

PELANGGARAN HAK CIPTA PADA PEMBELIAN BUKU ELEKTRONIK DI *SHOPEE* SECARA ILEGAL DIKAITKAN DENGAN *DIGITAL RIGHTS MANAGEMENT*

INTISARI

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Penelitian ini bertujuan untuk menganalisis perlindungan hukum terhadap pencipta buku elektronik yang karyanya diperjualbelikan secara ilegal melalui platform Shopee, serta mengkaji urgensi penerapan *Digital Rights Management* (DRM) sebagai instrumen perlindungan hak cipta dalam ranah digital. Fokus penelitian diarahkan pada efektivitas perlindungan hukum dan penegakan hukum hak cipta bagi pencipta, khususnya setelah berlakunya Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.

Penelitian ini menggunakan metode normatif empiris. Pendekatan normatif dilakukan melalui penelaahan peraturan perundang-undangan dan literatur terkait hak cipta dalam ranah digital. Sementara itu, pendekatan empiris dilaksanakan melalui wawancara dengan Ikatan Penerbit Indonesia (IKAPI) Daerah Yogyakarta, Direktorat Jenderal Kekayaan Intelektual Kantor Wilayah Yogyakarta, Kementerian Komunikasi dan Digital Republik Indonesia, serta seorang dosen ahli hukum kekayaan intelektual. Penelitian ini bersifat deskriptif analitis dengan menggunakan metode berpikir deduktif dan teknik analisis kualitatif untuk menarik kesimpulan.

Hasil penelitian menunjukkan bahwa penegakan hukum terhadap penjualan buku elektronik ilegal belum berjalan efektif, yang disebabkan oleh lemahnya pengawasan distribusi digital, kurang optimalnya koordinasi antar lembaga terkait, serta rendahnya kesadaran masyarakat dalam menghargai hak cipta. Penerapan DRM berpotensi menjadi instrumen perlindungan preventif melalui pengendalian akses dan pembatasan penggandaan karya digital. Namun, efektivitas penerapan DRM memerlukan harmonisasi regulasi teknis, peningkatan kapasitas aparatur penegak hukum, serta penguatan budaya hukum masyarakat dalam menghargai karya intelektual. Dengan demikian, DRM memiliki potensi strategis sebagai instrumen perlindungan apabila diintegrasikan melalui kebijakan operasional yang komprehensif dan koordinatif.

Kata Kunci: Hak Cipta, Buku Elektronik, Shopee, *Digital Rights Management*

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COPYRIGHT INFRINGEMENT IN THE ILLEGAL DISTRIBUTION AND PURCHASE OF ELECTRONIC BOOKS ON SHOPEE IN CONNECTION WITH DIGITAL RIGHTS MANAGEMENT (DRM)

ABSTRACT

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This study aims to analyze the legal protection afforded to authors of electronic books whose works are illegally traded through the Shopee platform, as well as to examine the urgency of implementing Digital Rights Management (DRM) as an instrument of copyright protection in the digital domain. The focus of this research is directed toward assessing the effectiveness of legal protection and law enforcement of copyright for authors, particularly following the enactment of Law Number 28 of 2014 concerning Copyright.

This research employs a normative-empirical legal method. The normative approach is carried out through the examination of statutory regulations and relevant literature concerning copyright in the digital domain. Meanwhile, the empirical approach is conducted through interviews with the Indonesian Publishers Association (IKAPI) Yogyakarta Regional Board, the Regional Office of the Directorate General of Intellectual Property in Yogyakarta, the Ministry of Communication and Digital Affairs of the Republic of Indonesia, as well as a lecturer specializing in Intellectual Property Law. This research is descriptive-analytical in nature, utilizing deductive reasoning and qualitative analysis techniques to draw conclusions.

The results of this study indicate that law enforcement against the illegal distribution of electronic books has not yet been effective. This condition is caused by weak supervision of digital distribution, suboptimal inter-agency coordination, and low public awareness regarding the importance of respecting copyright. The implementation of DRM has the potential to serve as a preventive protection instrument through access control and limitations on the reproduction of digital works. However, its effectiveness requires harmonization of technical regulations, increased capacity of law enforcement institutions, and the strengthening of legal culture within society in appreciating intellectual creations. Therefore, DRM holds strategic potential as a protective instrument when integrated through comprehensive and coordinated operational policies.

Keywords: Copyright, E-Book, Shopee, Digital Rights Management, Legal Protection

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