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Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage

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ABSTRACT

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Adolescents are active participants in the digital environment, yet many lack awareness of copyright laws, increasing their risk of infringement. This community service program “Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage”, was conducted at SMAN 21 Batam to address this gap. The program aimed to educate students about the legal and ethical aspects of digital content usage through legal counseling. It involved three phases: initial planning and stakeholder interviews, implementation via interactive legal seminars, and post-program evaluation. The sessions included real-life examples and discussions to improve understanding and engagement. Evaluations revealed improved student awareness and comprehension of copyright concepts. The program not only delivered essential legal knowledge but also fostered responsible digital behavior and appreciation for intellectual property. Its outcomes highlight the importance of educational interventions in shaping ethical digital practices among youth. This initiative contributes positively to building copyright literacy in Indonesian schools.

Keywords: Copyright Awareness, Digital Content, Adolescents
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INTRODUCTION

Adolescence is a critical developmental stage characterized by significant physical, cognitive, social, and emotional transitions, generally occurring between the ages of 12 to early 20s. During this period, individuals begin to form a distinct identity and gradually shift from childlike dependency to independent adult functioning. As stated by Wahidin (2017), adolescents experience substantial changes across all domains of development, which shape their attitudes and behaviors toward the world around them. In the digital era, this stage is further complicated by the pervasive

influence of technology, where adolescents become not only consumers but also creators and distributors of digital content.

According to Suryana et al. (2022), drawing from Hurlock's theory, adolescence is a phase in which individuals start perceiving themselves as having equal rights and responsibilities within society, rather than being entirely subordinate to adult authority. The term "puberty," derived from Latin, signifies the age of becoming a person, where adolescents are prepared to fulfill biological and societal roles (Gunarsa, 2008). This evolving self-perception makes them particularly susceptible to both positive and negative influences in the digital space. Despite their technological proficiency, many adolescents lack the legal and ethical awareness necessary for responsible content usage, making them vulnerable to copyright infringement.

From a legal standpoint, the growing trend of digital content creation and sharing among adolescents has outpaced their understanding of intellectual property rights. Many are unaware that using copyrighted materials without proper attribution or permission constitutes a violation of law, which can have both legal and moral repercussions. This legal ignorance is not only a reflection of a gap in formal education but also indicative of the need for more targeted awareness efforts. While copyright law exists to protect the rights of creators, its practical implications are rarely addressed in contexts that are relatable to youth, such as social media usage, meme creation, or music sampling (Weley, et al., 2024).

Furthermore, the widespread availability of digital content has normalized practices such as downloading, reposting, or modifying works without considering their legal status. This presents a serious challenge for the enforcement of copyright laws and underscores the urgent need for preventative educational measures. Rather than focusing solely on punitive approaches, it is essential to cultivate a culture of respect for intellectual property among adolescents. A rights-based, educational strategy can equip them with the knowledge to navigate the digital landscape responsibly, fostering creativity while adhering to legal norms.

The proposed community service initiative titled *"Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage"* at SMAN 21 Batam represents a novel and urgent response to these challenges. Unlike other outreach programs, this initiative specifically addresses copyright in the context of digital usage, with a strong emphasis on interactive learning and student empowerment. By engaging adolescents directly in discussions, case studies, and creative projects, the program aims to instill not only theoretical knowledge but also practical skills in content management and legal compliance. Its timely execution is critical in shaping a generation of responsible, ethical, and digitally literate individuals who can contribute positively to the digital ecosystem.

IMPLEMENTATION METHOD

This community service program employs a legal counseling method divided into three phases: initial preparation, implementation, and final evaluation. The initial phase includes observation and interviews with key stakeholders at SMAN 21 Batam

to identify issues and obtain necessary approvals. Based on the findings, legal counseling materials and cooperation documents are prepared.

The implementation phase involves a structured session held on February 5, 2024, consisting of an opening, presentation of copyright material, and a Q&A discussion. Participants include students, teachers, and the principal. The final phase focuses on evaluating the effectiveness of the program and compiling a final report. This evaluation measures the participants' understanding and guides future improvements for similar legal awareness activities.

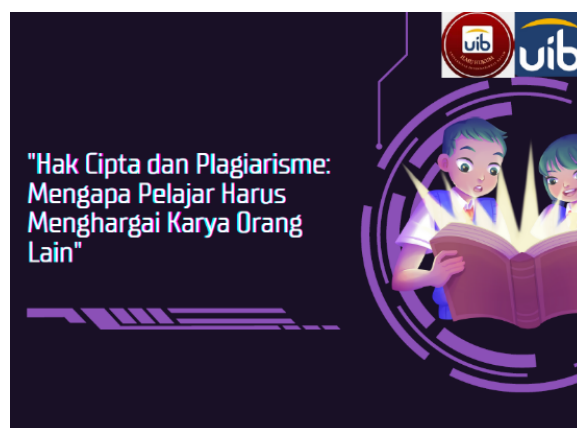
IMPLEMENTATION RESULTS

Strengthening Adolescent Understanding of Copyright in the Digital Era

In Indonesia, copyright is regulated under Law No. 28 of 2014 concerning Copyright (UUHC). According to Article 1 of this law, copyright is defined as an exclusive right granted to creators or rights holders to announce or reproduce their works and to authorize others to do the same, within the legal boundaries established by the state (Disemadi, 2023). This exclusive right enables creators to control how their works are used, whether reproduced, distributed, or publicly shared, and serves as a key legal mechanism for protecting intellectual property (Asril et al., 2021).

This copyright legislation serves as a foundational legal framework that provides essential protection for intangible assets owned by individuals or organizations. It plays a pivotal role in supporting businesses by ensuring legal security over creative products. An understanding of copyright law is therefore crucial for entrepreneurs and content creators alike, as it allows them to prevent unauthorized use or exploitation of their works. It also guarantees that they retain the economic benefits derived from their creations. In Indonesia, copyright extends to various types of works such as marketing content, training modules, visual materials, written documents, and audio productions (Simatupang, 2021).

Figure 1. Presentation Material



Source. Community Service Program Implementer

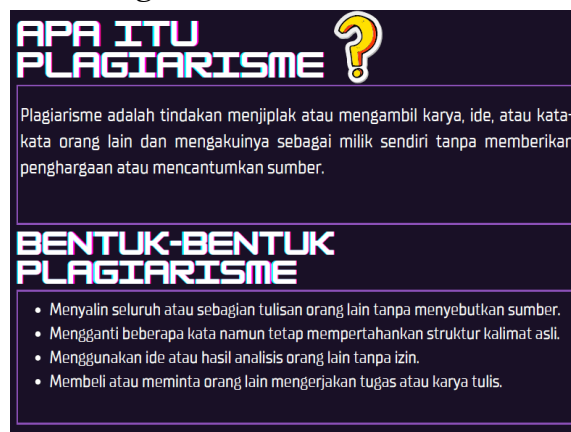
In the realm of music, copyright protects compositions including melodies, lyrics, and recordings. Songwriters and composers hold exclusive rights over the

reproduction, distribution, performance, and adaptation of their works. Examples of protected musical works include globally recognized songs by artists such as Adele, Ed Sheeran, or bands like Coldplay. In the film industry, copyright covers cinematic creations including scripts, dialogues, and visual sequences. Filmmakers and production houses have full control over the use and dissemination of their films, as illustrated by blockbuster titles like *Avengers: Endgame* or the Oscar-winning *Parasite*.

Written works also fall under the scope of copyright protection, encompassing books, novels, essays, articles, and even blog posts. Authors are granted the legal authority to manage the distribution and publication of their written content. Prominent literary examples include the *Harry Potter* series by J.K. Rowling. Similarly, visual artworks such as photographs, illustrations, paintings, and graphics are protected, with creators like Pablo Picasso or Andy Warhol maintaining rights over how their images are used. Graphic designs, including logos, posters, product packaging, and interface layouts, are likewise protected, ensuring iconic corporate visuals such as the Apple or Coca-Cola logos are not misappropriated.

Software is another key category protected by copyright, which encompasses source code, user interface designs, algorithms, and distinct features of a digital product. This ensures that software developers retain exclusive rights over widely used applications like Microsoft Word or entire operating systems like Windows. In the performing arts, copyright extends to dramatic works and live performances, such as theater scripts, musicals, and television dramas. Productions like *The Phantom of the Opera* or popular series such as *Game of Thrones* are legally protected in their entirety. Furthermore, choreographic works in dance, including traditional and classical forms, are covered by copyright, preserving iconic performances like *Swan Lake* or culturally significant dances regarded as national heritage (Ramli et al., 2021).

Figure 2. Presentation Materials



Source. Community Service Program Implementer

Beyond specific creative categories, copyright serves multiple functions within legal and economic contexts. Legally, it protects the rights of creators over their intellectual products, while economically, it provides financial incentives for continued

innovation. Copyright enables the generation of revenue through licensing, sales, and royalties, ensuring creators are compensated for their work. It also provides creators with control over how their work is used, helping them maintain the integrity and originality of their output. Additionally, copyright law plays a vital role in supporting the growth and sustainability of the creative industries as a whole (May, 2006).

The benefits of copyright protection in Indonesia are significant. First and foremost, it provides legal safeguards for creators against theft or misuse. Furthermore, it encourages innovation and creative expression by giving individuals and organizations the confidence to develop new works without fear of infringement. As a result, copyright law contributes directly to the expansion of the creative economy in Indonesia by motivating creators to continuously produce original content (Indonesia, 2014).

In the digital era, copyright also applies to online content such as text, images, audio, and video. Protecting digital content from unauthorized use is increasingly important as technology enables easy reproduction and distribution. Copyright law grants digital content creators the exclusive right to control their creations and prevent infringement. This includes the authority to determine how their work may be copied, distributed, or used by others (Arduino et al., 2017).

Digital copyright protection faces unique challenges due to the ease with which content can be copied and shared illegally across the internet. This calls for stronger enforcement mechanisms and vigilant oversight. Addressing these issues requires comprehensive efforts, including updates to legislation and public education on the importance of respecting copyright in the digital realm (Mahendra & Njatrijani, 2023).

While digitization brings advantages such as global accessibility and distribution, it also increases the risk of theft and infringement. For content creators, this dual nature of digital technology means that protecting their intellectual property has become both more critical and more complex (Jonaedi Efendi et al., 2018). Technology plays an essential role in this protection. Tools such as encryption, digital watermarking, and digital rights management help safeguard digital content from unauthorized use. However, the effectiveness of these technologies depends on robust regulation and international cooperation to address cross-border copyright violations (Saidin, 2010).

Legal and regulatory frameworks must continue to evolve to effectively protect copyright in the digital age. Updated and comprehensive copyright laws are needed to accommodate the pace of technological advancement. Moreover, international collaboration among legal institutions and governments is crucial for addressing the global nature of digital copyright infringement (Arsenova, 2008).

Legal Education as a Tool for Promoting Responsible Digital Content Usage Among Youth

The implementation of the program *Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage* at SMAN 21 Batam is a vital step in equipping adolescents with a comprehensive understanding of copyright in the digital age. The

process began with careful planning, including the selection of time and location, as well as the development of materials tailored to the needs and interests of teenagers. Subsequently, an observation and interview phase was conducted with relevant stakeholders at the school to identify existing issues and design appropriate legal counseling as a solution. Human resources, including teachers, students, and the principal, were actively involved to ensure maximum participation. The implementation phase was carried out through a structured legal awareness session involving the entire school community—students, teachers, and administrative staff. The materials were designed to be engaging and interactive to capture the attention of the students and help them better grasp the concept of copyright in digital content usage. A question-and-answer session was also included to allow participants to ask questions and clarify their understanding.

Figure 3. Counseling Session



Source. Community Service Program Implementer

Figure 4. Group Photo Session



Source. Community Service Program Implementer

During the counseling session, it was essential for facilitators to provide concrete and relatable examples of copyright in everyday life—such as songs, films, images, or written works frequently used by teenagers in their digital activities. This helped

students connect more effectively with the material and understand the importance of respecting others' work as well as protecting their own creations.

After the session concluded, an evaluation was conducted to assess the participants' level of understanding and the effectiveness of the program in raising awareness about copyright. This evaluation was carried out through surveys, questionnaires, or group discussions.

The results of this evaluation served as the foundation for future improvements and provided valuable feedback to enhance the quality of subsequent sessions. Additionally, reinforcement and follow-up steps were undertaken after the session, such as distributing supplementary materials on copyright via the school's social media channels and organizing regular discussions on related topics. These efforts aim to deepen students' understanding and ensure the sustainability of copyright awareness in their daily lives.

Through this series of actions, the implementation of the *Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage* program at SMAN 21 Batam is expected not only to impart knowledge but also to cultivate attitudes that value intellectual property and promote responsible digital behavior.

Based on interviews with the school principal and the counseling teacher following the implementation of the legal awareness session, it was found that the program provided students with additional knowledge and broader understanding. Initially, students may not have been aware of issues such as digital misconduct or how to prevent it, but after the session, they became more informed and aware of these important matters.

CONCLUSION

Based on the implementation of the community service program *Promoting Copyright Literacy Among Adolescents in the Context of Digital Content Usage* it can be concluded that the program successfully achieved its objectives. Through the legal counseling activities, students at SMAN 21 Batam gained a stronger understanding of the importance of copyright in digital content usage. Initially, students may have had limited awareness of copyright issues and the importance of respecting others' works in the digital environment. However, after participating in the session, their awareness and comprehension of copyright concepts significantly improved. This was confirmed through interviews with the school principal and the counseling teacher, who stated that the activity provided students with enhanced knowledge and a broader understanding of the topic. In conclusion, the program successfully fulfilled its aim of increasing students' awareness of copyright in the context of digital content. The students developed a deeper appreciation for copyright principles and the importance of respecting intellectual property in the digital era. Therefore, it can be affirmed that the implementation of this program made a positive contribution to fostering copyright awareness among students at SMAN 21 Batam.

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