

# IMPLEMENTATION OF INTELLECTUAL PROPERTY LAW AWARENESS AND CYBERSECURITY TECHNOLOGY AGAINST DIGITAL COPYRIGHT VIOLATIONS IN INDONESIA DURING THE 2024 ELECTIONS

Yoan Shevila Kristiyenda<sup>1\*)</sup>, Tasya Safiranita Ramli<sup>2</sup>  
<sup>1,2</sup>Faculty of Law, Universitas Padjadjaran, Sumedang, Indonesia  
yoan21001@mail.unpad.ac.id<sup>1\*)</sup>, tasya.safiranita@unpad.ac.id<sup>2</sup>

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## Abstract

The rapid growth of internet users in Indonesia has driven digitalization across various aspects of life, including the 2024 General Election. However, this increase in digital activity also raises serious challenges related to the protection of intellectual property rights and digital rights, such as copyright infringement, the spread of hoax information, and cyberattacks that potentially threaten the integrity of democracy. Based on this background, this study examines how awareness of Intellectual Property Rights and cybersecurity technology impacts digital copyright infringement and digital rights violations in the 2024 General Election. This research uses a normative-empirical legal method, combining field and literature studies, to analyze the effectiveness of regulations and public awareness of Intellectual Property Rights. The analysis refers to Soerjono Soekanto's Theory of Legal Awareness, which outlines four progressive indicators: legal knowledge, legal understanding, legal attitude, and legal behavior. These indicators serve as a framework to assess how public knowledge, understanding, attitudes, and behavior toward intellectual property and cybersecurity influence the level of digital rights violations in Indonesia during the 2024 General Elections. The results show that weak public understanding of intellectual property rights contributed to widespread copyright infringement, while hoaxes and weak cybersecurity threatened the integrity of the election. Thus, the spread of hoaxes on social media and weak cybersecurity highlighted the need for collaboration among the government, the public, and the media. Strengthening regulations, increasing legal awareness, and adherence to cybersecurity standards are key to maintaining the integrity of information and electronic systems during General Elections.

**Keywords:** Election, Intellectual Property Rights, Digital Rights

## INTRODUCTION

Indonesia is among the world's most populous countries. According to data from [databoks.katadata.co.id](http://databoks.katadata.co.id), Indonesia ranks fourth in population, with 283.49 million inhabitants, following India, China, and the United States (Fadhilurrahman, 2024). Greater internet accessibility and affordable devices like smartphones, PCs, tablets, and laptops have significantly boosted the number of IT users in Indonesia (Chintia et al., 2019).

According to data from [data.goodstats.id](http://data.goodstats.id), as of January 2024, the number of internet users in Indonesia reached 185.3 million, reflecting a 0.8% increase compared to 2023. Among these 185.3 million users, 98.9% access the internet via various types of mobile phones, with the majority using their phones to search for information on Google. In addition to information searches, most internet users actively engage in social media. WhatsApp ranks the most widely used platform, followed by Instagram, Facebook, and TikTok (Rizti, 2024). Despite the significant number of internet users, this figure remains relatively low compared to the total population of Indonesia.

With the increasing use of the internet, the dissemination of digital works has also grown, making the Intellectual Property (IP) issue increasingly relevant for discussion. Intellectual Property (hereinafter referred to as IP) is an intangible asset with significant economic value, originating from creative and innovative thinking across various fields, such as science, art, literature, and technology. The creation of IP requires dedication, time, and substantial financial investment, resulting in works that hold exclusive value for their creators (Kusumaningtyas, 2023). Intellectual Property Rights (hereinafter IPR) protect IP from theft or infringement. IPR serves as a legal safeguard designed to prohibit the use or exploitation of a work without the permission of its rightful owner. IPR grants exclusive rights to individuals or groups who have created intellectual works, ensuring that only the rights holders can use, manage, or benefit from their creations within a specified timeframe (Damaiyanti & Kholis, 2024).

In contemporary society, the safeguarding of intellectual property has grown increasingly intricate due to technological advancements. Technology is a discipline focused on creating, developing, and applying tools, systems, or processes intended to enhance human existence. Technology in communication is essential and facilitates increasingly rapid and globally interconnected connections. The internet is tangible manifestation that enables the dissemination of information without distance or location constraints. The dominance of Internet technology across various areas, including education, business, health, and entertainment, illustrates its role as a primary facilitator of rapid, effective, and efficient communication (Lindsey, 2006).

Advances in digital technology have accelerated the spread of Intellectual Property (IP), with cyberspace as the main channel for global distribution. Cyberspace is a virtual environment where human interaction transpires via technology and interconnected networks on the internet (Mohd et al., 2021). In contrast to physical space, which is constrained by geographical boundaries, cyberspace is limitless, facilitating the rapid dissemination of data and digital material worldwide.

Nevertheless, the accessibility and transparency of information in cyberspace provide new issues, particularly concerning safeguarding data and digital creations. As a result, cybersecurity (cyberlaw) has become very important in today's technology developments, mainly because of the growing threats to personal data, online transactions, and essential systems that depend on information technology. According to Mochtar Kusumaatmadja, developmental law serves as a tool for transformation and a guide for society toward progress. Consequently, cybersecurity is an essential instrument that must not be overlooked, as its objective is to maintain public order in the digital realm (Budhijanto, 2019). Cybersecurity is a measure that utilizes technology, protocols, and controls to safeguard systems, networks, devices, applications, and data from cyberattacks. The primary objective of cybersecurity is to mitigate the danger of assaults while protecting critical systems from unauthorized exploitation (Ali et al., 2022).

Amid the intricacies of the digital realm, numerous instances of intellectual property rights infringements and violations of individual digital rights, such as digital copyright infringement, are becoming increasingly widespread in cyberspace. Digital copyright pertains to the rights associated with works in digital format, whose dissemination and use occur via the Internet. The digital realm encompasses both intellectual property ownership and individual digital rights. Digital rights are an integral aspect of human rights, granting every individual the ability to access, employ, and engage in the digital realm. This right embodies the execution of Article 28F of the 1945 Constitution, which ensures every citizen's entitlement to communicate and acquire information for personal and social development. A facet of digital rights encompasses the freedom of expression and opinion alongside the right to safeguard oneself from digital violence threats, including hacking, doxing, phishing, sexual harassment, and gender-based violence in cyberspace (Fikriya et al., 2023). This freedom must be

tempered with responsibility to avoid infringing upon the rights of others, including intellectual property and privacy rights.

One concrete example of how violations of Intellectual Property (IP) and digital rights occur in cyberspace is during the 2024 General Election (Pemilu). Technological advances have created opportunities for political actors to conduct political campaigns through social media (Nuha & Subahri, 2020). In digital copyright, a notable case of copyright infringement during the 2024 General Election involved the plagiarism committed by the campaign team (girl band GM24) supporting the candidates Ganjar Pranowo and Mahfud MD. They released a song titled "Langit Cerah," which resembles the song "After School" by the South Korean girl group Weekly (Putri, 2024).

According to the website *kompas.com*, on February 6, 2024, the Ministry of Communication and Information received reports of 3,144 instances of hoax content, with the majority originating from Facebook (1,422 cases), followed by Twitter (954 cases), Instagram (495 cases), SnackVideo (38 cases), and YouTube (37 cases) (Saptoyo & Erdiando, 2024). Examples of violations of digital rights include the dissemination of a photo of President Jokowi seemingly gazing at an image of Anies Baswedan with a narrative suggesting his endorsement as a presidential candidate, the manipulation of a photo of Anies Baswedan appearing to hold a jacket featuring an image of Ganjar Pranowo, and the spread of hoax news regarding the burning of the Bawaslu Building (Eko, 2024; Fakta, 2024).

This phenomenon reflects the vulnerability of the digital space in the conduct of General Elections, which increasingly rely on information technology. Conducting General Elections without the Internet has become nearly impossible, making it unsurprising that digital criminals target General Elections as one of their primary objectives. Unfortunately, many public members remain indifferent to the violations occurring during General Elections. One can only imagine the significant losses suffered by individuals whose digital rights and intellectual property are infringed upon. Have we ever considered the consequences if our private data were leaked? Or if our creations were misused for General Election purposes? Such scenarios could undoubtedly result in personal harm.

The 2024 General Election in Indonesia is not only a crucial democratic event but also marks a new era of challenges in protecting digital rights and intellectual property. Along with the increasing use of the internet for campaigning, voter education, and information dissemination, serious risks have emerged, including intellectual property rights violations, content misuse, and cybersecurity threats. However, amid the use of these technologies, there remains a lack of public legal awareness regarding the protection of intellectual property rights and the threats to cybersecurity in General Elections. Cases of digital rights violations, misuse of copyrighted content, and cyberattacks on General Election infrastructure indicate that the existing legal system needs to be strengthened to ensure a secure and fair democratic process. Therefore, this research becomes relevant in exploring the extent to which legal awareness of intellectual property has been implemented in the context of General Elections and how cybersecurity technology can play a role in mitigating the risks of digital rights violations. This study is expected to contribute to the formulation of more comprehensive policies for the protection of digital rights and intellectual property in the conduct of General Elections in the digitalization era. The problem formulation proposed in this research aims to determine the extent to which public legal awareness of intellectual property, particularly regarding the copyright of digital works, influences the occurrence of copyright violations in the 2024 General Election campaigns, as well as to identify which regulations are most effective in protecting digital rights and preventing intellectual property violations in the context of the 2024 General Election campaigns.

## RESEARCH METHOD

The research method employed in this study is the normative-empirical legal method. The normative-empirical approach is fundamentally utilized in legal research as an applied research method that acknowledges the complexity of a given issue. Normative-empirical legal research is based on primary data, an absolute priority in such studies. Through primary data, empirical legal research illustrates the behavior of individuals or groups in relation to the applicable laws at the time. This research is closely associated with field research and library research (Syarif, 2023). This study uses the Theory of Legal Awareness according to Soerjono Soekanto, which states that there are four indicators of legal awareness, each of which is a subsequent stage: legal knowledge, legal understanding, legal attitude, and legal behavior (Soekanto, 1982). Therefore, this theory explains how the knowledge, understanding, attitudes, and behavior of the community related to intellectual property law and the use of cybersecurity technology influence the level of digital rights violations in Indonesia during the 2024 General Elections.

## RESULTS AND DISCUSSION

### Indonesian People's Intellectual Property Legal Awareness and Its Impact on Copyright Infringement in the Digital Age in Election Campaigns

Intellectual property encompasses various exclusive rights granted to creators or owners of a work (Indirakirana & Krisnayanie, 2021). Copyright, as an exclusive right, is automatically granted and applies to art, literature, and knowledge, reflecting the creator's creative and intellectual effort (Ramli et al., 2023). However, in practice, many individuals and entities fail to grasp this concept fully, leading to frequent violations. The legal provisions governing copyright have long been recognized as part of positive law, dating back to the Dutch East Indies era through the *Dutch colonial Auteurswet 1912*. Copyright has been formally acknowledged since then and was first incorporated into national legislation through Law No. 6 of 1982. This regulatory framework has undergone several revisions, culminating in the current legal framework, namely Law No. 28 of 2014 (Maskun & Cahyadi, 2024).

Technological improvements have facilitated the transformation of conventional creations into digital media or their direct creation in digital form. Digital inventions are safeguarded by copyright law if they fulfill legal criteria (Maskun & Cahyadi, 2024). To thoroughly investigate this issue, it is crucial to analyze how limited awareness of copyright affects multiple facets of digital existence, especially within the political sphere. This lack of understanding is not solely a legal concern but also impacts the digital campaign process, which increasingly pervades the political arena, as evidenced during the 2024 General Elections.

This lack of understanding is not merely a legal issue but also affects the digital campaign process, which increasingly dominates the political landscape, as observed during the 2024 General Elections. The level of public awareness regarding intellectual property law in Indonesia, particularly in digital copyright, is crucial in addressing copyright violations during the 2024 General Election campaign period. With a large population and increasingly widespread internet access, more citizens engage in digital campaigns, whether as content creators, information disseminators, or supporters of specific candidates (Mulyono, 2021). While social media and other digital platforms facilitate more inclusive and open political participation, serious issues concern the public's understanding of intellectual property law. This lack of knowledge leads to various digital copyright violations that, directly or indirectly, can affect the quality and integrity of the ongoing political campaign process.

Based on primary data collected through questionnaires using Google Forms, the research findings indicate that 80% of respondents claimed to have heard the term "intellectual property rights" (IPR). However, only 50% of them truly understand the concept of IPR sufficiently. This suggests that while general awareness of IPR is relatively high, some respondents' in-depth understanding of its legal aspects and implications remains limited. Furthermore, the study also found that over 90% of respondents agree that respecting IPR is essential to digital political campaigns. This demonstrates strong public awareness that the protection of IPR should be part of digital media ethics, especially in the political context.

The level of copyright infringement during the 2024 General Election campaign is influenced by the low public awareness of intellectual property rights (IPR), particularly digital Copyright. Many campaign teams violate Copyright Law No. 28/2014 by using digital content without permission, either due to ignorance or a lack of awareness about the importance of respecting Copyright (Natanael, 2023). This issue has become increasingly relevant with the growing use of digital media in political campaigns, such as social media, websites, and online advertisements. Consequently, much campaign content is at risk of infringing Copyright, intentionally or unintentionally.

The lack of awareness stems from limited education on intellectual property rights, especially digital copyright (Dewi et al., 2024). Numerous political figures and campaign teams fail to comprehend the need to uphold intellectual property rights, a situation worsened by the deficiency of intellectual property rights education at public educational institutions. This awareness is crucial to guarantee that political campaigns adhere to legal and ethical standards. The proliferation of digital content heightens the risk of copyright infringement, despite existing regulations under the Copyright Law. The simplicity of uploading and downloading copyrighted material creates an opportunity for specific individuals to engage in unlawful use, potentially resulting in copyright infringement (S. D. Rosadi et al., 2024). Social media platforms like TikTok and YouTube rely on user-generated content. These platforms do not independently generate content; they provide venues for people or groups to publish their work for public access and commercialization (Permata & Safiranita, 2022).

The case of copyright infringement in the 2024 General Election is a case of plagiarism that one of the Indonesian girl bands from Bandung formed by Jiwa Muda Indonesia (JMI) volunteers who support Ganjar-Mahfud released a song entitled *Langit Cerah* on January 6, 2024. In the song, many realized its similarity to one of K-Pop Weekly's idols called *After School* (Putri, 2024). Another case

involves copyright infringement against South Korean pop music group BTS. One of the Bangtan Sonyeondan (BTS) video clips is known to be cut and used as a visual material, then given a sound background as a campaign song belonging to the National Mandate Party (PAN) without official permission from the relevant parties (Rahayu, 2024). Another similar case is one of Anies Baswedan's speech videos using Feast's song "Gugatan Rakyat Semesta" and uploaded on various Nasdem Party social media accounts. Through their official Twitter account, Feast stated that they did not permit the use of the song for political purposes (Wandari, 2024).

The instance of copyright violation in General Elections is not unprecedented, as other analogous situations have occurred previously. An instance is the adoption of a song composed by Marzuki Mohamad, entitled *Jogja Istimewa*, which was popularized by the Hip Hip Foundation in 2010. This song was used by supporters of Prabowo-Sandiaga Uno during the 2019 generalelections, albeit with altered lyrics, ultimately leading to legal repercussions due to the lack of authorization for its use in the campaign (Akmala, 2019). Additionally, during the 2019 General Elections, the campaign song "Goyang Jempol Jokowi Gaspol" for the Joko Widodo-Ma'aruf Amin duo was discovered to be copied from the Russian folk song "Katyusha," performed by Matvei Blanter in 1938 (Adrikni, 2019).

Article 44 of the Copyright Law stipulates that modifying a song or music cannot be considered a copyright infringement as long the source is clearly and fully cited. However, this provision only applies for certain purposes such as criticism, education, report preparation, and research without prejudicing the reasonable interests of the creator or copyright holder. Creating a cover or modifying a song, which involves altering the lyrics, must comply with the provisions outlined in Article 44, paragraph (1). If the use of a song is intended for purposes beyond those mentioned in the article, permission from the creator and/or copyright holder is required to avoid infringing upon their Economic and Moral Rights (Permata & Safiranita, 2022).

Indonesians tend to have a pragmatic view of digital content, emphasizing the need for practical and easy-to-understand information. To win over voters, many campaign teams focus more on spreading political messages as quickly as possible and gaining a broad market soon without considering the legality of the content used. Effective message dissemination on social media is often considered more important than copyright compliance, so copyright infringement is considered "excusable" or ignored. This pragmatic attitude is reinforced by the belief that the internet is a public space that is free to use by anyone and that the content can be utilized without the need for permission from the owner of the content when, in fact, internet applications have legal aspects. These aspects include copyright, which the Copyright Law has regulated. Internet platforms, including social media, also require copyright protection because many people think that the content available on social media is free to download, modify, and reproduce without considering the applicable legal aspects.

Susanto (2018) in his research suggests that the lack of public awareness of copyright rules and weak law enforcement exacerbate copyright infringement, and many people perceive copyright infringement as not a serious problem. This research states that many creators of works complain about the complexity of the complaints process when their copyrights are infringed and are therefore reluctant to claim their rights. His research shows that the complicated complaint process leads many creators to choose not to assert their rights, so infringement continues without strict consequences.

Low legal awareness fuels copyright infringement and undermines the integrity of political campaigns. If violations continue without adequate controls, public trust in digital campaigns may decline, viewing them as a venue for unregulated content dissemination (non-compliant with legal standards). In addition, legal conflicts with content owners can tarnish the reputation of candidates or political parties. The situation is exacerbated by the fact that many campaign teams lack understanding of the legal aspects of digital content and assume that unauthorized use of content is standard practice and will not lead to serious consequences.

Addressing this problem requires a comprehensive educational and regulatory approach. Copyright education should be included in the education curriculum and disseminated through TV commercials, radio, and social media, and influencers or public figures should be involved to make the public and political actors more aware of IPR. The government needs to simplify the copyright complaint system so creators can claim their rights more easily, quickly, and efficiently without being hampered by complicated procedures and bureaucracy. To avoid copyright infringement in future elections, the government can use more sophisticated digital security technology to detect illegal content more quickly and accurately.

Norms related to security technology have been around for a long time. The provisions have been outlined in the Copyright Law. As stipulated in Article 6 of the Copyright Law, it states that “To protect the moral rights as referred to in Article 5 paragraph (1), the creator may have:

- a. Copyright management information; and/or
- b. Copyright electronic information”

Article 7 of the Copyright Law clarifies the rules in Article 6 by stating that information related to systems or techniques that can determine the authenticity of a work, as well as information codes and access codes, are all included in copyright management information. A work that appears and is attached electronically together with the announcement of the work is considered copyright electronic information. Deleting or tampering with the creator's electronic information and copyright management data is prohibited (Irawati, 2021).

Cybersecurity is essential in protecting digital copyrights during General Election campaigns involving various digital media. One of the key technologies in this protection is Digital Rights Management (DRM), which regulates the use and distribution of digital works through encryption, access restrictions, and digital watermarks (Sanusi, 2024). DRM is used in streaming services to prevent illegal distribution and can be applied in General Election campaigns to ensure that only authorized parties can access and distribute copyrighted content. The application of DRM aims to protect digital content, ensure the authenticity of works, provide non-repudiation of transactions, and support the identification of content sources (Ahmad & Dirgahayu, 2023). The DRM system consists of three main components: DRM Manager for access verification, DRM Security for encryption, and DRM Application for managing content usage (Kharisma et al., 2024). Integrating DRM with a strict cybersecurity system can mitigate the risk of piracy and copyright infringement during the campaign while ensuring the authenticity and integrity of the information circulating, which supports a fairer and more transparent campaign.

### **The Role of Regulation in Safeguarding Digital Rights and Intellectual Property in the 2024 Election**

Digital rights refer to a concept that expands the scope of human rights into the digital realm. One form of digital rights is the right to freedom of expression and opinion and protection and security from various threats in the digital sphere, such as hacking and doxing. In this context, cyberlaw serves as a legal framework that governs activities in cyberspace, particularly those related to internet usage. Cyberlaw refers to regulations applied in the digital domain and is often associated with internet technologies. The scope of cyberlaw encompasses aspects concerning individuals or legal entities in the utilization and application of internet technology, starting from the moment one connects online and enters the digital world (Ramli et al., 2020).

More broadly, cyberlaw not only regulates internet crimes but also protects copyright, e-learning, e-commerce, trade secrets, patents, e-signatures, and many more. Regulation in the form of cyberlaw is dynamic and covers various forms of Information Technology (IT), such as cell phones and computers. The increasing use of digital platforms in political campaigns has raised concerns about the protection of digital rights and the prevention of intellectual property infringement. In Indonesia's upcoming 2024 General Election, it is imperative to examine the effectiveness of existing regulations in protecting digital rights and curbing intellectual property violations.

Since the 2014 presidential General Election, political parties in Indonesia have significantly increased their use of digital campaign strategies. Technological developments and widespread access to the internet have encouraged political parties to integrate digital media as an essential element in their communication strategies. Some parties even began prioritizing new media, such as social media and other digital platforms, over traditional campaigns, such as newspapers and radio (Yuliatiningtyas, 2014). This approach reflects their efforts to reach a wider audience, particularly the more cyberspace-active public while keeping up with global trends in modern political communication.

The 2019 General Election further emphasized the central role of digital platforms in Indonesia's democratic process. The Internet became the primary tool widely used for various General Election-related activities, ranging from political campaigns and voter education to disseminating vital information regarding General Election regulations and results (Sustikarini, 2019). Political parties, candidates, and General Election organizers use digital platforms, including social media, websites, and internet-based applications, to reach larger audiences quickly and effectively. Digital campaigns allow for more personalized and interactive political messaging while providing opportunities for voters to be more active in obtaining information and participating in political discussions. Digital platforms also play an essential role in increasing the transparency and accountability of the General Election process. Information on General Election stages, voting

procedures, and vote-counting results can be easily accessed by the public, which helps build public trust in the electoral system.

Research conducted by Kumparan indicates that approximately 70% of internet users in Indonesia obtain their political information through social media, highlighting the significant potential for hoaxes to influence public perception as voters (Wiyah, 2024). This underscores the importance of verifying information before sharing it, as hoaxes and disinformation not only shape voter perceptions and decisions but are also used to damage the reputation of candidates. Furthermore, the spread of hoaxes and disinformation can undermine the democratic process itself.

The reality is evident from a video uploaded to YouTube featuring a thumbnail with the narrative "Recruit Rohingya refugees to vote for candidate pair 01 in the 2024 Presidential General Election." However, according to the provisions of the General Election Commission Regulation (PKPU) Number 7 of 2022, voting rights in General Elections are granted only to Indonesian citizens (WNI), making Rohingya refugees ineligible as voters. Additionally, a Facebook post circulated featuring a photo claiming that Finance Minister Sri Mulyani urged the public to support candidate pair 03, Ganjar-Mahfud. However, to date, Sri Mulyani has neither expressed such support nor issued similar statements (Ridhwan, 2024).

Defamation and libel can damage an individual's reputation through false statements, baseless accusations, ridicule, or insults. Even if such actions are carried out via social media, the perpetrators can still be held legally accountable. Engaging in defamation or mere mockery on social media does not absolve one of responsibility or guilt (Magdalena, 2007).

Lazer et al. (2018) research shows that, in the political domain, individuals tend to remember information or their feelings about it but often forget the context in which the information was encountered. Furthermore, they are more likely to perceive familiar information as truth. Consequently, there is a risk that repeating false information, even in the context of fact-checking, may increase the likelihood of individuals accepting it as true (Ecker et al., 2017).

Based on Article 1 paragraph (1) and Article 2 of Law Number 7/2017 on General Elections, there are six principles in implementing General Elections: direct, general, free, confidential, honest, and fair. The principle of honesty in General Elections requires all parties involved, whether organizers, executors, government officials, political parties participating in the General Elections, supervisors, observers, or voters, to act honestly by the applicable legal provisions. Meanwhile, the principle of fairness in General Elections emphasizes the importance of equal treatment for every voter and political party participating in the General Elections, ensuring they are free from fraud (A. M. Rosadi, 2020).

Regarding supervision, Bawaslu invites the public to actively report the spread of hoaxes, SARA nuanced speech, and hate speech through the Sigap Lapor application Sigap Lapor (a reporting application) (Ardipandanto, 2023). Referring to the principle of *lex specialis derogat legi generali*, which states that specific regulations take precedence over general regulations, in this case, the rules governing penalties for spreading hoaxes on social media are listed in Article 28 paragraph (1) of the ITE Law, which reads "Every person intentionally and without the right to spread false and misleading news that results in losses to consumers in Electronic Transactions." This article is strengthened in Article 45A paragraph (1) of the ITE Law, which reads "Every person who intentionally distributes and/or transmits Electronic Information and/or Electronic Documents containing false notifications or misleading information that results in material losses for consumers in Electronic Transactions as referred to in Article 28 paragraph (1) shall be punished with a maximum imprisonment of 6 (six) years and/or a maximum fine of Rp1,000,000,000.00 (one billion rupiah)". In dealing with hoax content, cooperation is needed from all parties, including the government, society, and the media. The role of the media in combating the spread of hoax content has not been optimal because many press are looking for a lot of viewers.

Regarding the misuse of personal data, the official website of the General Election Commission (KPU), which can be accessed through the link [kpu.go.id](http://kpu.go.id), has again become the target of cyberattacks by hackers. This case surfaced after a hacker named Jimbo claimed to have stolen 204 million voters' data and sold it on a dark forum for Rp1.2 billion. Phishing, social engineering, or malware are the methods allegedly used by Jimbo to open admin access to the site (Febryan, 2024). This proves that the more people rely on the internet, the more privacy they need. Databases on the internet are like filing cabinets, so the more archives stored on the internet, the more privacy they require (Magdalena, 2007).

As an electronic system organizer that plays a role in public services, the KPU website must certainly pay attention to cybersecurity aspects. Cybersecurity is a series of efforts to protect and reduce the risk of disruption to information confidentiality, integrity, and availability. In Indonesia,

policies related to the implementation of cybersecurity have been regulated in various laws and regulations, including Law Number 1 Year 2024 on Electronic Information and Transactions (ITE Law). Article 15, paragraph (1) of the ITE Law states, "Every Electronic System Operator must operate the Electronic System reliably and safely and is responsible for the proper operation of the Electronic System." This provision is in line with Government Regulation Number 82 of 2012 concerning the Implementation of Electronic Systems and Transactions (PP PSTE) Article 4, which requires every Electronic System Operator to use a system that meets minimum standards, including the ability to retrieve information intact, protect data integrity and security, operate according to procedures, provide clear instructions for users, and have a continuous update mechanism to ensure system clarity and accountability.

In preventing IPR violations, various regulations have been formulated to provide protection. Law Number 28 of 2014 concerning Copyright, for example, expressly protects works used in campaigns, such as songs, visual designs, promotional videos, and speeches with originality value. Meanwhile, Law No. 20/2016 on Trademarks and Geographical Indications protects the use of symbols, logos, or slogans that can be associated with certain political parties or individuals from being misused by other parties for General Election purposes. In addition, the ITE Law also regulates regulations and sanctions for violations of IPR contained in Article 25, which states that "Electronic Information and/or Electronic Documents that are compiled into intellectual works, internet sites, and intellectual works contained therein are protected as Intellectual Property Rights based on the provisions of the Laws and Regulations" and Article 26 (1) "Unless otherwise stipulated by the Laws and Regulations, the use of any information through electronic media concerning a person's data must be carried out with the consent of the person concerned. (2) Any person whose rights are violated as referred to in paragraph (1) may file a lawsuit for the losses incurred under this Law."

Despite fairly-comprehensive regulations, the challenges in implementing IPR protection in the 2024 General Elections are still quite complex. One of the main obstacles is the weak supervision of digital content that is massively distributed on various social media platforms. The dynamic and fast characteristics of the digital world often cause law enforcement to lag behind technological developments. In addition, General Election participants' low awareness of the importance of compliance with IPR regulations can also hinder the effectiveness of protection.

Considering the complexity of challenges and technological developments in digital campaigns in the 2024 General Election, the most effective regulation in protecting digital rights and preventing intellectual property violations is a comprehensive cyberlaw-based approach that integrates Law No. 7/2017 on General Elections regulates the principles of honesty and fairness to avoid hoaxes but lacks specificity for the digital realm. Law No. 1/2024 on ITE comprehensively addresses hoaxes, personal data breaches, and IPR with strict sanctions (6 years' imprisonment, Rp1 billion fine). Still, law enforcement often lags due to digital content dissemination's rapid and massive nature. In addition, low public awareness of these regulations can reduce their effectiveness. Law No. 28/2014 on Copyright and Law No. 20/2016 on Trademarks protect works and campaign identities but do not address digital surveillance effectively. PP No. 82/2012 and BSSN Regulation No. 8/2020 mandate cybersecurity measures, but however their implementation is inadequate, as evidenced by the hacking incident involving KPU website data.

Therefore, a rule is required that addresses the comprehensive needs of digital rights protection and is adaptable to the evolving dynamics of the cyber realm, given the numerous weaknesses and limits of current sectoral regulations. The ITE Law has the advantage of bringing together aspects of data protection, cybersecurity, and digital content protection, which are crucial in the ecosystem of General Election campaigns that are now based on digital platforms. Therefore, ITE Law is the main and most effective regulation in answering the challenges of protecting digital rights and intellectual property during the 2024 General Elections. However, its effectiveness depends on strengthening implementation and coordination between parties, the role of supervisory institutions such as the Election Supervisory Agency (Bawaslu) and the General Election Commission (KPU) is vital in ensuring that existing regulations can be implemented optimally. Coordination between KPU, Bawaslu, the Directorate General of Intellectual Property (DJKI), and digital platforms such as YouTube, Facebook, Instagram, and TikTok is key in preventing violations and taking action against perpetrators quickly and effectively.

## CONCLUSION

Based on the explanation above, widespread lack of public understanding of IPR contributes to copyright violations during the 2024 General Election campaign. Article 44 of the Copyright Law states that modifications to songs or music are not considered copyright infringements if the source is cited



and used for specific purposes such as criticism, education, or research. However, many individuals and political groups fail to comply with these provisions, highlighting the need for increased legal awareness and imposition of strict sanctions to protect creators' rights in the digital era. Article 28 of the Electronic Information and Transactions Law (ITE Law) stipulates legal sanctions for those spreading hoaxes on social media. Cooperation among government, the public, and media is crucial to combat hoaxes, though the media's role remains underutilized. In the context of General Elections, public service websites must prioritize cybersecurity by Article 15 of the ITE Law and Article 4 of the Government Regulation on Electronic Systems and Transactions (PP PSTE). Challenges in implementing IPR regulations include monitoring digital content and the low awareness among General Election participants.

Therefore, collaboration among government, academia, the creative industry, and the public is vital for promoting copyright education and enforcement. Policies for digital content monitoring, security technologies such as Digital Rights Management (DRM), and efficient complaint mechanisms must be implemented. Digital and intellectual property rights regulations should be strengthened through coordination between the government, General Election authorities, and law enforcement agencies. Public digital literacy needs to be enhanced to counter hoaxes, ensuring that the 2024 General Election is conducted transparently and fairly and upholds digital and intellectual property rights protection.

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