

**LEGAL PROTECTION OF COPYRIGHTED FILM CLIPS ON THE TIKTOK  
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[dhiaasysyafa13@gmail.com](mailto:dhiaasysyafa13@gmail.com)**ABSTRACT**

The advancement of digital technology has significantly impacted copyright protection, particularly on social media platforms such as TikTok. This study aims to examine the effects of copyright infringement involving film excerpts on TikTok and to explore potential solutions for protecting such copyrighted content. The research employs a normative legal approach with doctrinal study, focusing on the analysis of relevant laws and legal literature. The findings indicate that uploading film excerpts without permission on TikTok violates Article 9(1) of the

Copyright Law, resulting in both material and immaterial losses for copyright holders, while also shaping consumer habits toward illegal content access. Furthermore, effective copyright protection can be achieved through stricter law enforcement, increased public awareness, and the development of more advanced content detection systems on TikTok, modeled after YouTube's Content ID system.

**Keywords:** Copyright; TikTok; Legal Protection

## INTRODUCTION

With the advancement of digital technology, human life has become increasingly dependent on gadgets, with the internet playing a major role in the era of globalization—especially in matters related to copyright. According to Article 1 paragraph (1) of Law Number 28 of 2014, copyright is an exclusive right granted to a creator that arises automatically once a work is created in its original form, without reducing the limitations in accordance with applicable legal provisions.<sup>1</sup> The copyright holder is the creator or a legal entity that has lawfully obtained such rights. Based on Article 9 paragraph (1) of the Copyright Law, the use of economic rights by any other party is prohibited unless permission is granted by the creator.<sup>2</sup> Hak kekayaan intelektual mencakup berbagai sektor, termasuk sains, teknologi, seni, sastra, Intellectual property rights encompass various sectors, including science, technology, art, literature, and design. The protection of intellectual property rights contributes to enhancing international trade competitiveness, encourages technological innovation, and safeguards the global reputation of rights holders—thereby supporting the growth of exports.<sup>3</sup>

Legal protection of intellectual property rights (IPR) is governed by Law Number 28 of 2014 on Copyright, which safeguards the rights of creators, including exclusive rights such as economic rights and moral rights. Intellectual property is classified as intangible rights because it originates from human ideas, creativity, and thoughts.

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<sup>1</sup>Agia Dwi, Suci Nujiana dan Dasrun Hidayat, “Fenomena Aplikasi TikTok Menjadi Media Hiburan Bagi Masyarakat Dan Memunculkan Dampak Ditengah Pandemi Covid-19,” *Medialog: Jurnal Ilmu Komunikasi*, Volume 4 Tahun 2021, hal 43.

<sup>2</sup>Nur Khaliq Khussamad Noor, “Perlindungan Hukum Hak Cipta Atas Film Layar Lebar Yang Dipublikasi Melalui Media Sosial Tanpa Izin,” *Riau Law Journal*: Volume 3 Nomor 1 Tahun 2019, hal 127.

<sup>3</sup>Komang Gede Pradnyan Supardi Yasa dan I Gede Agus Kurniawan, “Perlindungan Hukum Terhadap Pemilik Lagu Yang Lagunya Diubah Tanpa Ijin,” *Kertha Semaya : Journal Ilmu Hukum*, Volume 8 Nomor 11 Tahun 2020, hal 1729-1740.

The Copyright Law regulates two types of copyright infringement: violations of moral rights and economic rights. Infringement of economic rights is addressed under Article 72 of the Copyright Law and is considered a criminal offense, while infringement of moral rights is governed by Article 24 and can be resolved through civil lawsuits and claims for damages. The commercial court has the authority to settle disputes involving violations of economic rights.<sup>4</sup> One recent example involves filmmaker Ernest Prakasa, who protested the unauthorized duplication and distribution of his films on TikTok, particularly through illegal spoilers widely circulated on the platform. Copyright holders suffer both material and immaterial losses from such violations. The reproduction of films on TikTok can be classified as copyright infringement under Articles 5, 8, and 9 paragraphs (1)(b) and (3) of the Copyright Law. Content uploaded on TikTok is considered an object of Intellectual Property Rights and may constitute infringement if it duplicates or disseminates copyrighted works without permission from the copyright holder.<sup>5</sup>

This practice poses a risk of shifting public behavior from watching films in cinemas to consuming them on TikTok due to greater convenience and lower costs. TikTok has become an extremely popular application, especially following the Covid-19 pandemic. As people were encouraged to stay home to prevent the spread of the virus, they began seeking alternative forms of entertainment. TikTok offers a platform for creating short, creative videos, where users often incorporate songs available in the app as background audio. These soundtracks enhance the appeal and creativity of the videos.

However, the wide variety of content on TikTok—from educational to entertainment—is frequently misused by irresponsible users to upload illegal content, such as unauthorized film clips, which violate copyright law. This behavior undermines the appreciation of legal streaming platforms like Netflix, Vidio, and WeTV, and disappoints filmmakers and audiences alike. The widespread nature of these infringements reflects a lack of public awareness in respecting

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<sup>4</sup>Fakhira Meshara Salsabila, “Copyright Commercialization of Songs Uploaded in TikTok Application Without the Creator’s Permission,” *Jurnal Sains Sosio Humaniora*, Vol. 5 No. 1 Juni 2021.

<sup>5</sup>Mirza Sheila Mamentu, Emma V T Senewe, dan Jemmy Sondakh, “Pembajakan Film Di Situs Internet Dalam Hubungannya Dengan Hak Cipta,” *Lex Administratum IX*, no. 1 (2021), hal 5-13.

intellectual works, highlighting the urgent need for stronger enforcement of copyright regulations.<sup>6</sup>

Based on the above background, this research will examine the impact of copyright infringement through unauthorized film excerpts on TikTok toward copyright holders and formulate solutions for copyright protection in the context of TikTok content.

## METHODS/IDEAS

This research employs a normative legal approach aimed at analyzing legal protection for copyright holders of film works, with a focus on doctrinal studies that examine statutory regulations and relevant legal literature.<sup>7</sup> The approach used includes a statute approach and library research, which serve to explore and analyze the applicable laws and legal doctrines. The data analyzed in this study consist of: a). Primary legal materials, such as the Copyright Law and the Film Law; b). Secondary legal materials, including books, journals, and scholarly articles; and: c). Tertiary legal materials, such as legal dictionaries and encyclopedias.<sup>8</sup>

The data collection technique is conducted through library research, while the data analysis is carried out qualitatively by comparing the research findings with the relevant laws, legal doctrines, and jurisprudence.<sup>9</sup>

## RESULTS AND DISCUSSION

### 1. Legal Basis that supports the use of *psychiatric visum et repertum* in the criminal justice system in Indonesia.

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<sup>6</sup> Liza Angrayni dan Rizki Tri Anugrah Bhakti, "Perlindungan Hukum Terhadap Pemegang Hak Cipta Film Bioskop Yang Ditayangkan Pada Media Sosial," *Scientia Journal: Fakultas Ilmu Sosial Dan Humaniora Universitas Putera Batam*, 2020, hal 7.

<sup>7</sup> Laurensius Arliman S, "Peranan Metodologi Penelitian Hukum di dalam Perkembangan Ilmu Hukum di Indonesia," *Soumatara Law Review*, Volume 1 Nomor 1 Tahun 2018, hal 112.

<sup>8</sup> Ahmad Zuhdi Muhdlor, "Perkembangan Metodologi Penelitian Hukum," *Jurnal Hukum dan Peradilan*, Volume 1 Nomor 2 Tahun 2012, hal 189.

<sup>9</sup> Meray Hendrik Mezak, "Jenis, Metode dan Pendekatan Dalam Penelitian Hukum," *Law Review Fakultas Hukum Universitas Pelita Harapan*, Volume 5 Nomor 3 Tahun 2006, hal 93.

Anyone who commits psychological violence in the domestic can be considered to have violated the law as stipulated in Article 45 of Law Number 23 of 2004, which reads:

*"If the act is carried out by the husband against his wife or vice versa, which does not cause illness or hinder the implementation of work, position, livelihood, or daily activities, then the perpetrator can be sentenced to imprisonment for a maximum of 4 (four) months or a maximum fine of Rp3,000,000 (three million rupiah)."*

In the case of psychological violence, proof plays an important role in resolving the case. This proof is carried out in the interest of the judge to make a fair decision in the case. In general, there are two types *Visa and Repertum*, namely for living victims and deceased victims.<sup>(20)</sup> For people who are still alive such as victims of violence that results in injuries, psychiatry, poisoning, and so on, *Psychiatric Visa and Repertum* is one of the types *Ver* For living victims, which is a medical document compiled by a psychiatrist based on the request of the investigator to support the legal process, especially in cases of psychological violence. This document serves as evidence that can explain the psychological condition of the victim due to the act of violence. In the context of proof, *Psychiatric Visa and Repertum* has a strategic role in showing the psychological impact of violence, in accordance with the provisions of Law Number 23 of 2004 concerning the Elimination of Domestic Violence (PKDRT Law) and other legal regulations.

In compiling this visum, the investigator can ask the authorized expert doctor with a written request. Evidence such as *Visum et Repertum* is needed for several purposes, including:

- a) speed up the investigation of a case,
- b) ensure the accuracy of *VeR medical outcomes*, and
- c) Evidence in court.

*Visa and Repertum* It also includes aspects of testimony and the role of experts, which are interrelated. <sup>(21)</sup> The expert testimony contained in the examination report is the result of the knowledge, techniques, and experience of forensic medicine experts. The role of forensic medicine experts through *Ver* It is very helpful for many criminal cases, especially when the available physical evidence is minimal. The doctor's opinion is

necessary because their knowledge of the anatomy of the human body helps uncover the material truth of a criminal case.(21) *Visa and Repertum* compiled by experts can be used as evidence of violence on the victim's body in criminal cases, such as rape by force. When making this visum, the doctor must treat the subject being examined as relevant evidence for the legal process, although in a medical examination, the subject is considered to be a patient who has all the relevant rights.

In Indonesia, *VeRP* is one of the evidence tools used in the criminal justice system, especially to assess a person's mental condition related to a criminal act. The legal basis that supports the use of *VeRP* in the criminal justice system, including legal provisions that regulate the examination of cases related to the human body or soul, can be found in several articles of laws and regulations. Criminal Procedure Law Number 8 of 1981 Article 133 paragraph (1) requires investigators to ask for expert testimony in the examination of cases related to the human body or soul. Meanwhile, Article 133 paragraph (2) gives the authority for investigators to ask for information from psychiatrists to find out the psychological condition of the victim or perpetrator.

The results of the doctor's examination are then stated in the form of *Visum et Repertum*, as stipulated in Article 134 of the Criminal Code, which can then be used as evidence in the trial. Article 184 paragraph (1) of the Criminal Code explains that valid evidence in a criminal case includes witness testimony about a criminal event. The expert's testimony itself is recognized as evidence in the trial based on Article 186 of the Criminal Code, which defines expert testimony as the statement of an expert in court.

In addition, Article 187 of the Criminal Code regulates evidence in the form of letters, which includes all documents that contain punctuation marks that can be understood and are intended to convey the content of thought. Meanwhile, Article 188 paragraph (1) of the Criminal Code defines an instruction as an act, event, or condition that is related to each other or to the criminal act itself, so as to show that a criminal act has occurred and leads to the perpetrator.

In the context of domestic violence, Article 1 number 1 of Law Number 23 of 2004 concerning the Elimination of Domestic Violence (PKDRT) provides a definition of

domestic violence, including psychological violence, which emphasizes the psychological suffering experienced by the victim. Furthermore, Article 7 paragraph (2) of Government Regulation Number 3 of 2002 regulates the provision of assistance, services, and protection to victims of domestic violence, as well as provides a basis for investigators to cooperate with medical and psychological experts, including in the preparation *of the Psychiatric Visum et Repertum*.

## **2. Analysis of the Role *of Psychiatric Visum et Repertum* as evidence in cases of psychological violence in the household.**

In the case of psychological violence in the household, *VeRP* acts as expert evidence that can be used to prove the existence of a psychiatric disorder due to the act of violence. The role of *VeRP* in this case is supported by Law Number 23 of 2004 concerning the Elimination of Domestic Violence (PKDRT Law), which recognizes psychological violence as a form of Domestic Violence (KDRT).

### **a. As a Tool of Evidence That Strengthens Allegations of Psychological Violence.**

*Visum et Repertum Psychiatric (VeRP)* is an important instrument in identifying and proving the existence of psychological disorders experienced by victims due to acts of violence committed by the perpetrator. This document is compiled based on the results of psychiatric examinations conducted by experts, such as psychiatrists or clinical psychologists. This examination includes an evaluation of the victim's mental state, psychological history, and the emotional impact experienced by the act of violence. With the existence *of the Psychiatric Visum et Repertum*, investigators and law enforcement officials have stronger evidence to corroborate allegations of psychological violence in the investigation and trial process.

In addition, *Visum et Repertum Psychiatry* also helps avoid subjectivity in assessing the impact of psychological violence. Without objective medical evidence, the victim's psychological suffering could be ignored or deemed insignificant enough to warrant a lawsuit. Therefore, the existence *of the Psychiatric Visum et Repertum* is very important in proving that psychological violence really occurs and providing an objective picture of its impact on the

victim. Furthermore, *the Psychiatric Visum et Repertum* also functions as evidence that supports the testimony of witnesses and victims. In the criminal proof system, the testimony of victims and witnesses often plays an important role. However, without additional evidence, the information can be doubted or even considered insufficient to ensnare the perpetrator. *Visum et Repertum Psychiatric* can strengthen testimony by providing an objective scientific analysis of the victim's psychiatric condition, thereby minimizing the possibility of defense from the perpetrator who tries to deny the psychological impact caused.

- b. Fulfilling the elements of proving psychological violence based on the PKDRT Law.

Psychological violence must be proven through the existence of significant mental suffering. Explaining the Psychological Impact of the Victim The psychiatrist who conducts the examination will provide an assessment of the victim's mental condition, such as anxiety, depression, PTSD (Post-Traumatic Stress Disorder), and other disorders that arise due to psychological violence. This strengthens the argument that the victim experienced the real impact of the violence.(22)

- c. Assisting the Judge in Decision-Making in Trials.

The judge can consider *Visum et Repertum Psychiatry* to assess the extent of the impact of psychological violence experienced by the victim. This can affect legal decisions, especially in determining the amount of punishment for the perpetrator. In addition, this visum can help determine whether the victim needs psychological rehabilitation.

*Visum et Repertum Psychiatry* is also essential for the public prosecutor in drafting indictments and presenting strong evidence at trial. With these documents, victims' claims about the psychological impact of violence can be more credible and have a strong scientific basis. In addition, in some cases, this visum can be used as evaluation material by social institutions and psychologists in providing assistance and therapy needed for victims.

From the defense side, the defendant can submit a counter-examination of the results of the visum submitted by the prosecutor. However, because this visum is scientific and based on a methodology that can be accounted for, it is difficult for the defendant to refute the results that the forensic psychiatrist has issued. Therefore, the role of *Visum et Repertum Psychiatric* is very crucial in upholding justice for victims of psychological violence.

A. The creation of a *psychiatric visum et repertum* as part of the legal process to prove the psychological condition of the suspect when committing a criminal act and determine the suspect's ability to be legally responsible. This mental health assistance is essential, not only as a form of protection for human rights, but also to prevent things that can harm the physical and psychological condition of suspects. **The Impact of Copyright Infringement of Film Clips on TikTok for Copyright Holders**

Copyright is a valuable asset for film creators, as it not only safeguards the exclusive right to benefit economically from their creations but also protects the moral integrity and reputation of the creators. As a collaborative work of art, a film involves many parties—such as screenwriters, directors, producers, and actors—who all rely on legitimate income generated by the film. Copyright infringement, such as uploading film clips without permission on TikTok, can harm copyright holders both materially and immaterially, while disrupting the broader creative industry ecosystem.

The unauthorized uploading of film clips on TikTok is one of the most common forms of copyright infringement. This not only causes material losses, such as reduced revenue from legal platforms, but also results in immaterial damages, such as the loss of proper credit and appreciation for the creators. Research shows that viewers who watch film clips on TikTok tend to reduce their use of legal streaming platforms such as Netflix, WeTV, or cinema screenings.<sup>10</sup>

A normative legal analysis reveals that this kind of infringement reflects a general lack of public awareness about the importance of respecting intellectual property rights. TikTok, as a platform,

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<sup>10</sup> Karmila Naue, Weny Almoravid Dunga, dan Mohamad Hidayat Muhtar, “Resonansi Digital Dalam Pengaturan Lisensi Lagu Remix Di Tiktok Berdasarkan UU No. 28 Tahun 2014 Tentang Hak Cipta,” *Jurnal Riset Ilmiah*, Volume 1 Nomor 6 Tahun 2024, hal 355.

has a responsibility to prevent such violations by implementing more effective content detection mechanisms.<sup>11</sup>

The legal regulation violated is Article 9(1) of the Copyright Law, which prohibits the exploitation of economic rights without the permission of the copyright holder. This practice also undermines the system of intellectual property rewards upheld by Indonesian law. Sociologically and economically, such copyright infringements lead to shifts in public behavior that prioritize illegal access over legal respect, causing significant harm to creative industries like film and music, which depend on legal protection to thrive.<sup>12</sup>

Stronger enforcement is needed. Concrete actions must be taken to strictly address copyright infringement on digital platforms. Law enforcement should go hand-in-hand with public education about the importance of respecting creative works. TikTok, as a platform, plays a key role in minimizing copyright violations. However, current content moderation mechanisms are widely considered inadequate.

Firm legal action is needed to create a deterrent effect. This includes educating the public on the value of creative work, penalizing users who upload illegal content according to copyright regulations, and promoting awareness about the importance of supporting legal platforms to shift public habits.<sup>13</sup>

Copyright infringement on TikTok primarily occurs through the unauthorized upload of film clips. These illegal clips cause serious consequences, including:

1. Material Losses

Unauthorized uploads of film content on TikTok deprive copyright holders of potential income. Films meant to be viewed through legal platforms like Netflix, WeTV, or cinemas become devalued as viewers can access key scenes or highlights for free on TikTok. This leads to significant financial losses for filmmakers and distributors.

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<sup>11</sup> Rachmasari, Arifin, dan Astanti, “Perlindungan Hukum Hak Cipta pada Film Yang Diakses Secara Illegal Melalui Telegram,” *Semarang Law Review*, 2022, hal 6.

<sup>12</sup> Azni Isnaeni Fitriadina, Kanti Rahayu, dan Erwin Aditya Pratama, “Pelanggaran Hak Ekonomi Dan Hak Moral Terhadap Cuplikan Film Yang Diunggah Pada Media Sosial,” *Pancasakti Law Journal*, Volume 1 Nomor 1 Tahun 2023, hal 14.

<sup>13</sup> Tina Marlina, “Perlindungan Hukum Terhadap Pencipta Lagu Yang Lagunya Dinyanyikan Ulang (cover) Tanpa Izin Untuk Kepentingan Komersial Dalam Media Internet,” *Syntax Literate*, Volume 4 Nomor 11 Tahun 2019, hal 176.

## 2. Immaterial Losses

Beyond material harm, this practice causes immaterial losses such as a lack of recognition for the creators. Filmmakers lose the attribution they rightfully deserve, reducing public appreciation for their work. This also hampers acknowledgment and respect for the creative effort invested in the film.

## 3. Changes in Consumer Behavior

One of the most serious consequences is the shift in consumer behavior. Social media users, especially on TikTok, tend to prefer easier and cheaper ways to enjoy content—even if it's illegal. This reduces public interest in legal streaming platforms and cinemas, harming the entire creative ecosystem that depends on revenue from legitimate distribution.

Copyright holders face significant economic losses when their work is used without permission and distributed freely. This leads to a drop in revenue that should have come from legal services like streaming platforms or theaters. Moreover, copyright violations degrade the moral value of the work. When a creative product is shared without permission, the creators are denied the respect they deserve. The lack of acknowledgment weakens motivation for future creative endeavors.<sup>14</sup>

For consumers, the easy access to unauthorized film clips on TikTok has altered content consumption patterns. Many users prefer enjoying content for free on social media rather than paying for it on official platforms. This habit encourages a culture that disregards the importance of supporting legal distribution channels. Not only does this harm the creative ecosystem, but it also fosters a mindset that undermines intellectual property rights.<sup>15</sup>

Overall, this situation reflects a low level of public awareness about the importance of respecting copyright. As a leading platform, TikTok bears significant responsibility in preventing such violations by strengthening its content moderation system, collaborating with copyright holders, and educating its users. In addition, stricter and more consistent law

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<sup>14</sup> Dhea Yulia Maharani, "Perlindungan Hukum Atas Dalam Aplikasi Tiktok Dan Penggandaannya Dalam Media Sosial Lainnya," *El-Wasathiya Jurnal Studi Agama*, Volume 9 Nomor 1 Tahun 2021, hal 57.

<sup>15</sup> Nanda Jala Sena, "Tinjauan Yuridis Mengenai Remix Lagu Di Aplikasi Tiktok Berdasarkan UU Nomor 28 Tahun 2014 Tentang Hak Cipta," *Jurnal Supermasi Hukum*, Volume 18 Nomor 1 Tahun 2022.

enforcement is crucial to deter violations and protect the sustainability of the creative industry from digital-age threats.<sup>16</sup>

The impact on copyright holders goes beyond economic losses. Losing control over the distribution of their works creates a sense of injustice, especially for creators who depend on their work for their livelihood. Unauthorized uploads of film clips not only reduce direct income from legal platforms like cinemas and streaming services but also weaken public trust in the importance of supporting content through legal channels. As a result, the creative industry suffers a decline in competitiveness due to a lack of incentive for creators to produce new works.<sup>17</sup>

From the consumer's perspective, copyright infringement contributes to a culture of instant content consumption that devalues the creative process behind a work. Consumers become accustomed to accessing film content for free without understanding its impact on the creative industry. This phenomenon leads to the "normalization of infringement," where illegal access is viewed as acceptable or even standard behavior in everyday content consumption. In the long term, this not only harms copyright holders but also the consumers themselves, as limited financial support to creators can reduce innovation and content quality.

Public campaigns involving digital platforms, educational institutions, and the creative industry must be encouraged to instill the importance of respecting copyright. Thus, copyright protection becomes not only a legal obligation but also a part of a healthier and more sustainable content consumption culture.

## **B. Copyright Protection Solutions for Film Clips on the TikTok Application**

Protecting copyrighted films is essential to ensure the sustainability of the creative industry and to provide proper recognition and compensation for creators. As a collective work, film production involves a long process and significant costs; thus, the economic and moral rights of creators must be seriously safeguarded. In the digital era, where content can be easily shared

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<sup>16</sup> Anang Sugeng Cahyono, "Pengaruh Media Sosial Terhadap Perubahan Sosial Masyarakat Di Indonesia," *Publiciana*, Volume 9 Nomor 1 Tahun 2016, hal 8.

<sup>17</sup> Mulawarman, "Perilaku Pengguna Media Sosial Beserta Implikasinya Ditinjau Dari Perspektif Psikologi Sosial Terapan," *Buletin Psikologi*, Volume 25 Nomor 1 Tahun 2017, hal 23.

without permission, copyright protection poses a significant challenge and requires collaboration among creators, digital platforms like TikTok, the government, and the public. The following solutions can be implemented to protect copyright for film clips on TikTok:

a) Strengthening Automatic Detection Systems (Content ID)

TikTok should develop an automatic detection system similar to YouTube's Content ID. This system can identify copyrighted film clips even if they have been slightly modified. With such technology, infringing content can be flagged or blocked before it spreads, thereby preventing further violations.

b) Strict Copyright Policy Enforcement

TikTok must enforce stricter copyright policies. For instance, accounts that repeatedly upload illegal content should face penalties such as content removal, account restrictions, or even permanent suspension. These policies aim to create a deterrent effect and encourage users to respect copyright.

c) User Education and Awareness Campaigns

Raising user awareness about the importance of respecting copyright is critical. TikTok, in collaboration with the government and the creative industry, can run educational campaigns via digital platforms, social media, or educational institutions. These efforts should highlight the negative impact of copyright infringement on the creative industry's survival.

d) Improving Reporting and Takedown Mechanisms

TikTok should improve and accelerate the reporting process for copyright violations. Copyright holders need accessible, responsive, and transparent channels to request the removal of infringing content. An efficient takedown mechanism ensures that violations are addressed promptly and effectively.

e) Collaboration with Copyright Holders and the Film Industry

TikTok needs to establish partnerships with production houses, film distributors, and copyright protection organizations to facilitate licensing and enhance infringement detection. These partnerships would enable TikTok to more quickly identify protected content and offer legal pathways for users to use film clips properly.

f) Monetization System for Copyright Holders

TikTok could introduce a monetization system for film copyright holders similar to YouTube's. On YouTube, the Content ID system allows copyright holders to detect videos using their content and choose whether to block them, track viewing statistics, or monetize them by showing ads and earning revenue. This system provides a financial incentive for copyright holders, offering revenue instead of just content removal.

This also encourages users to comply with copyright rules, as a mutually beneficial legal option is available. TikTok currently relies on manual reporting and basic content detection algorithms, which are not as advanced as YouTube's. By adopting a similar model, TikTok can strengthen copyright protection, reduce violations, and create a fairer ecosystem for creators, rights holders, and users alike.

Through this program, creators or rights holders could earn income from videos using their film clips—via ads, tipping features, or licensed collaborations. Monetization not only provides economic benefits but also reduces users' motivation to upload illegal content, since legal and rewarding alternatives exist.

Protecting copyright on TikTok is a complex but vital effort in today's digital age, where creative content can be uploaded, shared, and misused easily. TikTok users play a key role in protecting their own content by adding copyright symbols, using watermarks, and uploading only original material. They should also actively use TikTok's reporting tools to report copyright-infringing content.

User awareness of copyright remains low, with many violations stemming from ignorance or indifference. TikTok bears a significant responsibility to foster a safe environment for creators. By enforcing strict copyright policies, using automatic detection technologies like Content ID, and providing efficient takedown mechanisms, TikTok can show its commitment to copyright protection.<sup>18</sup>

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<sup>18</sup> Fransiska Timoria Samosir, "Efektivitas Youtube sebagai Media Pembelajaran Mahasiswa," *Record and Library Journal*, Volume 4 Nomor 2 Tahun 2018, hal 86.

However, these technologies still have limitations—especially in detecting modified re-uploads in real-time. Therefore, TikTok must continue to develop more advanced and responsive detection systems.<sup>19</sup>

User Actions to Protect Copyright on TikTok:

1. Include a Copyright Symbol

Users can add a copyright symbol (©) to their content to indicate ownership.

2. Use Watermarks

Adding a watermark to videos or images helps prevent unauthorized use.

3. Upload Original Content Only

Avoid using others' content without proper permission.

4. Report Infringements

Use TikTok's reporting tools to flag content that violates copyright.

TikTok can collaborate with copyright holders to ensure more effective protection of creative works and provide licensing options for users who want to use someone else's content legally.

Protecting copyright on TikTok requires collaboration among users, the platform, and copyright holders. Measures such as watermarking, automatic detection systems, and user education can help reduce copyright violations. These efforts should be continually improved to build a more fair and respectful digital environment.<sup>20</sup>

Partnerships between TikTok and copyright holders—such as artists, musicians, and creative companies—are also crucial. By offering content licensing options, TikTok can support

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<sup>19</sup> Jihan Abya, Muhamad Abas, Yuniar Rahmatiar, dan Adyan Lubis, “Penegakan Hukum terhadap Pelanggaran Hak Cipta: Studi Kasus Re-Upload Video Konten Kreator Sosial Media untuk Kegiatan Komersial (Studi Putusan Mahkamah Agung Nomor 41 Pk/Pdt.Sus-Hki/2021),” *Jurnal Ilmu Hukum, Humaniora Dan Politik*, Volume 4 Nomor 6 Tahun 2024, hal 2313.

<sup>20</sup> Samuel Sihite, Adelina M Aritonang, Ertika Susanti Pasaribu, Pebryna Riosa Siburian, Mario Fany Manurung, dan Parlaungan Gabriel Siahaan, “Perlindungan Hak Cipta Film Dalam Pengelolaan Platform Digital Berbasis Teknologi User Generated Content (UGC),” *Journal of Accounting Law Communication and Technology*, Volume 2 Nomor 1 Tahun 2025, hal 642.

legal usage of works while ensuring rightful recognition for creators. This not only protects copyright but also fosters a more sustainable creative ecosystem.<sup>21</sup>

While several protective measures have proven effective, challenges remain—such as widespread unauthorized re-uploads, difficulties in accurately detecting violations, and low user awareness. To address these issues, TikTok must strengthen user education, improve automated detection systems, and collaborate with copyright owners to establish more comprehensive protection mechanisms.<sup>22</sup>

## CONCLUSION

Based on the results of this study, it can be concluded that copyright infringement through the illegal uploading of film clips on TikTok has a significant impact on copyright holders and the creative industry. This practice violates Article 9 Paragraph (1) and Article 72 of Law Number 28 of 2014 on Copyright, resulting in material losses, such as the loss of revenue from legal platforms, and immaterial damages, such as the decline in public appreciation for creative works. Moreover, such violations encourage shifts in consumer behavior towards illegal access, weakening the creative industry ecosystem and reducing the competitiveness of national creative works.

To protect copyright over film clips on TikTok, a range of comprehensive solutions is required. These include strengthening automatic detection systems, enforcing stricter copyright policies, educating and raising awareness among users, optimizing reporting and takedown mechanisms, and fostering strong collaboration with copyright holders. Additionally, developing a monetization scheme for copyright holders—such as YouTube’s Content ID model—is a strategic step toward offering economic incentives and enhancing legal protection for film works in the digital era

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<sup>21</sup> Muchtar A H Labetubun, “Penyelesaian Sengketa Hak Atas Logo (Suatu Kajian Overlapping Hak Cipta dan Merek),” *ADHAPER: Jurnal Hukum Acara Perdata*, Volume 5 Nomor 1 Tahun 2019.

<sup>22</sup> M Febry Saputra, “Hak Cipta Dance Challenge Yang Diunggah Ke Aplikasi Tiktok,” *Jurnal Penegakan Hukum Indonesia (JPHI)*, Volume 2 Nomor 1 Tahun 2021.

## RECOMMENDATIONS

To the public, it is strongly encouraged to increase awareness and compliance regarding copyright protection, particularly in the use of film content on social media platforms such as TikTok. Every individual must understand that uploading or sharing film clips without proper authorization is a legal violation that harms creators and the creative industry. Therefore, the public should be accustomed to accessing content through legal channels and supporting creative works through lawful means.

To the TikTok platform, it is recommended to reinforce its copyright protection systems by developing more advanced artificial intelligence (AI)-based automatic detection technology. Furthermore, TikTok must strictly enforce copyright policies, accelerate the takedown process of illegal content, and establish a fair monetization scheme for copyright holders, similar to YouTube's Content ID system. TikTok should also actively collaborate with copyright owners and the film industry to ensure more effective protection of film clips uploaded on its platform.

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