# AN INTEGRATIVE CONCEPTUALIZATION FOR COPYRIGHT MANAGEMENT IN A BUSINESS CONTEXT

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# ABSTRACT

Copyright protection in the business context, especially in the digital age, has become essential to ensure the sustainability of the company. This paper proposes an integrative conceptualization that highlights copyright implementation, management challenges and integrated strategies in the business environment. Integration of copyright in business strategy requires alignment with corporate objectives and recognition of associated risks and opportunities. It forms legal compliance and is a strategic element of creating added value and building competitive advantage. Complex challenges to managing copyright include unauthorized content dissemination, online copyright infringement, and digital regulatory uncertainty. Companies are exposed to reputational risk and changes in business models and technology that may affect copyright. An integrated copyright management strategy includes the implementation of a copyright management system, regular audits, external engagement, and policy advocacy. Success requires a combination of technology strategies, internal policies, employee education, and active legal oversight. This conceptualization provides contextual guidance that can be adapted to the company's business dynamics. By viewing copyright as both a strategic driver and a legal obligation, the concept offers a foundation for a company's adaptation to changing business and technological environments. The concept's implementation recommendations involve regular audits, establishment of internal policies, regular employee training, investment in copyright management systems, collaboration with external agencies, policy advocacy, reputational crisis management, and strategy updates in line with global regulations. With a focus on flexibility and adaptability, Integrative Conceptualization for Copyright Management in the Business Context provides a holistic view to achieve effective and sustainable copyright protection and management.

**Keywords:** copyright management, business strategy, copyright protection, digital business challenges, copyright implementation, intellectual property.

# INTRODUCTION

In the era of globalization and digital transformation, copyright protection is a crucial issue that requires companies to adapt and align business strategies with rapidly evolving dynamics. Along with technological advances and global connectivity, companies face various challenges (Kiley et al., 2015; Khayru, 2021). One of the challenges is the demand to pay attention to and maintain copyright as a legal obligation and a strategic element that can provide a significant competitive advantage.

The integration of copyright protection in the company's business strategy is a fundamental strategic step to maintain business sustainability and connect business management and overall business strategy (Figge et al., 2002). A company's intellectual property in the form of products, services, or innovations is an important capital that differentiates them from competitors, so maintaining copyright is a must to protect the company's investment, innovation, and reputation (Wahab et al., 2017; Ramli et al., 2021; Darmawan et al., 2023).

Copyright as a protection tool and strategic driver to create added value (Riswandi & Syamsudin, 2005). Law of the Republic of Indonesia Number 28 of 2014 concerning Copyright states that copyright gives copyright holders the exclusive right to manage their work. Copyright serves as a protection tool to prevent unauthorized use of intellectual works (Bettig, 2018). This is in line with the principle of copyright protection (Goldstein, 2001). Companies that are able to optimize copyright will create a stronger and more competitive product portfolio. A company as a business organization is an entity that exists with commercial purposes. It is also one of the valuable economic values for businesses (Corwin, 2004; Darmawan, 2019). Copyright is the foundation for new product development and utilization of intellectual works that support market expansion (Self & Dixon, 1994; Dibble, 1994).

Efforts to integrate copyright in business strategy as legal security involve aspects of marketing and corporate image. In an increasingly connected and informed world, consumers have a tendency to add value to brands that require maintaining and protecting copyright properly (Jened, 2014; Darmawan et al., 2022; Hariani & Irfan, 2023). Companies that carry out business practices that care about copyright will meet regulatory demands and build consumer trust and strengthen their brand image (Shin et al., 2021). Companies are also faced with complex challenges to manage copyright in the digital age (Darmawan, 2012).

To improve the effectiveness of copyright management, companies must formulate appropriate and integrated strategies. This requires an understanding of applicable copyright regulations, investment in sophisticated copyright management systems, and active engagement in policy advocacy to support better copyright protection (Ottolia, 2004; Perlmutter, 2001). This causes companies to overcome challenges and strengthen their copyright management, making a positive contribution to growth and innovation in this digital age.

Challenges in copyright management are increasingly complicated along with the rapid development of technology (Depoorter & Vanneste, 2006). Companies are faced with the risk of copyright infringement that can harm the company's reputation and the economic value of its intellectual property. Copyright infringement in the digital age can spread quickly, affect the company's image, and harm the marketing potential of products. The main challenges companies face include rapid technological development, unauthorized dissemination of digital content, and uncertainty in copyright regulation, which requires an understanding of how companies integrate copyright protection into their business strategies, identify challenges faced, and formulate effective strategies to address and improve copyright management (Palfrey et al., 2009).

This review is about understanding the concept of copyright law that involves strategic and operational aspects of copyright management as an integral part of a company's business strategy. With an explanation of the challenges and strategies of copyright management, this paper is expected to make a significant contribution to the development of the concept and implementation of copyright protection in the field of business, as well as provide practical guidance for companies to deal with the dynamics of copyright protection in this digital era. Based on this background, the purpose of the paper is to analyze the implementation of copyright protection in the business context and identify the challenges faced by companies in copyright management. In addition, it is to identify strategies used by companies to overcome challenges and improve the effectiveness of copyright management.

# METHODS

A qualitative study to conduct an analysis of the implementation of copyright protection and management in a business context. A qualitative approach was considered more appropriate to explain the complexity of strategic and operational issues related to copyright. The subjects of the paper draw knowledge from companies operating in various business sectors. The selection of subjects was purposive considering variations in size, industry, and level of copyright involvement.

Data was collected through a literature review process and interviews with company leaders from mass media related to copyright protection and management. Qualitative data was analyzed using a thematic approach, where common patterns, challenges, and strategies were identified. This analysis helps to conceptualize the application of copyright in business strategy. Once data collection is complete, the qualitative data will be analyzed thematically. The findings will be organized based on key categories, such as copyright implementation, challenges faced, and strategies used by companies. This analysis will provide insights into the practice of copyright protection and management in the business context. This paper is expected to contribute to the understanding of the concept and implementation of copyright protection in business as well as provide practical guidance for companies to deal with the dynamics of copyright protection in the digital age.

# RESULTS AND DISCUSSION

**Implementation of Copyright Protection**

Copyright protection is integrated into a company's business strategy through several fundamental strategic steps. This integration is as compliance with legal regulations and as an integral part of the company's efforts to create added value, build competitive advantage, and protect intellectual property (Hardyansah, 2023). Here are some aspects of copyright integration in a company's business strategy:

1. Alignment with Business Objectives

Copyright integration starts with a true understanding of the company's intellectual property and how it relates to business objectives. Companies need to identify the critical elements that have copyright value and integrate them with the long-term business strategy.

1. Risk and Opportunity Recognition

Copyright protection involves understanding the associated risks and opportunities. Companies need to identify potential risks of copyright infringement from both internal and external sources, and conversely, recognize opportunities to create added value through innovation and use of owned intellectual works with a business management approach (Kim & Mahoney, 2005).

1. Internal Policy Development

Companies should design clear internal policies related to copyright. This includes stages to protect internal intellectual works, procedures for obtaining permission for external use, and legal actions to be taken if copyrights are infringed.

1. Involvement of Related Parties

Copyright integration involves the entire organization. Education and engagement of employees at different levels should be done to ensure a good understanding of the importance of copyright and how each individual contributes to its protection.

1. Copyright-Based Innovation

Companies should incorporate copyright into their innovation process. This could include utilizing copyright to protect new products or designs created by the company. This strategy can also include utilizing copyright to support product differentiation in the market.

1. License and Partnership Management

As part of the strategy, the company can judiciously manage licenses and form strategic partnerships with other copyright holders. This helps expand the company's copyright portfolio and increases the likelihood of innovative collaborations.

1. Regulatory Compliance

Copyright integration involves business strategy and involves understanding and complying with changes in copyright regulations. Companies need to actively monitor legal developments related to copyright and adjust their strategies accordingly.

Through the integration of copyright in business strategy, a company can achieve better protection of its intellectual assets, minimize the risk of copyright infringement, and proactively create added value in a changing business environment (Hoskisson et al., 2004).

**Challenges in Copyright Management**

Copyright management for companies is connected with a number of complicated challenges especially in the digital age and globalization. Here are some of the key challenges that companies face in copyright management:

1. Unauthorized Dissemination of Content

Companies are faced with the risk of unauthorized dissemination of content in the digital environment. Technology facilitates the reproduction and distribution of content resulting in unauthorized dissemination and copyright infringement (Jamaluddin et al., 2013).

1. Online Copyright Infringement

The development of online platforms and social media increases the risk of massive copyright infringement (Infante & Mardikaningsih, 2022). Corporate content is quickly downloaded, re-uploaded, or manipulated by unauthorized third parties, threatening the integrity and economic value of the intellectual work.

1. Uncertainty of Digital Copyright Regulation

Copyright regulations in the digital context are still evolving. Legal uncertainty makes it difficult for companies to navigate the legal framework and ensure compliance with the changing rules.

1. International Compliance

For companies operating globally, differences in copyright regulations between countries are a challenge (Ahmad et al., 2014). They need to ensure compliance with local laws in each jurisdiction where they operate.

1. Employee Education and Awareness

Internal challenges include lack of employee understanding and awareness of the importance of copyright (Djazilan, 2022; Eddine et al., 2023). Training and education needs to be provided so that employees can properly recognize, report, and protect the company's copyrights.

1. Changes in Business Models and Technology

Companies are often faced with changes in business models and technology that can affect copyright. For example, the adoption of a subscription-based business model or the adoption of a new technology poses new challenges in copyright management. This requires technological support related to copyright management. Investment in an effective and advanced copyright management system becomes essential. This challenge involves selecting and implementing appropriate technology to monitor, track, and protect the company's copyrights.

1. Utilization of Others' Works

In some cases, companies use the works of others, and ensuring that such use complies with the terms of the license or fair use becomes a challenge. Management of licenses and permissions is an important aspect to avoid copyright infringement.

1. Protection against Infringement from External Parties

The threat of copyright infringement from external parties, such as competitors or hacker groups, is a real challenge. Companies need to have a security strategy to protect their intellectual works from attacks and unauthorized use.

1. Reputational Risk

Copyright infringement can be detrimental to a company's reputation. Legal action or media exposure relating to copyright infringement can damage the company's image with consumers and other stakeholders.

Effective copyright management requires a holistic approach comprising legal strategies, internal policies, employee education, and technology. Efforts to address these challenges enable companies to protect intellectual property and maintain reputation and legal compliance.

**Copyright Management Strategies**

Companies face a number of challenges in copyright management, but there are various strategies to overcome these obstacles and improve the effectiveness of copyright management. Here are some of the steps that companies can take:

1. Implementation of Copyright Management System

Companies should improve the effectiveness of copyright management by adopting an advanced copyright management system. This system helps in tracking, monitoring, and protecting the company's copyrights in a more structured manner.

1. Copyright Audit

There is an effort to conduct periodic audits of the company's copyright portfolio which helps to identify vulnerable areas and ensure that all intellectual assets are properly protected. These audits may include a review of existing copyrights, compliance status, and effectiveness of protection strategies.

1. Employee Training and Awareness

Making an effort to provide training to employees on copyright, infringement risks, and best practices can increase awareness and vigilance. Employees who understand the importance of copyright are more likely to involve themselves in protecting the company's copyrights.

1. Use of Licenses and Contracts

Companies address copyright challenges by managing the use of intellectual works through licenses and contracts. Ensuring that contracts with partners, vendors and other third parties include clear and appropriate copyright terms can avoid future conflicts (Schultz, 2008).

1. Digital Security

Investment in digital security and protection against hacking attacks is essential. Protection against data theft and copyright infringement from external parties requires a robust security strategy, including data encryption and active monitoring (Strowel, 2009). In addition, adopting innovative technologies such as blockchain to document copyright ownership or to track content distribution more transparently can help companies face technological challenges.

1. Collaboration with External Parties

Companies improve the effectiveness of copyright management by collaborating with external parties such as copyright management agencies or industry associations. This collaboration will provide legal support, monitoring, and joint advocacy for copyright protection.

1. Policy Advocacy

Taking an active role in copyright-related policy advocacy helps companies influence rules and regulations at the local, national, and international levels by pushing for policies that support copyright protection that can create a more conducive environment.

1. Crisis Reputation Management

Building an effective crisis management plan to handle copyright infringement situations is an important step. A quick and appropriate response will minimize the adverse impact on the company's reputation.

1. Active Legal Oversight

Retaining an in-house legal team or engaging an external law firm with expertise in copyright helps the company to stay on top of regulatory changes, deal with infringements, and take legal action where necessary.

To overcome the challenges of copyright management involves a combination of technological, legal, and overall management strategies. Companies need to have a proactive approach and constantly update their strategies according to the changing business and technology environment.

**Integrative Conceptualization for Copyright Management in the Business Context**

Based on the previous description, a conceptual approach is offered that combines the implementation of copyright protection, challenges to managing copyright, and copyright management strategies as an integral unit in the context of the company's business. Business as an economic entity that must always be maintained in the midst of competition (Darmawan & Grenier, 2021; Mardikaningsih et al., 2022). Copyright is one of the life-affirming elements of business. To achieve optimal copyright protection, companies need to adopt an appropriate and complete approach covering key aspects of copyright integration into their business strategy so that business privacy can be assured (Kumar, 2019). These include regulatory compliance and an emphasis on value creation, development of competitive advantage, and comprehensive protection of intellectual property. The constituent elements of this are:

1. Integration of Copyright in Business Strategy
2. Alignment with business objectives where copyright integration starts with a correct understanding of the company's intellectual property and how it relates to long-term business objectives.
3. Recognition of risks and opportunities where copyright protection includes understanding the associated risks and opportunities. This enables the company to take preventive and proactive measures.
4. Challenges in Copyright Management
5. Digital content management to deal with the risk of unauthorized content dissemination and online copyright infringement.
6. Digital regulatory uncertainty by navigating the challenges of copyright regulation in an evolving digital context.
7. Integrated Strategy for Copyright Management
8. Implementation of a copyright management system by adopting advanced technology to monitor, track, and protect the company's copyrights.
9. Employee training and awareness by enhancing employees' understanding of copyright as part of the corporate culture.
10. External collaboration by building strategic partnerships and collaborating with copyright management agencies and industry associations.

The approach views copyright as a legal obligation and as a strategic and value-added driver. Taking into account the unique challenges of the digital age and globalization, the concept provides contextual guidance that can be adapted to the company's business dynamics. The concept is structured with an eye on flexibility and adaptability emphasizing a proactive approach and continuous adjustment, the theory provides a foundation for the company's adaptation to changes in the business and technological environment.

The concept can be a comprehensive theoretical guide for practitioners, researchers, and decision-makers in the context of corporate copyright management called the Integrative Conceptualization for Copyright Management in the Business Context. The concept provides a holistic view to achieve effective and sustainable copyright protection and management.

# CONCLUSION

From the analysis that has been presented, an integrative conceptualization is drawn that connects the implementation of copyright protection, challenges in copyright management, and copyright management strategies as an integral unit in the company's business context. This concept bridges the critical aspects in the company's efforts to achieve optimal copyright protection.

Integration of copyright in business strategy, as a conceptual foundation, demands alignment with business objectives, recognition of risks and opportunities, and development of clear internal policies. Copyright protection as regulatory compliance and as a strategic element to create added value and build competitive advantage.

The complex challenges of copyright management, particularly in the digital age, demand a quick and accurate response. From the spread of unauthorized content to the uncertainty of digital regulation, companies need to deal with fast-changing dynamics. Employee training, digital security, and adaptation to changing business models and technologies are key to addressing these challenges.

An integrated copyright management strategy includes concrete steps such as implementation of a copyright management system, periodic audits, external engagement, and policy advocacy. Successfully managing copyright requires a combination of technological strategies, internal policies, employee education, and active legal oversight.

Recommendations for the implementation of the concept of Integrative Conceptualization of Copyright Management in a Business Context involve measures such as regular audits to protect copyright assets, establishment of strong internal policies, regular employee training, investment in an integrated copyright management system, collaboration with external agencies and industry associations, policy advocacy, reputational crisis management planning, continuous updating of strategies, investment in digital security, and understanding global challenges to adapt strategies to regulations in different jurisdictions. This approach combines these aspects to achieve effective and sustainable copyright protection and management in a dynamic business environment.

This conceptualization, with a focus on flexibility and adaptability, provides contextual guidance that can be adapted to the company's business dynamics. By viewing copyright as a strategic and value-added enabler as well as a legal obligation, the concept provides a foundation for a company's adaptation to changing business and technological environments.

As a comprehensive theoretical guide, Integrative Conceptualization for Copyright Management in Business Context provides a thorough understanding to achieve effective and sustainable copyright protection and management. The concept is relevant for today's practitioners, researchers, and decision-makers and provides a basis for responding to the dynamics that will continue to evolve in the future.

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