

**PERLINDUNGAN HUKUM BAGI PEMEGANG LISENSI *MASTER*  
*RIGHT HOLDER* PIALA DUNIA FIFA 2014 DI INDONESIA ATAS  
KOMERSIALISASI TANPA IZIN OLEH PIHAK LAIN  
(STUDI KASUS PT. INTER SPORT MARKETING)**

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**INTISARI**

Penelitian hukum ini bertujuan untuk mengetahui perlindungan hukum pemegang lisensi *master right holder* Piala Dunia FIFA 2014 berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta dan upaya yang dapat dilakukan PT. Inter Sport Marketing (ISM) dalam melindungi siaran Piala Dunia FIFA 2014, serta tanggung jawab pelaku usaha atas penayangan tanpa izin di tempat komersial maupun untuk kepentingan komersial.

Metode penelitian yang digunakan penulis adalah kombinasi antara penelitian hukum normatif dan penelitian hukum empiris, yakni dengan menggabungkan penelitian kepustakaan dan lapangan. Pendekatan normatif digunakan untuk menganalisis peraturan perundang-undangan mengenai perlindungan hukum pemegang lisensi *master right holder* Piala Dunia FIFA 2014. Pendekatan empiris dilakukan dengan cara melakukan wawancara kepada staf PT. Nonton Bareng (Nonbar), Direktorat Jenderal Hak Kekayaan Intelektual, dan Komisi Penyiaran Indonesia Daerah (KPID) Daerah Istimewa Yogyakarta untuk mengetahui upaya yang dilakukan dalam melindungi siaran Piala Dunia FIFA 2014 serta tanggung jawab pelaku usaha atas penayangan tanpa izin di tempat komersial maupun untuk kepentingan komersial.

Berdasarkan penelitian yang telah dilakukan oleh penulis, maka dapat disimpulkan bahwa PT. Inter Sport Marketing (ISM) berhak mendapatkan perlindungan berdasarkan Undang-Undang Hak Cipta. Beberapa upaya telah dilakukan PT. Inter Sport Marketing (ISM) baik upaya preventif maupun upaya represif. Para pelaku usaha yang melakukan pelanggaran dapat menunjukkan tanggung jawabnya dengan membayar ganti kerugian atas penggunaan hak secara ilegal.

Kata kunci: Perlindungan Hukum, Lisensi, Komersialisasi

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**THE LEGAL PROTECTION FOR LICENSEE OF MASTER RIGHT  
HOLDER FIFA WORLD CUP 2014 IN INDONESIA FROM  
COMMERCIALIZATION WITHOUT PERMISSION  
BY OTHER PARTY  
(CASE STUDY PT. INTER SPORT MARKETING)**

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**ABSTRACT**

This legal research aims to understand the legal protection for licensee of master rights holder FIFA World Cup 2014 based on Act. Number 28 of 2014 about copyright, the efforts should be done by PT. Inter Sport Marketing (ISM) to protect FIFA World Cup 2014 broadcast, and the responsibility of businessmen that broadcast it without permission in commercial place as well as to commercial purposes.

The methods used for this research is a combination between normative and empirical legal research, which combine literature and field study. Normative legal research conducted by analyzing the laws and regulations regarding legal protection for the licensee of media rights holder FIFA World Cup 2014. While empirical legal research conducted by interviewing the staff and official of PT Nonton Bareng (Nonbar), Direktorat Jenderal Hak Kekayaan Intelektual, and Komisi Penyiaran Indonesia Daerah (KPID) Daerah Istimewa Yogyakarta to understand the efforts to protect FIFA World Cup 2014 broadcast and the responsibility of businessmen that broadcast it without permission in commercial place as well as to commercial purposes.

This research concluded that PT. Inter Sport Marketing (ISM) entitled to get protection based on Act. Number 28 of 2014 about copyright. Several efforts have been done by PT. Inter Sport Marketing (ISM), both preventive and repressive efforts. The responsibility for trespasser is must to pay royalties and profit that obtained illegally or the responsibility that listed in the court decision.

Keywords: Legal Protection, License, Commercialization

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