

The Urgency of IPR Registration as Protection of the Intellectual Work of Indonesian Lecturers

Widya Rizky Pratiwi^{1*}, Lukyitta Gusti Acfira², Juhana³, Muhaimin Abdullah⁴

^{1,3}*Masters of English Education, Universitas Terbuka*

²*Advertising Study Program, Politeknik Negeri Media Kreatif*

⁴*Graduate Program of English Education, Universitas Negeri Surabaya*

* e-mail: widya_pratiwi@ecampus.ut.ac.id

Submitted article	March, 24, 2024
Reviewed article	April, 12, 2024
Accepted article	April, 29, 2024

Abstract

As times progress more rapidly, the existence and contribution of intellectual products, such as books and written works, in shaping the identity and progress of a society is becoming increasingly significant. However, with advances in technology and globalization, challenges to the security and protection of intellectual work rights are increasingly complex. It underlies the urgency of registering Intellectual Property Rights (IPR) as a real effort to protect creators' rights, motivate innovation, and build the foundation of a knowledge-based economy. Unfortunately, many academic lecturers do not realize the importance of having a creation registration letter. Some are aware but do not yet know the steps for managing copyright. Therefore, this community service is carried out as a presentation at a national seminar held by the Indonesian PkM Lecturer Association, which is carried out online to disseminate knowledge and information related to IPR. The participants are lecturers from all over Indonesia. Two general pieces of information are presented in the form of (1) education on the importance of IPR and the types of works that are protected and (2) steps for managing IPR and the documents required. It is hoped that this service activity can increase public awareness in general and academic lecturers in particular that IPR registration is not only a legal requirement but also a strategic step to form a society that respects creativity protects the rights of creators and encourages sustainable economic growth. Thus, this activity contributes to advancing knowledge in this country.

Keywords: Lecturer academics, Intellectual Property Rights (IPR), Legal awareness, Education, Product creation.

Abstrak

Seiring dengan perkembangan zaman yang semakin pesat, keberadaan dan kontribusi produk intelektual, seperti buku dan karya tulis, dalam membentuk identitas dan kemajuan suatu masyarakat menjadi semakin signifikan. Namun, dengan kemajuan teknologi dan globalisasi, tantangan terhadap keamanan dan perlindungan hak atas karya intelektual semakin kompleks. Inilah yang melandasi urgensi pendaftaran Hak Kekayaan Intelektual (HKI) sebagai upaya nyata untuk melindungi hak pencipta, memotivasi inovasi, dan membangun fondasi ekonomi berbasis pengetahuan. Sayangnya, banyak akademisi dosen yang belum menyadari pentingnya memiliki surat pencatatan ciptaan. Beberapa menyadari namun belum mengetahui langkah-langkah mengurus Hak Cipta. Oleh karena itu, pengabdian masyarakat ini dilakukan dalam bentuk presentasi pada seminar nasional yang diadakan oleh Asosiasi Dosen PkM Indonesia yang dilaksanakan secara online dengan tujuan untuk mendiseminasikan ilmu pengetahuan dan

informasi terkait HKI. Pesertanya adalah dosen seluruh Indonesia. Dua informasi umum yang disajikan dalam bentuk (1) edukasi pentingnya HKI dan jenis ciptaan yang dilindungi, dan (2) langkah-langkah mengurus HKI serta dokumen yang dibutuhkan. Kegiatan pengabdian ini diharapkan dapat meningkatkan kesadaran masyarakat pada umumnya dan akademisi dosen pada khususnya bahwa pendaftaran HKI bukan hanya merupakan keharusan hukum, tetapi juga sebuah langkah strategis untuk membentuk masyarakat yang menghargai kreativitas, melindungi hak pencipta, dan mendorong pertumbuhan ekonomi berkelanjutan. Sehingga, kegiatan ini berkontribusi sebagai sebuah langkah positif dalam memajukan peradaban pengetahuan di negeri ini.

Kata kunci: Akademisi dosen; Hak Kekayaan Intelektual (HKI); Kesadaran hukum; Pendidikan; Produk ciptaan.

INTRODUCTION

In the modern era characterized by technological advances and globalization, the significance of intellectual works, such as books, written works, and other innovations, has become increasingly prominent in shaping the identity and development of society. However, with the rapid pace of information dissemination and accessibility, challenges to the security and protection of intellectual property rights (IPR) have also become more complex. These challenges demand serious attention from various stakeholders, mainly academics and researchers. As primary agents in knowledge creation and innovation, lecturers play a crucial role in advancing the success of IPR.

Despite the critical importance of IPR, many lecturers and academics remain unaware of its significance. There is a notable lack of understanding about the necessity of IPR registration and the steps involved in securing copyright protection. This gap in knowledge leads to vulnerabilities where intellectual creations are left unprotected, potentially leading to unauthorized use and infringement. Pratomo (2017) states that even those aware of IPR often have minimal knowledge about the processes and requirements for managing copyrights effectively. This lack of awareness and understanding is a significant problem that needs addressing to safeguard the intellectual contributions of academics.

The primary purpose of this community service initiative is to disseminate knowledge and information regarding IPR to lecturers across Indonesia. This initiative aims to educate participants about the importance of IPR, the types of works that are protected, and the detailed steps and necessary documentation for managing IPR. By increasing awareness and understanding, this community service activity seeks to encourage lecturers to protect their intellectual creations proactively. The ultimate goal is to foster a culture of respect for creativity, protect creators' rights, and support sustainable economic growth through innovation.

The concept of IPR encompasses various legal rights granted to creators and inventors for their scholarly and creative works. As highlighted by Dinwoodie and Janis (2018), IPR includes copyright, which protects literary, artistic, and musical works, and patents, which grant exclusive rights to inventors for their inventions. This legal framework supports innovation by giving creators the incentives to invest in research and development.

Technological advancements have played a significant role in simplifying the IPR registration process. Indonesia's Directorate General of Intellectual Property (DGIP) has developed electronic platforms like <https://e-hakcipta.dgip.go.id/>, making the process more efficient and transparent.

This digital transformation reflects the government's commitment to leveraging technology to protect intellectual rights and facilitate easier access for creators.

Numerous studies have underscored the positive impact of IPR registration on creativity and economic development. For instance, Sinaga (2020) points out that IPR registration provides legal certainty regarding intellectual ownership, fostering a conducive environment for innovation. Boldrin and Levine (2013) also highlight that IPR protection encourages research and development investments, enhancing economic competitiveness.

At the economic level, IPR protection can drive economic growth by adding real economic value, as noted by Maskus (2000). Products and technologies protected under IPR tend to have greater market appeal, increase business opportunities, and attract foreign investment. This highlights the strategic importance of IPR registration as a long-term investment for individuals and countries in building a knowledge-based economy.

This community service activity is expected to yield several benefits. First, it aims to significantly increase public awareness, particularly among academic lecturers, about the importance of IPR registration. By doing so, it seeks to promote a legal and strategic approach to intellectual property protection. Second, it aims to create a supportive environment that encourages continuous innovation and creativity. Ultimately, this initiative is anticipated to contribute to advancing knowledge and forming a society that respects and protects intellectual creations, thereby fostering sustainable economic growth and development in Indonesia.

This academic seminar-based community service activity is crucial to achieving these goals. It represents a proactive effort to address the current gaps in knowledge and practice related to IPR among Indonesian lecturers, paving the way for a more informed and innovative academic community.

General description

In the modern era characterized by technological advances and globalization, intellectual works, such as books, written works, and other innovations, have become increasingly significant in forming identity and developing society. However, along with the rapid pace of information and accessibility, challenges to the security and protection of intellectual work rights are becoming increasingly complex, requiring severe attention from various parties, especially academics and researchers. Lecturers, as the main agents in creating knowledge and innovation, have a crucial role in encouraging the success of IPR. Academic work, research, and innovation produced by lecturers become valuable intellectual capital. According to Geuna and Muscio (2009), ownership of IPR by lecturers can improve academic reputation, open collaboration opportunities, and support knowledge transfer to industry (Cornish, 2013).

According to Dinwoodie & Janis (2018), IPR includes the rights given to creators and rights owners for their works of art and creativity. This includes copyright, which protects literary, artistic, and musical works. Copyright allows creators to control their work's reproduction, distribution, and utilization. Meanwhile, in the context of innovation and invention, IPR includes patents that give inventors exclusive rights to produce, use, and sell their inventions for a certain period of time. Patents encourage research and development by incentivizing innovators to share their knowledge with society (Merges et al., 2012).

Several studies have also highlighted the positive impact of IPR registration on creativity and economic development. According to Sinaga (2020), IPR registration provides legal certainty regarding intellectual ownership, creating a conducive environment for creators to innovate without obstacles. This protection not only provides a sense of security to creators but also

triggers enthusiasm to produce original works that can advance the civilization of knowledge. A study by Boldrin and Levine (2013) shows that IPR protection can increase research and development investment and economic competitiveness.

At the economic level, a study by Maskus (2000) shows that IPR protection can encourage economic growth by creating real economic value. IPR-protected products or technologies have greater appeal in global markets, increase business opportunities, and attract foreign investment. In this context, IPR registration can be considered a long-term investment for countries and individuals, strengthening the foundations of a knowledge-based economy.

Meanwhile, the role of technology in simplifying the IPR registration process cannot be ignored. The Indonesian Directorate General of Intellectual Property (2020) noted that with the presence of electronic platforms such as the <https://e-hakcipta.dgip.go.id/>, the IPR registration process has become more efficient and transparent. This initiative reflects the government's positive response to society's need to utilize technology to protect their intellectual rights. The importance of disseminating information regarding IPR registration procedures and their benefits has also been emphasized in several works of literature.

According to the World Intellectual Property Organization (WIPO, 2015), public education regarding IPR provides a better understanding of their rights and obligations and motivates them to actively involve themselves in protecting intellectual rights. Therefore, the <https://e-hakcipta.dgip.go.id/> page is a registration tool and a potential source of education to create a society that is more aware of and appreciates intellectual work.

Problem

As times progress more rapidly, the existence and contribution of intellectual products, such as books and written works, in shaping the identity and progress of a society is becoming increasingly significant. However, with advances in technology and globalization, challenges to the security and protection of intellectual work rights are increasingly complex. In reality, many people, including lecturers, are still unaware of the importance of IPR. Some are aware but still have minimal knowledge about IPR, so they need to learn the information and steps to manage Copyright (Pratomo, 2017).

Target solution

Community Service (PKM) is expected to increase public awareness in general and academic lecturers in particular that IPR registration is a legal requirement and a strategic step to form a society that respects creativity, protects creators' rights, and encourages sustainable economic growth. Thus, this activity could contribute to advancing knowledge in this country.

METHOD

The implementation of Community Service (PkM) was carried out by doing a presentation at a national seminar held by the Indonesian PkM Lecturer Association (ADPI), which was held online. Through Community Service (PkM), the authors who acted as actors of Community Service (PkM) can be directly involved in spreading knowledge about IPR and providing an understanding of copyright, patent, and brand protection. Community Service (PkM) focusing on IPR can also stimulate lecturers' interest in innovation and research involvement (Ward, 2018).

RESULTS AND DISCUSSION

a. Get to know IPR and the types of works that are protected

Intellectual Property Rights (IPR) is a term that includes legal rights granted to creators, inventors, and owners of rights to scholarly works created. According to Ginsburg & Litman (2006), the main objective of IPR is to create an environment that supports innovation, provides incentives for investment in research and development, and protects the rights of creators and owners. IPR also creates a legal framework that encourages economic growth and provides legal certainty in using intellectual work. Copyright is the creator's exclusive right, which arises automatically based on declarative principles after a work is realized in real form without reducing restrictions in accordance with statutory provisions. In line with technological developments, copyright registration can also be carried out online using the e-Copyright application (<https://e-hakcipta.dgip.go.id/>). This web-based application is built and managed by the Directorate General of Intellectual Property (Dirjen IPR), Ministry of Law and Human Rights of the Republic of Indonesia. Cited from the website of the Directorate General of Intellectual Property, Ministry of Law and Human Rights of the Republic of Indonesia (<https://dgip.go.id/>), the protected works are attached in the table below.

b. Copyright Application Flow and Required Documents

Based on the Copyright Application Flow above, it can be seen that the copyright application stage begins by logging into the site e-hakcipta.dgip.go.id, then registering an account to get a username and password by filling in the required personal data, then logging in using registered username. Then, at the top right, select "copyright" (*hak cipta*) and click "new application" (*permohonan baru*) to start submitting a creation registration. In this process, before the new application form is displayed, the applicant is asked to download a statement, which must be filled out with a signature on a stamp and will be downloaded together with other documents. The following is the screen display on the menu. Registration for a new application continues by filling in the required data on the form provided. Some examples of data that must be filled in are the type of application, type of work, title of a brief description of the work, authorization data (if authorized), author data, and copyright holder data. After filling in the data on the application form, the applicant must upload the mandatory required documents, namely scans of the applicant's and creator's ID cards, statement letters, files, and links to examples of creations. Meanwhile, additional files required for certain requirements are proof of transfer of copyright, an official copy of the deed of establishment of a legal entity, and a scan of the individual/company NPWP. Then the applicant clicks "submit application" (*ajukan permohonan*). After submitting the application, a "registration payment code" (*kode pembayaran pendaftaran*) will appear on the screen. This payment code is the billing code that we will use to pay the certificate issuance fee of IDR 400,000. After making payment, the applicant waits a few moments for the checking and approval process to see if the creation registration has been approved. Then, after a few moments, the certificate will appear in the copyright menu (right side corner) in the "list of creations" (*daftar ciptaan*) section.

CONCLUSION

In the modern era characterized by technological advances and globalization, the role of intellectual works has become increasingly significant in shaping the identity and progress of society. However, challenges to the security and protection of intellectual work rights have become more complex. This article highlights the urgency of registering Intellectual Property

Rights (IPR) as a solution to protect creators' rights, stimulate innovation, and build the foundation of a knowledge-based economy. The role of technology, primarily through electronic platforms like <https://e-hakcipta.dgip.go.id/>, also plays a crucial role in facilitating the IPR registration process, reflecting the government's positive response to society's need to protect their intellectual rights. However, regrettably, many academics, including lecturers, are still unaware of the importance of having a creation registration letter. Therefore, It is hoped that this academic seminar-based community service (PkM) activity can increase public awareness in general and academic lecturers in particular that IPR registration is not only a legal requirement but also a strategic step to form a society that respects creativity, protects the rights of creators and encourages sustainable economic growth, and create an environment that supports innovation and knowledge development in Indonesia.

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