

The Important Role of Copyright in Preventing Theft and Promoting Innovation and Enterprise

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Abstract

Copyright is a legal instrument that plays a central role in encouraging innovation and protecting creators and creative entrepreneurs. This research uses a qualitative research approach to documentation studies. Through the exclusive rights it provides, copyright creates a basis of legal security for creators, giving them the freedom to innovate and develop works without fear of being stolen or imitated. Creators who feel their work is protected by copyright tend to be more motivated to create, creating an environment that supports the growth of creativity. Apart from that, copyright also plays an important role in promoting creative efforts. Creative entrepreneurs who know that their work is protected by copyright feel more secure in developing their business. Assurance that work is not easily stolen by competitors provides additional incentives to invest resources in product or service development, improving quality, and planning for long-term growth. The existence of copyright makes a positive contribution to the business and creative ecosystem, enabling creators and creative entrepreneurs to explore the full potential of their creativity. Therefore, copyright is not only a shield against theft of ideas, but also a vital driver in creating an environment that supports cultural, economic and innovation development in this global era.

Keywords: Copyright, Theft of ideas and works, Innovation, Enterprise.

INTRODUCTION

Copyright is an exclusive right granted by the state to the creator of his work to publish or reproduce it, or give permission to other people to publish or reproduce it. Copyright protects various types of creative works, including literary works, artistic works, musical works, film works, photographic works, and computer program works.

The main purpose of granting copyright is to protect creators of their work from theft of ideas and works. This is important because theft of ideas and works can harm creators economically and morally. Apart from that, copyright also aims to encourage innovation and business. This is because copyright provides legal protection to creators for their work, so that creators can focus more on innovating and developing their work (Kusmawan, 2014).

Copyright is an exclusive right granted to the creator of an intellectual work to publish or reproduce it, or give permission to do so, without prejudice to restrictions according to applicable laws and regulations. Copyright protects original intellectual works, such as literary works, artistic works, musical works, film works, photographic works, computer program works, and other works related to intellectual property.

Copyright has an important role in preventing theft and promoting innovation and business. With copyright, creators of intellectual works have legal protection for their work. This can prevent theft of intellectual work by other unauthorized parties.

Theft of intellectual work can cause major losses for the creator. Apart from material losses, theft of intellectual work can also damage the creator's reputation. Therefore, copyright is very important to protect creators and their intellectual works (Assa, 2016).

Copyright also plays an important role in promoting innovation and business. With copyright, creators of intellectual works have the motivation to continue to innovate and

create new works. This is because the creator believes that his work will be protected and will not be harmed by other unauthorized parties.

Innovation and business supported by copyright can provide great benefits to society. Innovation can improve people's quality of life, while business can create jobs and improve the country's economy.

The following are some examples of the important role of copyright in preventing theft and promoting innovation and business:

- Prevent theft of literary works. Copyright protects literary works, such as novels, poetry and short stories. With copyright, the creator of a literary work has legal protection for his work. This can prevent theft of literary works by other unauthorized parties.
- Prevent art theft. Copyright protects works of art, such as paintings, statues and other works of art. With copyright, the creator of a work of art has legal protection for his work. This can prevent theft of works of art by other unauthorized parties.
- Prevent theft of musical works. Copyright protects musical works, such as songs and other musical compositions. With copyright, the creator of a musical work has legal protection for his work. This can prevent theft of musical works by other unauthorized parties.
- Prevent theft of film works. Copyright protects film works, such as feature films, documentaries and short films. With copyright, film creators have legal protection for their work. This can prevent theft of film works by other unauthorized parties.
- Prevent theft of photographic works. Copyright protects photographic works, such as journalistic photos, artistic photos and other photos. With copyright, the creator of a photographic work has legal protection for his work. This can prevent theft of photographic works by other unauthorized parties.
- Prevent theft of computer program work. Copyright protects the work of computer programs, such as computer software and applications. With copyright, creators of computer program works have legal protection for their work. This can prevent theft of computer program works by other unauthorized parties.

Copyright, as one of the main pillars in the creative economy, has an undeniable role in driving the wheels of innovation, economic and cultural development. In an era where creative works have become the main source of livelihood and a valuable economic resource, public understanding of the importance of copyright is becoming increasingly urgent.

Copyright not only provides a legal umbrella for creators, but is also the foundation for the growth of the creative industry. This understanding becomes the basis for society to support copyright protection as an integral part of joint efforts to maintain a productive creative ecosystem. By providing legal protection to creators, copyright stimulates the creation of new works, encourages innovation, and creates significant economic value.

It is important for society to understand that supporting copyright is contributing to the sustainability of the creative economy as a whole. This support includes appreciating and respecting original works, avoiding acts of copyright infringement, and realizing that copyright provides incentives for creators and creative businesses to continue working.

As part of a joint effort, a better understanding of copyright can shape a culture that respects creativity, imbues the values of innovation, and supports the sustainable growth of the creative sector. Thus, understanding and supporting copyright not only involves individuals and creators, but also society as a whole who recognizes the central role of copyright in maintaining and enriching the diversity and richness of the creative economy.

RESEARCH METHODS

The documentation study research method is an approach used to collect data from various written sources or documents, such as books, journal articles, reports and other records (Sutopo & Sugiyono, 2021).. This research does not involve direct interaction with research subjects, but rather focuses on analyzing the content of documents relevant to the research topic. This method is often used in scientific research, historical studies, and policy analysis.

In its implementation, documentation study research requires steps such as identifying relevant sources, selecting documents that are appropriate to the research objectives, and in-depth analysis of the contents of these documents. Researchers also need to pay attention to the accuracy and reliability of the information contained in the documents used.

The advantages of the documentation study research method include easy access to data, time and cost savings, and the ability to track developments or changes over time. However, the weakness may lie in the limited information contained in the document, as well as the potential for bias or subjectivity in the researcher's interpretation of the contents of the document. Nevertheless, the documentation study method remains an effective choice in many research contexts, especially when the research is related to literature analysis, policy reviews, or historical research.

RESULTS AND DISCUSSION

The Role of Copyright in Preventing Theft

Copyright can prevent theft of ideas and works by providing legal protection to creators. This legal protection can be in the form of exclusive rights to publish or reproduce copyrighted works, or grant permission to other people to publish or reproduce copyrighted works (Sudaryat et al., 2020)

With this exclusive right, the creator can sue anyone who violates his copyright. Sanctions that can be imposed on copyright violators include:

1. Compensation

Compensation is a form of financial compensation that must be paid by copyright infringers to the copyright owner. The amount may include direct losses resulting from the infringement, and may also include non-material damages such as reputation and artistic value of the work.

2. Prison Sentence

Imprisonment is a criminal sanction that can be imposed on copyright violators. This is especially true in cases of copyright infringement that are considered serious and intentional. Imprisonment aims to provide a deterrent effect and directly punish perpetrators of violations.

3. Criminal Fines

Criminal sanctions mean that copyright infringers can be subject to financial fines as punishment for their violation. The amount may vary depending on the seriousness of the violation and the penalties provided for in applicable copyright law.

These sanctions play a key role in providing a deterrent effect to copyright violators. They not only impose serious financial consequences for violators, but also create a legal environment that supports and protects creative works. As a result, people will think twice before committing copyright infringement, promoting sustainability and development in the world of art, innovation and creative industries.

The Role of Copyright in Promoting Innovation and Enterprise

Copyright has a very important role in encouraging innovation and business by providing legal protection to creators. Through copyright, creators are given exclusive rights to their works, providing a much-needed sense of security and legal certainty. This legal protection creates an environment where creators can confidently innovate and develop their work without fear that their creative output will be misused or stolen by others (Prapti, 2010).

Creators who are aware that their work is protected by copyright tend to be more motivated to innovate. The presence of exclusive rights eliminates concerns about possible theft or imitation of the work, providing additional incentives to continue creating and improving the quality of the work. Thus, copyright not only creates legal security, but also becomes a positive driver for increasing creativity and innovation in various sectors (Rompas, 2014).

The existence of copyright also supports the growth of the business ecosystem around creative works. Copyright holders can manage and optimize the commercial use of their work, creating opportunities for income and stimulating the growth of the creative industry as a whole. Therefore, copyright not only protects individual rights, but also plays a strategic role in building a strong foundation for cultural, economic and innovation development (Muhaling, 2014).

Apart from providing protection to creators, copyright also has a significant positive impact on creative endeavors. The legal protection given to creative entrepreneurs for their works provides a strong incentive to develop their businesses further.

Creative entrepreneurs who know that their work is protected by copyright tend to be more motivated to invest in developing their business. With the guarantee that their work cannot be easily stolen or imitated by competitors, creative entrepreneurs can focus on innovation, improving product or service quality, and more effective marketing strategies.

The existence of copyright also gives confidence to creative business actors in carrying out their operations. They can make optimal use of their work without worrying about copyright infringement by other parties. This creates a stable business climate and allows creative entrepreneurs to plan long-term growth without experiencing too many legal obstacles.

Thus, copyright is not only a means of protecting individual creators, but also an effective tool for stimulating the development and growth of the creative business sector as a whole. This strengthens the role of copyright in supporting the creative ecosystem and making a positive contribution to the economy and innovation at various levels.

CONCLUSIONS

Copyright plays a crucial role in encouraging innovation, protecting creators, and stimulating the growth of creative enterprises. The legal protection provided by copyright creates an environment that supports creativity, provides a sense of security to creators, and provides incentives for creative entrepreneurs to continue developing their businesses. The existence of copyright also provides legal certainty, allowing creative businesses to focus on innovation and growth without worrying about potential infringement by other parties. Thus, copyright is not only a means of protection, but also a catalyst for cultural, economic and innovation development throughout the world. Through the legal protection and economic incentives it provides, copyright remains an important pillar in supporting the sustainability of the creative ecosystem in this modern era.

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