

## ABSTRACT

The intricate interplay between globalization and technology is reshaping the fabric of our world. Globalization, a culmination of historical processes, manifests across economic, political, cultural, and technological spheres, influencing societies differently based on location, time, and social class. Technology, particularly the internet and digital platforms, emerges as a powerful force within this globalized landscape, connecting people, disseminating information, and transforming how we communicate. The rise of mobile applications and digital platforms has not only revolutionized daily interactions but also become a driving force in the economy. However, this digital era presents challenges, especially concerning intellectual property rights. Copyright, a crucial aspect of intellectual property, holds economic value in the digital realm, yet copyright infringement remains a persistent issue, albeit with recent declines. Disparities in copyright protection between countries, exemplified by the U.S. and Indonesia, underscore the need for a harmonized global approach. The study emphasizes the evolving nature of copyright laws, raising societal questions about fair compensation, technological innovation, and the balance between protection and open access to creative content. As the landscape continues to evolve, maintaining robust enforcement, public awareness, and international collaboration becomes essential for safeguarding intellectual property rights and fostering a creative environment.

This research method employs a research method, which comprises doing legal research through the use of the analysis of library resources, with the objects researched including legal principles, legal systematics, legal history, and legal comparisons. In this research, the legal concept used is statutory regulations, especially legislation regarding intellectual property rights in Indonesia and America.

The research reveals that the analysis of copyright protection in Indonesia and the United States highlights the need for enhanced legal frameworks, particularly in the digital domain. While the United States, through the Digital Millennium Copyright Act (DMCA), provides comprehensive regulations for digital copyright, Indonesia relies on its Copyright Act of 2014 and international agreements. Both countries have established legal mechanisms to protect content creators on paid platforms, emphasizing preventive and repressive measures. Challenges such as unclear copyright boundaries, unauthorized commercialization, piracy, and creators' lack of awareness contribute to infringements. Resolving disputes involves internal dialogue and, if necessary, litigation between the parties. As the digital landscape evolves, addressing these challenges requires continuous adaptation and international collaboration in copyright protection efforts.

**Keywords: Copyright, infringement, paid application services.**