normative legal recognition, evolving patterns of infringement, and the necessity for adaptive governance mechanisms. The analysis confirms that Law Number 28 of 2014 provides a coherent legal basis for protecting ownership, economic interests, and moral interests of creators within digital environments, yet the effectiveness of protection is constrained by rapid technological development, platform driven content circulation, evidentiary difficulties, jurisdictional limitations, and uneven levels of digital literacy. Contemporary infringement practices reveal that legal certainty alone is insufficient when enforcement mechanisms cannot respond at the same pace as digital dissemination. The study identifies a persistent gap between regulatory objectives and practical implementation, indicating the need for a more responsive governance structure. An adaptive protection model integrating Digital Rights Management, automated monitoring systems, enhanced notice and takedown procedures, platform accountability, digital literacy development, institutional coordination, and international cooperation offers a more effective framework for future copyright governance. Such an approach strengthens legal responsiveness, improves enforcement capacity, and promotes a sustainable digital ecosystem that balances technological innovation with the protection of creators' rights.

## REFERENCES

- Ahmad, K. L., Kholillah, I. R., Parnika, K. O., & Janatino, J. H. (2025). Perlindungan Hukum terhadap Hak Cipta Karya Konten Kreator di Era Digital melalui Aplikasi TikTok (Studi Kasus: Live Streaming Ilegal Windah Basudara). *Innovative: Journal Of Social Science Research*, 5(4), 11908-11916. <https://doi.org/10.31004/innovative.v5i4.21230>
- Anatasya, N., Saputri, A. N., Febriana, P., & Handayani, S. (2026). Urgensi Perlindungan Hak Cipta terhadap Fenomena Re-upload Konten Foodvlogger dalam Ekosistem Media Sosial. *Al-Zayn: Jurnal Ilmu Sosial & Hukum*, 4(2), 3971-3981. <https://doi.org/10.61104/alz.v4i2.4894>
- Arwana, W. (2025). Perlindungan Hukum terhadap Hak Cipta di Era Digital Menurut Undang-Undang Nomor 28 Tahun 2014. *Jurnal Hukum Lex Generalis*, 6(4). <https://doi.org/10.56370/jhlg.v6i4.1419>
- Azzahra, R. S. (2026). Perlindungan Kekayaan Intelektual (Hak Cipta) Berbasis Digital dalam Masyarakat 5.0. *JURNAL HUKUM, POLITIK DAN ILMU SOSIAL*, 5(2), 79-92. <https://doi.org/10.55606/jhps.v5i2.6240>
- Candrasari, M., & Adhari, A. (2025). Urgensi Membangun Model Ideal Penegakan Hukum Terhadap Pelanggaran Hak Cipta Di Era Digital. *Kertha Semaya: Journal Ilmu Hukum*, 13(9), 2071-2087. <https://doi.org/10.24843/KS.2024.v13.i09.p13>
- Doyoharjo, A., Laksito, F. H. B., & Sunarto, K. Z. (2026). Legal Protection for Copyright of Collaborative Content on Social Media: The Role and Strength of Treaty Law in Determining Ownership and Use. *Hukum Inovatif: Jurnal Ilmu Hukum Sosial dan Humaniora*, 3(1), 122-133. <https://doi.org/10.62383/humif.v3i1.2817>
- Habiibi, M., & Rahaditya, R. (2025). Analysis of Copyright Implementation and Challenges in Photography in the Digital Era in Indonesia. *Journal of Law, Politic and Humanities*, 5(2), 1195-1202. <https://doi.org/10.38035/jlph.v5i2.1163>
- Khansa, R. E., & Safiranita, T. (2025). Optimizing the Implementation of Digital Rights Management to Strengthen Copyright Protection in Digital Streaming Services in Indonesia. *Journal of Law, Politic and Humanities*, 5(4), 2707-2719. <https://doi.org/10.38035/jlph.v5i4.1615>
- Lombok, L. L., Tuwaidan, A., & Takasana, V. (2024). Tinjauan Hukum Terhadap Pelanggaran Hak Cipta Karya Digital Content Creator Di Indonesia. *INVENTION: Journal of Intellectual Property Law*, 1(1), 47-59. <https://doi.org/10.70358/invention.v1i1.1240>
- Mulyani, S., Lestari, A. T. W., & Tedjosaputro, L. (2024). Perlindungan hukum hak cipta pada industri konten digital dalam perspektif Society 5.0. *Spektrum Hukum*, 21(1), 1-9. <https://dx.doi.org/10.56444/sh.v21i1.5090>
- Natanael, L. (2023). Perlindungan Hukum dan Kepemilikan Hak Atas Kekayaan Intelektual Konten di Platform Media Sosial Indonesia: Law Protection and Intellectual Property Rights Ownership on Contents on Social Media in Indonesia. *Reformasi Hukum*, 27(2), 97-107. <https://doi.org/10.46257/jrh.v27i2.638>

- Octavia, N., & Supriyadi, A. P. (2025). Model Perlindungan Hukum Preventif dan Represif Hak Cipta User Generated Content Pasca Putusan Mahkamah Konstitusi. *Journal of Islamic Business Law*, 9(3), 28-39. <https://doi.org/10.18860/jibl.v9i3.17296>
- Perdana, S., Ginting, B., & Devi, T. K. (2024). Legal Implications for Parties Who Display Inappropriate Content Through Social Media Platforms (Copyright Study). *KnE Social Sciences*, 9(1), 477-491. <https://doi.org/10.18502/kss.v8i21.14764>
- Ramadhan, M. W., & Faslah, R. (2025). Perlindungan Hukum Terhadap Hak Cipta Digital Di Indonesia. *Jurnal Kajian Hukum Dan Kebijakan Publik* | E-ISSN: 3031-8882, 2(2), 1326-1328. <https://doi.org/10.62379/vmszry42>
- Saadah, L. M., Barus, S. S. B., Earliand, A. R., & Fitri, A. S. (2024). Analisis Pelanggaran Hak Cipta Terhadap Ketidaketisan Penggunaan Media Sosial Tiktok. *JATI (Jurnal Mahasiswa Teknik Informatika)*, 8(4), 7636-7643. <https://doi.org/10.36040/jati.v8i4.10197>
- Sanusi, R. Z., Sasea, E. M., & Bonsapia, M. (2024). Copyright protection in the digital age: Addressing challenges and finding solutions in Indonesian civil law. *Sinergi International Journal of Law*, 2(3), 208-218. <https://doi.org/10.61194/law.v2i3.170>
- Silfiani, D. (2022). Indonesian legal protection for song commercialization and music copyrights in digital platforms. *PADJADJARAN Jurnal Ilmu Hukum (Journal of Law)*, 9(2), 152-169. <https://doi.org/10.22304/pjih.v9n2.a1>
- Siswoyo, A. A. (2022). Analisa Sosio-Yuridis Perlindungan Hak Cipta Terhadap Penyebarluasan Konten Tanpa Izin Melalui Media Sosial. *Lex Lectio Law Journal*, 1(2), 75-93. <https://doi.org/10.61715/jlexlectio.v1i2.24>
- Sugeng, S., Fitria, A., & Rohman, A. N. R. A. N. (2022). Promoting digital literacy for the prevention of risk behavior in social media for adolescents. *Jurnal Keamanan Nasional*, 8(1). <https://doi.org/10.31599/7cv3sj91>
- Suwardi, S., & Kurniawan, R. A. (2025). Perlindungan Hukum Terhadap Hasil Ciptaan Dari Kreator Konten Yang Dipublikasikan Dengan Tanpa Hak Untuk Tujuan Komersial Dalam Media Sosial Facebook. *Jurnal Media Informatika*, 6(2), 1461-1467. <https://doi.org/10.55338/jumin.v6i2.5635>
- Tobing, D. R. L. (2025). Perlindungan Hukum Hak Kekayaan Intelektual dalam Ekonomi Digital: Tantangan Penegakan Hak Cipta dan Merek di Indonesia: Penelitian. *Jurnal Pengabdian Masyarakat dan Riset Pendidikan*, 4(2), 11899-11906. <https://doi.org/10.31004/jerkin.v4i2.3745>
- Wantu, F. M., & Sarson, M. T. Z. (2025). Transformasi Penegakan Hukum Hak Cipta di Era Media Sosial: Studi Strategis Kemenkumham Gorontalo dalam Menindak Pelanggaran atas Cuplikan Film. *Al-Zayn: Jurnal Ilmu Sosial & Hukum*, 3(6), 8895-8910. <https://doi.org/10.61104/alz.v3i6.2612>
- Yulianti, Y., Guntara, D., & Abas, M. (2025). Kajian Yuridis Terhadap Perlindungan Hak Kekayaan Intelektual di Era Digital Berdasarkan Undang-Undang Nomor 28 Tahun 2014 Tentang Hak Cipta. *Unes Journal of Swara Justisia*, 9(2), 341-350. <https://doi.org/10.31933/4xbvra82>
- Zahida, S. I., & Santoso, B. (2023). Perlindungan hak cipta terhadap gambar yang telah diunggah pada media sosial Instagram. *Jurnal Pembangunan Hukum Indonesia*, 5(1), 186-203. <https://doi.org/10.14710/jphi.v5i1.186-203>
- Zulaikha, S., Fadholi, M., Sururi, S., Syahril, S., Jamil, S. N., & Ariyanti, P. N. (2025). "Bridging the digital divide": Assessing and advancing teachers' digital literacy across Indonesian provinces. *Journal of Educational Management and Instruction (JEMIN)*, 5(1), 195-212. <https://doi.org/10.22515/jemin.v5i1.11586>