

## Hegemoni Hak Cipta dalam industri multimedia

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20406212&lokasi=lokal>

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### Abstrak

There is an interesting link between the conception of copyright protection and the multimedia industry. The Copyright Law direction in identifying who authors are as well as defining the Copyright ownership and the process of creation, including the legal status of elements used in the process. In its normal practice, the basis of determining the status of a creator and copy right ownership of multimedia works is commonly based on the scheme of creation made on the basis of orders. From the copyright perspectives, advertising and other multimedia works will only be protected if they are original, which stem from the author. To multimedia works, the Copyright Law present the occurrence of modification, distortion, and mutilation; while to adaptation works, the law demands authors, intellectual honesty as a basis of recognition and protection of their right. Unfortunately, the Copyright Law has not so far played its role as an engine of creativity for the multimedia community. Instead, the law is often regarded as an obstacle in creativity and the exploration of creation. For that reason, the law needs to be disseminated in order to play a more intensive role as a driving force of creativity and a pillar of the creative multimedia industry in line with efforts to boost economic growth and public welfare.