

ABSTRAK

Penelitian ini mengkaji perkembangan adaptasi film lintas negara menimbulkan kebutuhan perlindungan hak cipta yang lebih kuat, khususnya terkait hak moral dan hak ekonomi pencipta ketika karya asing diproduksi ulang di Indonesia. Penelitian ini mengkaji perlindungan hak moral dan hak ekonomi pencipta dalam adaptasi film lintas negara melalui studi kasus film Korea Selatan *My Annoying Brother* yang diadaptasi secara resmi ke dalam versi Indonesia melalui perjanjian lisensi antara CJ ENM dan rumah produksi lokal Lifelike Pictures serta Base Entertainment. Permasalahan utama yang dianalisis yakni seberapa pentingnya perjanjian lisensi dan hak adaptasi dalam produksi ulang film asing dan upaya bentuk perlindungan hak moral dan hak ekonomi pencipta berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, Undang-Undang Nomor 33 Tahun 2009 tentang Perfilman, Konvensi Bern, dan TRIPS. Penelitian ini menggunakan pendekatan empiris kualitatif dengan wawancara, observasi, dan studi dokumen. Hasil penelitian menunjukkan bahwa mekanisme lisensi resmi mampu melindungi hak moral dan hak ekonomi pencipta, namun masih terdapat tantangan terkait kesadaran pelaku industri dan penegakan hukum yang konsisten.

Kata kunci: Adaptasi Film Lintas Negara; Hak Moral dan Hak Ekonomi; Perjanjian Lisensi.

ABSTRACT

*This study examines the development of cross-national film adaptations, which generates a need for stronger copyright protection, particularly concerning the moral and economic rights of creators when foreign works are reproduced in Indonesia. The research focuses on the protection of moral and economic rights of creators in cross-national film adaptations through a case study of the South Korean film *My Annoying Brother*, which was officially adapted into an Indonesian version under a licensing agreement between CJ ENM and local production houses Lifelike Pictures and Base Entertainment. The main issues analyzed include the significance of licensing agreements and adaptation rights in the reproduction of foreign films, as well as the efforts to protect the moral and economic rights of creators under Law No. 28 of 2014 on Copyright, Law No. 33 of 2009 on Film, the Berne Convention, and the TRIPS Agreement. This study employs a qualitative empirical approach through interviews, observations, and document studies. The findings indicate that official licensing mechanisms are capable of safeguarding the moral and economic rights of creators; however, challenges remain concerning the awareness of industry actors and the consistent enforcement of the law*

Keywords: *Cross-border film adaptation; Moral rights and economic rights; Licensing Agreement.*