ABSTRAK

Penelitian ini mengkaji pelanggaran hak cipta akibat pengubahan lagu menggunakan Artificial Intelligence (AI) tanpa izin pencipta yang semakin marak terjadi pada platform digital seperti YouTube, TikTok, Instagram, dan Facebook Watch. Fenomena voice cloning, remix berbasis AI, adaptasi bahasa, serta rekonstruksi vokal menimbulkan persoalan hukum baru terkait perlindungan hak moral dan hak ekonomi pencipta lagu. Permasalahan utama yang dikaji dalam penelitian ini adalah bagaimana kedudukan hukum karya musik hasil modifikasi AI dalam rezim Undang-Undang Hak Cipta serta bagaimana mekanisme pertanggungjawaban dan penegakan sanksi terhadap para pihak yang terlibat dalam produksi dan distribusi konten tersebut.

Metode penelitian yang digunakan adalah penelitian hukum doktrinal dengan pendekatan perundang-undangan dan pendekatan konseptual, pendekatan perbandingan. Analisis dilakukan terhadap ketentuan Pasal 9 dan Pasal 113 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, serta dikaitkan dengan teori perlindungan hukum dan Perpetration-by-Another Liability Model dari Gabriel Hallevy yang memposisikan AI sebagai instrumen, sementara subjek hukum tetap berada pada manusia dan/atau badan hukum yang mengendalikan serta memanfaatkan teknologi tersebut. Data diperoleh melalui studi kepustakaan terhadap peraturan perundang-undangan, literatur hukum, dan kajian terhadap praktik pemanfaatan AI dalam industri konten digital.

Hasil penelitian menunjukkan bahwa pengubahan lagu berbasis AI secara langsung melanggar hak ekonomi dan hak moral pencipta, terutama dalam bentuk penggandaan, pentransformasian, pendistribusian, dan komunikasi ciptaan tanpa izin. Pembahasan juga mengungkap adanya potensi pertanggungjawaban hukum tidak hanya pada content creator, tetapi juga pada platform digital dan pengembang sistem AI apabila terbukti lalai dalam pengawasan. Penelitian ini menyimpulkan perlunya reformasi regulasi, penguatan mekanisme penegakan hukum, serta pembentukan sistem pengawasan berbasis teknologi guna memberikan perlindungan hukum yang adaptif dan efektif bagi pencipta lagu di era kecerdasan buatan, sekaligus mendorong kepatuhan para pelaku industri digital terhadap rezim hak cipta.

Kata Kunci: Perlindungan Hukum, Hak Cipta, *Artificial Intelligence*, Remix Lagu, Pertanggungjawaban Hukum.

ABSTRACT

This study examines copyright infringement resulting from the unauthorized modification of songs using Artificial Intelligence (AI) on digital platforms such as YouTube, TikTok, Instagram, and Facebook Watch. The phenomena of voice cloning, AI-based remixes, language adaptation, and vocal reconstruction raise new legal issues regarding the protection of the moral and economic rights of songwriters. The main issues examined in this study are the legal status of AI-modified musical works under the Copyright Law and the mechanisms for accountability and enforcement of sanctions against parties involved in the production and distribution of such content.

The research method used is doctrinal legal research with a legislative and conceptual approach, as well as a comparative approach. The analysis was conducted on the provisions of Articles 9 and 113 of Law Number 28 of 2014 concerning Copyright, and was linked to the theory of legal protection and Gabriel Hallevy's Perpetration-by-Another Liability Model, which positions AI as an instrument, while the legal subject remains with the human and/or legal entity that controls and utilizes the technology. Data was obtained through a literature review of legislation, legal literature, and studies on the use of AI in the digital content industry.

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Keywords: *Legal Protection, Copyright, ArtificialIntelligence, Song Remix, Legal Liability.*