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Legal Awareness Program on Copyright Infringement Involving Celebrity Names at SMAS Pelita Nusantara Tanjungpinang

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ABSTRACT**Diterima:** 16-3-2024**Revisi:** 21-4-2024**Diterima:** 10-8-2024**Diterbitkan:** 20-8-2024**Kutipan:**

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In the digital era, adolescents have increasing access to online platforms, enabling both creativity and legal vulnerability. One growing issue is the creation of fan-made content, particularly “fanfiction,” which often involves the unauthorized use of celebrity names. While such acts may stem from admiration, their commercial distribution constitutes copyright infringement under Indonesian Law No. 28 of 2014. This legal violation is further exacerbated by students’ lack of awareness of intellectual property rights (IPR), especially regarding the moral and economic consequences of unauthorized content reproduction. To address this concern, a community service initiative titled “Legal Awareness Program on Copyright Infringement Involving Celebrity Names at SMAS Pelita Nusantara Tanjungpinang” was conducted. The program aimed to raise students’ legal literacy about copyright and the risks of using famous names without consent. The implementation method included pre-program questionnaires, a legal counseling session supported by visual presentations, and an interactive quiz using Kahoot! to evaluate understanding. These stages ensured the material was tailored, engaging, and well-received. The results revealed a significant gap in students’ initial knowledge of copyright law, particularly regarding commercial use of celebrity names. However, after the session, students demonstrated improved understanding of intellectual property concepts, legal responsibilities, and the importance of ethical digital behavior. The counseling clarified that violating copyright can lead to imprisonment or fines, as stipulated in Article 112 of the Copyright Law. Moreover, the program fostered critical thinking about content creation in online spaces.

Keywords: Copyright, Celebrity Names, Fanfiction, Legal Awareness, Intellectual Property Rights

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INTRODUCTION

In the era of globalization, Information and Communication Technology (ICT) has become a vital component of modern civilization. As noted by Budiman (2017), the rapid evolution of ICT signifies not only technological modernization but also national progress (Setiawan, 2018; Arika & Disemadi, 2022). However, such advancements are not without consequence. While offering convenience and access, they have also opened pathways to negative exposure—particularly for children. Easy access to inappropriate online content has led to an increase in immoral behavior and other social problems. The digital age has further enabled the distribution of electronic books filled with “fanfiction”—a creative expression by adolescents that often unintentionally infringes on copyright laws (Permatasari, 2015).

Intellectual Property (IP), especially copyright, is one of the key legal frameworks that protect the creative output of individuals. According to Article 1 of Law No. 28 of 2014 on Copyright, copyright is an exclusive right granted automatically to creators upon the realization of a work in tangible form. Fanfiction, as described by Black (2007), is derived from existing media and often represents a reinterpretation or continuation of original works. While fanfiction may be a form of admiration, it raises complex legal concerns when it uses characters or names of well-known figures—such as celebrities—without authorization, especially when such works are sold or distributed publicly.

The misuse of famous names for commercial purposes, particularly without proper consent, constitutes a violation of copyright law. According to Article 112 of the Copyright Law, any unauthorized use of protected works for commercial gain can lead to a maximum prison sentence of two years and/or a fine of up to IDR 300 million. In today’s digital landscape, where celebrity names are widely referenced, the risks of copyright infringement are increasingly prevalent. It is crucial to raise awareness, particularly among students who may unknowingly engage in such practices. Legal consequences aside, such actions also undermine respect for creative ownership.

Addressing copyright infringement requires more than legal enforcement—it demands education and prevention. Therefore, this community service initiative entitled “*Legal Awareness Program on Copyright Infringement Involving Celebrity Names at SMAS Pelita Nusantara Tanjungpinang*” aims to promote understanding of copyright law among high school students. By focusing on the misuse of celebrity names in fan-made commercial products, the initiative provides essential knowledge about legal boundaries, potential sanctions, and ethical content creation. It also highlights the impact of copyright violations on both creators and violators.

The novelty and urgency of this program lie in its relevance to the current behavior of youth in the digital era. With social media and online publishing platforms easily accessible, students must be equipped with legal literacy to navigate these spaces responsibly. This legal outreach aims to cultivate awareness of copyright restrictions, introduce legal consequences under Law No. 28 of 2014 and the Indonesian Criminal Code, and empower students with practical tips to avoid violations. By instilling a

foundational respect for the law, the program also reinforces the role of legal consciousness in shaping a responsible generation aligned with national values.

IMPLEMENTATION METHOD

This community service program utilized a legal counseling method supported by questionnaire-based data collection. The questionnaire, distributed to students of SMAS Pelita Nusantara Tanjungpinang, aimed to assess their understanding of copyright infringement related to the commercial use of famous names and to evaluate the relevance of the selected topic. The implementation followed three stages: pre-implementation, execution, and evaluation. The pre-implementation phase involved obtaining permission, gathering student data, and conducting brief interviews. The main implementation on February 25, 2022, featured an engaging legal counseling session using PowerPoint and graphic materials, followed by a quiz session and distribution of appreciation gifts. The evaluation stage assessed student comprehension through a Kahoot! quiz and included documentation in the form of a report and an article. This structured approach ensured that the material delivered was both impactful and well-understood.

IMPLEMENTATION RESULTS

Understanding Copyright Law and Its Application to Celebrity Name Usage

The implementation of the legal awareness program at SMAS Pelita Nusantara Tanjungpinang began with an initial visit by the student coordinator. During this visit, the student requested permission from a school representative to conduct observations and distribute questionnaires to students. This served as the foundation for the community service initiative, which aimed to assess students' awareness of copyright issues involving the use of celebrity names. The questionnaires were designed to identify gaps in legal understanding and to confirm the relevance of the selected topic. The activity was documented through photographs and notes as part of the program's administrative requirements. This preparatory stage ensured that the material presented would be appropriate and impactful for the student audience (Weley, Et al., 2024).

Following the preliminary steps, preparations were made for the legal counseling session. These included setting up presentation equipment, organizing the venue, and designing visual aids to enhance student engagement. Two key images were projected through an infocus display, clearly presenting the session's title: *"Legal Awareness Program on Copyright Infringement Involving Celebrity Names at SMAS Pelita Nusantara Tanjungpinang"*. These visuals were intended to capture students' attention and introduce the central theme of the discussion. The classroom environment was arranged to promote interaction and ensure all participants had a clear view of the presentation. This stage also involved preparing supporting materials to be distributed during the session. Such thorough preparation reflected the program's commitment to delivering a well-organized and effective educational experience.

Figure 1. Counseling Session

Source. Community Service Program Implementer

Once preparations were complete, students were assembled to take part in the counseling session. The focus of the session was to educate them on the misuse of celebrity names in fan-made or commercialized content. The session began by introducing the concept of Intellectual Property (IP), defined as the product of human intellect resulting in creative or useful works. Copyright, one of the principal components of IP, was then explained in detail. According to Article 1 of Law No. 28 of 2014, copyright is an exclusive right automatically granted to creators when their work is manifested in tangible form. This legal protection applies regardless of registration and ensures that the original creator has control over reproduction and distribution. The discussion emphasized how this law relates to common student activities like creating and sharing fan content online.

Figure 2. Photo Session

Source. Community Service Program Implementer

The core of the legal awareness session covered a series of interconnected topics based on the students' questionnaire responses. It explained the legal meaning of a "celebrity," how their names can be misused, and the legal consequences for doing so without consent. Real-life examples were presented to help contextualize the issue, including how unauthorized use of a celebrity's name for commercial gain can lead to

civil or criminal penalties. These include imprisonment and fines, as stipulated in Article 112 of the Copyright Law. The students were also introduced to the concept of moral rights, which protect a creator's reputation even after transferring economic rights. By grounding abstract legal terms in relatable examples, the session encouraged students to think critically about their digital actions.

Figure 3. Photo Session



Source. Community Service Program Implementer

To close the session, a Kahoot! quiz was held to assess students' understanding and to reinforce the key legal points discussed. The quiz included questions about copyright definitions, penalties for infringement, and appropriate digital behavior. Students responded with enthusiasm, and the interactive format fostered a deeper level of engagement. Rewards were given to students who answered correctly, adding a motivational element to the session. The results demonstrated improved comprehension compared to initial questionnaire responses. This final activity confirmed the educational impact of the legal awareness program and showed that students could internalize the message. The session not only informed but also empowered them to make more responsible choices in digital content creation.

Empowering Students Through Legal Education on Digital Content and Intellectual Property

The implementation of this community service program began with the initiator visiting SMAS Pelita Nusantara to request permission for observation and data collection. A teacher granted access to distribute questionnaires to students. This initial stage aimed to gather insights into students' awareness of copyright issues. The documentation of this step marked the beginning of the practical engagement. The questionnaire responses were used to shape the direction of the legal counseling session. This phase established the relevance of the topic for student education.

The next phase involved preparing the materials for the legal counseling session. The theme of the presentation was *"Copyright Infringement Involving Celebrity Names."* Visual elements such as an infocus projector and designed PowerPoint slides were used to support content delivery. These materials were tailored to be accessible and

engaging for high school students. The preparation ensured that the session would be informative and visually appealing. The team also reviewed key legal concepts to present effectively.

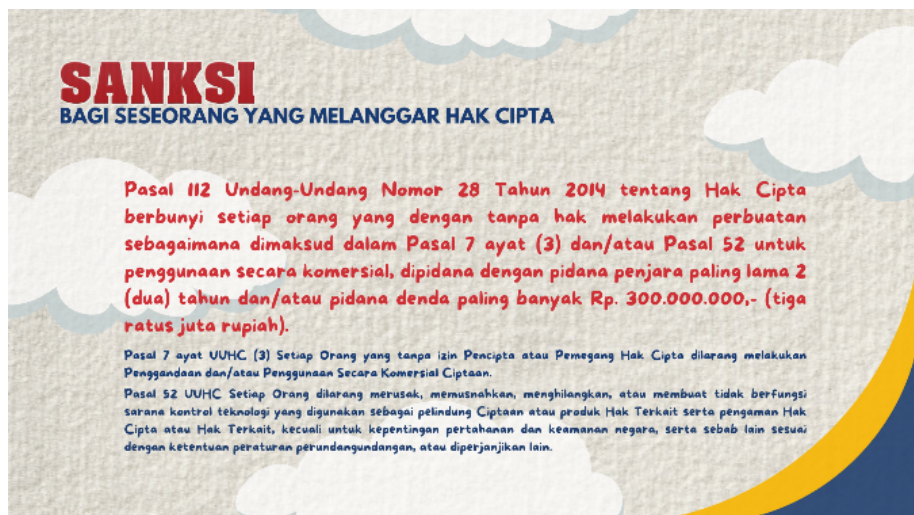
Figure 4. Presentation Materials



Source. Community Service Program Implementer

Before the session began, students were gathered and introduced to the focus of the counseling: intellectual property. The session explained IP as creative work protected by law, particularly copyright. According to Law No. 28 of 2014, copyright is an automatic right granted when a work takes physical form. The discussion also covered fan-made works using celebrity names. This raised awareness of the legal boundaries in creating and sharing content. Students were encouraged to respect original works and understand the consequences of misuse.

Figure 5. Presentation Materials



Source. Community Service Program Implementer

The main session presented findings from the questionnaire and built on them with legal theory. Key terms were explained, including “celebrity,” “infringement,” and “commercial use.” Students learned that using a celebrity’s name for profit without

consent is a violation. Article 112 of the Copyright Law outlines penalties of up to two years' imprisonment or a fine of IDR 300 million. Real-world examples were used to help students relate to the content. This ensured both theoretical and practical comprehension.

To measure understanding, the team conducted a Kahoot! quiz at the end of the session. This interactive format helped reinforce key legal concepts shared earlier. Students showed enthusiasm and actively participated in answering questions. The quiz served as both a learning reinforcement and evaluation tool. Students' performance indicated a clear grasp of the material presented. The session ended with positive feedback and improved awareness of copyright ethics.

CONCLUSION

Intellectual Property Rights (IPR), particularly copyright, represent the exclusive rights of a creator or copyright holder to regulate, publish, or reproduce the use of a work derived from specific ideas, creations, or information—or to grant permission for such use—subject to limitations as stipulated by applicable laws. Specifically, copyright regarding the use of a celebrity's name requires prior authorization from the respective agency or owner of the name or alias. Infringement of such rights is subject to serious legal consequences, as outlined in Article 12 of the Copyright Law. Copyright infringement, especially among students at SMAS Pelita Nusantara, must be viewed as a serious issue and actively avoided. Many students may unknowingly engage in practices that are legally risky and difficult to license, particularly those involving commercially attractive content. Through this legal counseling program, the organizers aim to share legal knowledge and raise awareness about copyright violations involving the unauthorized commercial use of celebrity names.

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