



THE ROLE OF COPYRIGHT LEGAL PROTECTION IN ENSURING LEGAL CERTAINTY FOR BOOK PRINTING BUSINESSES IN INDONESIA

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ABSTRACT

This study examines the role of legal protection of copyright in ensuring legal certainty for book printing businesses in Indonesia. Although Law No. 28 of 2014 on copyright provides a fairly clear legal framework, its implementation in practice still faces various obstacles, such as low understanding among business actors, weak socialization, and complicated administrative procedures. Through a qualitative approach using normative legal and sociological legal methods, this study finds that copyright protection has not yet fully provided a sense of security and legal certainty for the printing industry, particularly for small and medium-sized businesses. Therefore, there is a need to strengthen legal education, simplify legalization processes, and develop inter-institutional strategies for the legitimate, sustainable, and competitive development of the industry in the era of an intellectual property-based economy.

Keywords: Legal, Legal Education, Property- Based, Economy

1. INTRODUCTION

The book printing industry in Indonesia plays an important role in supporting the dissemination of information, education, and literacy. However, behind its contributions, there are still serious issues, particularly regarding legal protection for copyrighted works. Many written works, such as fiction books, scientific books, and educational materials, are still vulnerable to being copied or reprinted without proper authorization. This raises concerns about the weakness of copyright protection in the printing industry (Yahanan., 2013).

In fact, not all printing business operators fully understand copyright protection. Some of them view copyright regulations as complicating business operations (Liu et al., 2024). In fact, some view copyright protection as an obstacle because it is considered to limit the freedom to produce and distribute books. However, the opposite is true: copyright protection is very important for maintaining business ethics and avoiding legal conflicts (Rambe et al., 2023; Rambe., 2024; Suhendar&Rambe., 2023).

Legal protection of copyright is not only beneficial to creators, but also provides security for printing businesses themselves. They can operate legally and avoid the risk of violations that could be financially damaging and damage their reputation. Legal certainty is an important guarantee for running a business professionally and sustainably (Cipta 2020).

Given this situation, it is important to examine in greater depth how legal protection of copyright can truly guarantee certainty for book printing businesses in Indonesia. This study aims to provide a more comprehensive understanding of the role of law in the printing industry while promoting awareness of the importance of compliance with intellectual property regulations.

The selection of the topic of the role of copyright protection in ensuring legal certainty for printing businesses is based on the fact that copyright infringement remains a very crucial issue amid the development of the publishing and printing industry. The widespread practice of book piracy, unauthorized reproduction, and illegal distribution of written works serves as evidence that the legal protection system for intellectual property has not yet been fully effective (Rambe & Sihombing, 2024; Rambe et al., 2024). This situation not only harms creators or copyright holders in material and moral terms but also directly impacts legitimate printing businesses that wish to operate in compliance with legal regulations.

The book printing industry plays a strategic role in the literacy ecosystem and the dissemination of knowledge in Indonesia. In recent years, this sector has shown a fairly rapid growth trend, in line with the increasing demand for reading materials among an increasingly information-literate society. However, accelerated production has not always been accompanied by increased legal awareness among business operators. Many of them, especially small and medium-sized businesses, do not fully understand copyright regulations, so they inadvertently engage in legal violations. These mistakes are often not based on malicious intent, but rather on limited understanding and available legal information (Journal 2013).

The situation is exacerbated by suboptimal law enforcement in the field, even though Indonesia has adequate legal protection through Law No. 28 of 2014 on copyright, the implementation of which still faces many challenges. Uneven dissemination, complex legal procedures, and limited resources and institutions for law enforcement and supervision mean that the regulations are not yet fully capable of addressing the problems that arise in practice (Rambe et al., 2024; Rambe et al., 2023). As a result, there is still a

considerable gap between the regulations that have been enacted and their implementation in everyday practice.

The legal uncertainty arising from the weak implementation of copyright protection inevitably impacts the overall business climate. Printing business operators are hesitant to make investment decisions, establish partnerships with publishers or authors, and design long-term business strategies due to the threat of legal action that could arise at any time. This could ultimately reduce the competitiveness of the national printing industry, especially in the face of increasingly complex globalization and digitalization challenges.

Given this reality, it is important to conduct an in-depth academic study to evaluate the extent to which copyright law plays a role in providing legal certainty for printing businesses. This research aims to explore the issues faced at the practical level, analyze the weaknesses and potential of the existing legal system, and propose solutions or recommendations that can be implemented by the government, industry players, and the general public. Thus, copyright protection is not only understood as a form of respect for creators but also as an important foundation for the development of a sustainable creative industry and knowledge-based economy in Indonesia.

This research was conducted in response to the high rate of copyright infringement in the publishing and book printing industry in Indonesia and the need for legal protection that can provide a sense of security for businesses in this field. The main objective of this research is to explore and analyze how legal protection of copyright can create legal certainty for printing businesses. In this context, the protection in question not only concerns the normative aspects of existing regulations but also how these rules are actually applied in daily practice.

This study also aims to map the various challenges faced in the implementation of copyright law, particularly the obstacles experienced by business actors in understanding and fulfilling their legal obligations. Although the government has established regulations through Law No. 28 of 2014 on copyright, its implementation is often hampered by weak socialization, complex bureaucracy, and lack of institutional support in supervision and enforcement. Therefore, this research is important to critically review the gap between written legal theory and the legal reality faced by business actors in the field.

Furthermore, this study also aims to determine the level of legal awareness among printing business actors regarding the importance of copyright. Through an empirical approach, this study will describe the direct experiences and perceptions of industry actors regarding the existence of these regulations. Thus, the results of this study are expected to enrich the understanding of the factual conditions of the printing industry and serve as a reference in formulating more relevant, effective, and implementable legal policies.

Overall, this research aims to produce recommendations that can be applied in efforts to improve the legal protection system for copyright, particularly in the context of the book printing industry. The contribution of this research is expected to be not only academic but also provide practical benefits for the government, law enforcement agencies, and industry players to jointly build a conducive, law-abiding, and sustainable business environment in the era of an intellectual property-based economy.

RESEARCH METHODE

The research method used in this study is a qualitative method with a normative legal and legal sociology approach. The qualitative method was chosen because this study does not focus on numbers, but on a deep understanding of the concept of copyright protection and its application in the book printing business. The normative legal approach is used to analyze applicable legal norms, particularly those outlined in Law No. 28 of 2014 on copyright, as well as other relevant laws and regulations (Hikmah, Yanto, and Ariski 2023). This approach emphasizes the study of the principles, theories, and legal doctrines underlying copyright protection in Indonesia.

Meanwhile, the sociological-legal approach is used to examine how copyright law is applied in practice within society, particularly by book printing businesses. This approach aims to determine whether the established law is actually enforced and provides real protection, as well as to identify the obstacles encountered in its implementation. Data collection techniques are carried out through library research, which involves reviewing literature, legislation, scientific journals, and other legal documents, and, if possible, supplemented by interviews with relevant parties, such as printing business operators or legal experts. With this method, it is hoped that the research can provide a comprehensive analysis of both the normative legal aspects and the social reality in the field.

2. RESULT AND ANALYSIS

The book printing industry in Indonesia, especially those owned by SMEs, plays an important role in disseminating information and promoting literacy. However, the results of this study show that many businesses do not fully understand the concept of copyright and its legal protection. Most businesses believe that as long as they print only at the request of customers or third parties, the customer is fully responsible for the legality of the product. This perspective indicates that most people still do not understand copyright as part of intellectual property rights. They are not fully aware that printing books without the copyright holder's permission can have significant legal consequences (Kusmawan 2014).

Copyright itself, as regulated in Law No. 28 of 2014 concerning Copyright, provides legal protection for creative works, including books as a form of written work. This law states that creators or copyright holders have the exclusive right to publish and reproduce their works. The prohibition against unauthorized use is explicitly mentioned in the articles regulating economic rights and sanctions for violations. Although this regulation is normatively clear and strong, its implementation in the field still faces a number of significant challenges (Putri et al. 2022).

The lack of copyright awareness among printing businesses is a major obstacle. Often, micro and small businesses cannot access legal information easily because it is limited to academics, legal practitioners, or creative industry players. As a result, many printing businesses do not understand the applicable regulations and restrictions. Some of them are even unaware that they must obtain official permission before printing the books they produce because these are copyright-protected works (Ridwan et al. 2021). In practice, these errors are more often caused by ignorance than malicious intent.

This study also found that administrative procedures that are considered complicated and cumbersome contribute to the low interest of business actors in checking the legality of works or establishing direct cooperation with copyright holders. Additionally, the copyright registration process, which requires time and costs, although not expensive, is often seen as an additional burden by small businesses. They prefer to take shortcuts by printing books that are available digitally, or based on customer requests, without first

ensuring the validity of the rights (Yang et al. 2024). This, of course, opens up the potential for legal violations, both in the form of economic rights violations and moral rights violations of the creator.

Copyright infringement not only harms creators in terms of potential economic gains and recognition for their intellectual property, but also has serious consequences for printing businesses. In practice, printing companies that reproduce works without proper authorization may face criminal penalties, including fines or imprisonment, as stipulated in Article 113 of the Copyright Law (According to, Assa, and Kunci 2024). Not only that, but the reputation of the business is also at risk. Printing companies found to have violated copyright provisions may lose the trust of customers, business partners, and the general public. The lack of clarity in legal protection also affects long-term business planning, as many businesses are reluctant to invest in technology or form partnerships with publishers due to concerns about becoming involved in potentially damaging legal issues.

This study also explores the extent to which state institutions play a role in enforcing copyright protection in the printing industry. Formally, the government has established a legal framework through Law No. 28 of 2014 on Copyright as the main guideline. However, in practice, enforcement efforts often face obstacles and have not been implemented to their full potential. There are still many copyright infringements that occur without any real legal consequences. One striking example occurred in Bali, where a photocopying business reproduced books without official permission (Ayu et al. 2023). Although this action is legally classified as a violation, the perpetrator was not immediately punished due to weak follow-up from the authorities. Factors such as limited human resources, lack of synergy between agencies, and a complicated reporting system often become obstacles in resolving similar issues.

In the context of these challenges, it is important for businesses in the printing industry to begin developing a new perspective on copyright issues. Protection of intellectual property rights should not be viewed as an obstacle, but rather as a form of legal certainty that supports the lawful, ethical, and long-term operation of businesses (Terhadap and Pembajakan 2023). By respecting creators' rights, the production and distribution of books will proceed in a more organized and fair manner, benefiting both the creators and those running the businesses. This legal protection is also a key requirement for creating a clean, healthy, and competitive business ecosystem—especially amid the rapid and complex digitalization and global competition (Liu et al. 2024).

On the other hand, the government has an important responsibility to take concrete steps in expanding understanding of the urgency of copyright among printing industry stakeholders. Programs such as legal education, technical training, and strengthening data-based monitoring systems need to be expanded and accelerated. In their implementation, cross-sector collaboration can be strengthened by involving institutions such as the Directorate General of Intellectual Property (DJKI), printing professional organizations, and vocational education institutions. To reach small businesses, community-based or cooperative approaches can be a more effective and easily accepted strategy.

With increasing public awareness of the importance of respecting intellectual property, as well as tangible government support in terms of regulation and guidance, printing industry operators are expected to develop their businesses safely, legally, and sustainably. In conclusion, this study emphasizes that copyright protection is not only a form of recognition for the rights of individual creators but also the cornerstone in building a legally compliant printing industry capable of competing in the midst of rapid development in a creativity-based economy

CONCLUSION

The results of this study indicate that legal protection of copyright plays a fundamental role in establishing legal certainty for book printing businesses in Indonesia. The existence of Law No. 28 of 2014 on copyright has provided a sufficiently strong legal foundation to protect creative works, including books. However, there remains a gap between the regulations that have been enacted and the reality on the ground, particularly regarding the limited understanding of business operators regarding applicable legal provisions, coupled with weak enforcement and uneven legal awareness campaigns.

The phenomenon of copyright infringement, which still frequently occurs, especially among micro, small, and medium-sized businesses, indicates that this issue is not solely due to intent to violate but also stems from a lack of legal information and administrative procedures perceived as complex. This legal uncertainty, in turn, affects the willingness of business operators to develop their businesses professionally and creates an industry climate that is vulnerable to legal conflicts and the misuse of business reputations. A more adaptive and educational approach is needed to build legal awareness among industry players.

Copyright protection should not only be understood as a form of respect for creators, but also as a legal strategy that provides certainty and business continuity. In the face of the digital age and an intellectual property-based economy, collaboration between the government, law enforcement agencies, industry players, and the public is crucial. Concrete efforts are needed in the form of education, simplifying legal processes, and structured oversight to ensure that copyright protection truly functions as the cornerstone in building a healthy, competitive, and highly competitive printing industry at both the national and global levels.

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