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Legal Protection Of Copyright In Digital Promotional Content Created By Micro, Small, And Medium Enterprises In Pekanbaru

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Abstract

The development of digital technology has encouraged Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru to use social media, electronic commerce platforms, and other digital channels to promote their products. Digital promotional content, including photographs, videos, graphic designs, catalogues, captions, and advertisements, has economic value and may be protected as copyrighted works. However, the ease of accessing and sharing digital content has increased the risk of unauthorized copying, reproduction, modification, and commercial use by other parties. This condition may cause economic losses for MSME actors and weaken the protection of creativity in digital business activities. This study aims to analyze the legal protection of copyright in digital promotional content created by MSMEs in Pekanbaru and the efforts needed to strengthen such protection. This research uses normative legal research with statutory and conceptual approaches. The legal materials consist of primary, secondary, and tertiary legal materials obtained through literature studies and analyzed qualitatively using prescriptive methods. The results show that original digital promotional content receives automatic protection under Law Number 28 of 2014 concerning Copyright once it is expressed in a tangible form. Copyright holders have moral rights and economic rights over their promotional content. However, the implementation of protection is still constrained by limited legal awareness among MSME

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actors, weak documentation practices, unclear agreements with photographers, designers, or content creators, and difficulties in reporting copyright infringement on digital platforms. Therefore, strengthening copyright protection requires legal education, copyright recordation facilitation, proper documentation, written agreements regarding content ownership, and effective reporting and takedown mechanisms on digital platforms. These measures are important to provide legal certainty and protect the economic interests of MSMEs in Pekanbaru.

Keywords: Copyright, Digital Promotional Content, MSMEs, Legal Protection, Pekanbaru.

INTRODUCTION

The development of information and communication technology has significantly changed business activities in Indonesia. Digitalization enables business actors to promote products and services through social media, electronic commerce platforms, websites, and other online communication channels. This development provides wider opportunities for Micro, Small, and Medium Enterprises (MSMEs) to market their products more efficiently and reach consumers beyond their local areas (Fathoni et al., 2024; Pradana et al., 2025). Digital promotion has become an important strategy because it allows MSMEs to communicate directly with consumers and build product recognition in a competitive market.

In Pekanbaru, MSMEs have an important role in supporting local economic growth, creating employment opportunities, and encouraging the development of community-based businesses. Many MSME actors use digital platforms to promote culinary products, fashion items, handicrafts, beauty products, and other local goods. Promotional activities are commonly carried out through product photographs, videos, graphic designs, catalogues, logos, captions, and advertisements (Angelita, 2025; Fathoni, 2024). These materials are created not only to introduce products but also to establish a distinctive business identity and attract consumer attention.

Digital promotional content has economic value and may also have legal value as intellectual property. Original photographs, videos, graphic designs, written captions, catalogues, and audio-visual advertisements can be categorized as copyrighted works. Copyright is a legal protection granted to creators or copyright holders over their works in the fields of science, art, and literature (Saidin, 2010). Under Law Number 28 of 2014 concerning Copyright, copyright protection arises automatically after a work is expressed in a tangible form, without requiring prior registration (Akbar et al., 2014).

However, the use of digital platforms also creates risks of copyright infringement. Digital

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promotional content can easily be copied, downloaded, reproduced, edited, reposted, or used commercially by other parties without permission from the creator or copyright holder. In practice, photographs, videos, designs, and promotional captions created by MSMEs may be used by competitors to market similar products (Riswandi & SH, 2017). Such actions can cause economic losses, weaken business identity, and reduce the competitive value of MSME products in the digital marketplace.

Copyright infringement involving digital promotional content is often difficult to address because many MSME actors have limited knowledge of intellectual property law. Some business actors do not realize that their promotional photographs, product videos, graphic designs, and written advertisements can receive copyright protection. In addition, many MSMEs do not maintain adequate evidence of content creation, do not record their copyright, and do not make written agreements with photographers, designers, influencers, or other content creators (Ramli, 2006). This condition can create uncertainty regarding ownership and make it more difficult for MSMEs to prove infringement when their content is used without authorization. Legal protection for digital promotional content is also influenced by the effectiveness of reporting mechanisms provided by social media and e-commerce platforms. Although digital platforms generally provide complaint features for copyright violations, MSME actors may experience difficulties in understanding reporting procedures and preparing supporting evidence (Suminar, 2023). The removal of infringing content may also take time, while copied content can spread quickly and be used repeatedly by other parties. Therefore, legal protection requires not only adequate regulations but also practical and accessible mechanisms for MSME actors.

Copyright is a form of intellectual property protection granted to creators for works produced in the fields of science, art, and literature. Copyright protects the expression of an idea that has been realized in a tangible form, rather than protecting the idea itself. In the context of digital business, promotional photographs, product videos, graphic designs, catalogues, logos, captions, and audio-visual advertisements may be classified as copyrighted works when they contain originality and are expressed in a tangible form (Saidin, 2010). Copyright provides legal certainty for creators and copyright holders in controlling the use of their creative works. Under Law Number 28 of 2014 concerning Copyright, copyright is an exclusive right that arises automatically based on the declarative principle after a work is expressed in a tangible form (Kamaru, 2019). This provision means that MSME actors do not need to register their promotional content in order to obtain copyright protection. Nevertheless, copyright recordation remains important because it may serve as supporting evidence when a dispute arises regarding ownership

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or unauthorized use of digital promotional content (Hilman Nur, n.d.; Kamaru, 2019; Khairandy et al., n.d.).

Copyright consists of moral rights and economic rights. Moral rights are rights permanently attached to the creator and include the right to include the creator's name, use a pseudonym, maintain the integrity of the work, and object to changes that may harm the creator's reputation (Akbar et al., 2014). In the context of MSME promotional content, moral rights are relevant when a photograph, design, or promotional video is used without attribution or is modified in a manner that damages the reputation of the original creator. Economic rights are rights that allow the creator or copyright holder to obtain economic benefits from the use of a work. These rights include the right to publish, reproduce, distribute, adapt, communicate, perform, and commercially exploit a copyrighted work (Akbar et al., 2014). Therefore, when another party copies product photographs, promotional videos, graphic designs, or advertisements created by an MSME without permission for commercial purposes, such conduct may constitute an infringement of the economic rights of the creator or copyright holder.

Digital promotional content is an important asset for MSMEs because it supports branding, product differentiation, and consumer trust. The use of original visual and written content enables MSMEs to establish a distinctive identity in the digital marketplace. However, the digital environment also makes content easier to copy, download, repost, edit, and distribute without authorization (Ramli, 2006). As a result, MSME actors may suffer financial losses, reduced market competitiveness, and damage to their business reputation. Legal protection for digital promotional content can be provided through preventive and repressive measures. Preventive protection includes legal education, copyright recordation, content documentation, digital watermarking, and written agreements with photographers, designers, influencers, or other content creators. Repressive protection includes reporting copyright violations to digital platforms, requesting the removal of infringing content, filing civil claims, and reporting criminal copyright infringement where relevant (Riswandi & SH, 2017). These measures are necessary to ensure that copyright holders can protect their works effectively in the digital environment.

The ownership of digital promotional content may become legally complex when the content is created by third parties, such as photographers, graphic designers, videographers, advertising agencies, influencers, or freelance content creators. In principle, copyright belongs to the creator of the work. However, the economic rights over the work may be transferred or licensed to another party through a written agreement (Sardjono, 2006). Therefore, MSME actors need to make clear written agreements with content creators regarding ownership, use,

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reproduction, modification, publication, and commercial exploitation of promotional content. Without a written agreement, disputes may arise between MSME actors and content creators concerning who owns the copyright and who has the authority to use the content for commercial purposes. For example, an MSME may pay a photographer to create product photographs but may not automatically obtain all economic rights over those photographs unless the agreement clearly regulates the transfer or licensing of rights (Sardjono, 2006). Written agreements are therefore important instruments to provide legal certainty and prevent future disputes.

Copyright infringement occurs when a person uses a copyrighted work without permission from the creator or copyright holder in a manner that violates moral rights or economic rights. In digital promotional activities, infringement may take the form of copying product photographs, reposting promotional videos, using graphic designs without authorization, reproducing catalogues, or modifying captions and advertisements for commercial purposes (Ramli, 2006). Such actions may be committed by competitors, online sellers, resellers, or other parties seeking to benefit from the promotional content created by MSMEs. Digital platforms play an important role in handling copyright infringement because they facilitate the distribution and circulation of online content. Social media and e-commerce platforms generally provide reporting mechanisms for intellectual property violations. However, the effectiveness of these mechanisms depends on the availability of evidence, the speed of platform responses, and the legal knowledge of users submitting reports (Azmi Zuliah, 2026). Therefore, strengthening copyright protection requires cooperation between MSME actors, government institutions, intellectual property authorities, and digital platform providers.

Legal protection theory explains that the law must provide protection to legal subjects in order to ensure legal certainty, justice, and the fulfillment of rights. According to Philipus M. Hadjon, legal protection may be preventive and repressive. Preventive legal protection aims to prevent disputes or violations before they occur, while repressive legal protection aims to resolve disputes and provide remedies after a violation has occurred (Mardiana et al., 2026). In relation to digital promotional content created by MSMEs, preventive legal protection may be implemented through copyright awareness, documentation of content creation, copyright recordation, contractual agreements, and digital security measures. Repressive legal protection may be implemented through reporting mechanisms, takedown requests, mediation, civil claims, or legal enforcement against copyright infringement. The theory of legal protection is relevant because it provides a framework for analyzing how copyright law can protect MSME actors from the unauthorized use of their promotional content in digital business activities.

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Based on these conditions, legal protection of copyright in digital promotional content created by MSMEs in Pekanbaru is an important issue to be examined. This study analyzes the legal protection available for MSME promotional content under Indonesian copyright law and identifies efforts that can strengthen such protection in the digital business environment. The study is expected to contribute to legal awareness among MSME actors, support the protection of creative works, and encourage the development of a fair, secure, and sustainable digital business ecosystem in Pekanbaru.

METHOD

This study uses normative legal research, which focuses on the examination of legal norms, legal principles, legal doctrines, and statutory regulations related to copyright protection in digital promotional content created by Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru. Normative legal research is used because the main object of this study is the legal protection provided by Indonesian copyright law for promotional content in digital business activities. The approaches used in this study are the statutory approach and the conceptual approach. The statutory approach is conducted by examining relevant laws and regulations, particularly Law Number 28 of 2014 concerning Copyright, Law Number 1 of 2024 concerning the Second Amendment to Law Number 11 of 2008 concerning Electronic Information and Transactions, and other regulations related to electronic commerce and intellectual property protection. The conceptual approach is used to analyze legal concepts related to copyright, legal protection, moral rights, economic rights, ownership of digital content, and copyright infringement in digital platforms. The legal materials used in this study consist of primary, secondary, and tertiary legal materials. Primary legal materials include laws and regulations related to copyright, electronic information and transactions, and digital commerce. Secondary legal materials consist of books, scientific journals, legal research, scholarly articles, and expert opinions discussing copyright law, intellectual property rights, digital platforms, and MSMEs. Tertiary legal materials include legal dictionaries, encyclopedias, and other supporting sources that assist in understanding legal concepts and terminology. The collection of legal materials is carried out through library research. Relevant legal materials are identified, classified, and examined based on the research issues concerning the legal protection of digital promotional content created by MSMEs in Pekanbaru. The collected materials are then analyzed qualitatively using a prescriptive analysis method. This method is used to interpret applicable legal provisions, identify legal issues and gaps, and formulate legal arguments regarding efforts to strengthen copyright protection for MSME

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promotional content in the digital business environment.

RESULTS AND DISCUSSION

Legal Protection of Copyright in Digital Promotional Content Created by MSMEs in Pekanbaru

Digital promotional content created by Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru may receive copyright protection when it fulfills the requirements of originality and is expressed in a tangible form. Promotional content such as product photographs, videos, graphic designs, catalogues, logos, written captions, advertisements, and audio-visual materials may be classified as protected works under Law Number 28 of 2014 concerning Copyright. Copyright protection arises automatically based on the declarative principle, meaning that creators or copyright holders do not need to register their works before obtaining legal protection (Akbar et al., 2014). In the context of MSMEs, copyright protection is important because promotional content is not only used to introduce products but also functions as a business asset. Original content can create a distinctive identity, increase consumer recognition, and support the competitiveness of MSMEs in the digital marketplace (Cantatore & Crawford-Spencer, 2018; Singh & Rajpal, 2024). Product photographs, logos, promotional videos, and graphic designs often represent the image and reputation of a business. Therefore, unauthorized use of such content may cause financial losses and reduce the uniqueness of MSME products in the market.

Law Number 28 of 2014 concerning Copyright provides legal protection through moral rights and economic rights. Moral rights remain attached to the creator and include the right to have their name stated, to maintain the integrity of the work, and to object to modifications that may harm the creator's reputation (Kilanta, 2017). Economic rights provide the creator or copyright holder with the authority to publish, reproduce, distribute, adapt, communicate, and commercially use the work (Akbar et al., 2014). In relation to digital promotional content, the unauthorized copying or commercial use of product photographs, videos, designs, or captions may violate the economic rights of the creator or copyright holder. Although copyright protection arises automatically, copyright recordation remains important for MSME actors. Recordation may function as supporting evidence to prove ownership when disputes occur. In practice, MSME actors may face difficulties in proving that they are the original creators of a photograph, video, or design if they do not keep the original files, production records, publication dates, or written agreements with content creators. Therefore, proper documentation and copyright recordation can strengthen the legal position of MSMEs when their promotional content is copied or used without permission.

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Forms of Copyright Infringement in Digital Promotional Activities

Copyright infringement in digital promotional activities may occur in various forms. The most common form is the copying of product photographs and promotional videos by other sellers or competitors. These materials may be downloaded from social media accounts, online stores, or e-commerce platforms and reused to market similar products. In some cases, copied content is modified by changing the business name, logo, product price, or written caption while retaining the original visual material. Another form of infringement is the unauthorized reproduction of graphic designs, catalogues, logos, product packaging designs, and advertising materials. Such conduct may mislead consumers because they may assume that the copied content belongs to the party using it. This can harm MSMEs by reducing consumer trust, creating unfair competition, and damaging the reputation of the original business. Copyright infringement may also occur when a party uses promotional content for commercial purposes without obtaining permission or paying compensation to the copyright holder.

In addition, legal issues may arise when promotional content is created by third parties, such as photographers, videographers, graphic designers, influencers, or advertising agencies. In principle, copyright belongs to the creator of the work. If an MSME only pays for the production of content without a written agreement regarding the transfer or licensing of economic rights, the MSME may not automatically own all rights to use, modify, or reproduce the content (Nurhayati et al., 2019). This situation may lead to disputes between MSMEs and content creators, particularly when the content becomes commercially valuable or is used for a longer period than originally agreed. Therefore, MSME actors need to ensure that every cooperation with content creators is supported by a written agreement. The agreement should clearly regulate the identity of the creator, the ownership of copyright, the transfer or licensing of economic rights, the scope of use, the duration of use, the right to modify the content, and the right to use the content for commercial promotion. Written agreements can prevent uncertainty and provide legal evidence if disputes arise in the future.

Obstacles to Copyright Protection for MSMEs in Pekanbaru

The implementation of copyright protection for digital promotional content created by MSMEs in Pekanbaru still faces several obstacles. The first obstacle is limited legal awareness among MSME actors. Many business actors focus on marketing and sales activities but do not understand that photographs, videos, designs, and captions created for promotional purposes may have copyright protection. As a result, MSMEs often do not take preventive measures to

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protect their creative works. The second obstacle is weak documentation practices. Many MSMEs do not save original photographs, design files, video editing files, invoices, communication records, or publication evidence. When infringement occurs, the absence of supporting evidence may make it difficult to prove ownership of the content. In digital copyright disputes, evidence of creation and publication is important to demonstrate that the work was created first and belongs to a particular creator or copyright holder.

The third obstacle concerns unclear agreements with photographers, designers, influencers, and other content creators. MSME actors may assume that payment for content production automatically transfers copyright ownership. However, under copyright law, payment for a service does not necessarily mean that all economic rights are transferred to the MSME. The transfer or licensing of copyright should be stated clearly in a written agreement (Sardjono, 2006). Without such an agreement, the content creator may still hold certain rights over the work. The fourth obstacle is the difficulty of handling infringement on digital platforms. Social media and e-commerce platforms generally provide reporting mechanisms for intellectual property violations. However, MSME actors may not understand how to submit reports, prepare ownership evidence, or follow platform procedures. The reporting process may also require time, while copied content can spread quickly and be repeatedly reposted by other parties. This condition makes the protection of promotional content more difficult in the digital environment.

Efforts to Strengthen Copyright Protection for MSMEs

Strengthening copyright protection for MSMEs in Pekanbaru requires preventive and repressive legal measures. Preventive measures should begin with legal education and awareness programs for MSME actors. Government institutions, universities, intellectual property offices, and MSME associations can provide training regarding copyright, ownership of digital content, documentation practices, copyright recordation, and legal procedures for handling infringement. MSME actors should also implement systematic documentation practices. Original content files, drafts, photographs, videos, design files, publication records, invoices, and communications with content creators should be stored properly. The use of digital timestamps, watermarks, metadata, and cloud storage may help MSMEs prove the originality and ownership of their promotional content. Copyright recordation should also be encouraged because it can strengthen evidence of ownership and increase legal certainty.

Written agreements with content creators are another important measure. MSMEs should make agreements with photographers, graphic designers, videographers, influencers, and

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advertising agencies before content is produced. The agreement should regulate whether the copyright is transferred to the MSME or whether the MSME receives a license to use the content. It should also regulate the scope of use, duration, modification rights, publication rights, and commercial use of the content. Repressive legal protection can be carried out through reporting mechanisms, takedown requests, mediation, civil claims, and criminal law enforcement where applicable. When promotional content is copied or used without permission, MSMEs may first collect evidence, such as screenshots, links, publication dates, and original files. The copyright holder may then submit a complaint to the relevant social media or e-commerce platform and request the removal of infringing content. If the infringement causes significant losses or continues after warnings have been given, legal action may be taken through civil claims for compensation or other legal remedies under copyright law.

Analysis Based on Legal Protection Theory

Based on the theory of legal protection, copyright protection for digital promotional content should be implemented through preventive and repressive mechanisms. Preventive protection aims to prevent copyright infringement before it occurs. In the context of MSMEs, preventive protection includes legal education, copyright recordation, documentation of original content, digital watermarking, written agreements, and the use of secure digital storage. These measures can reduce the risk of ownership disputes and make it easier for MSMEs to prove their rights. Repressive protection is applied after copyright infringement occurs. This protection includes reporting violations to digital platforms, requesting takedown actions, mediation, filing civil claims, and seeking legal enforcement against parties who unlawfully use promotional content. Repressive measures are important because copyright infringement in the digital environment can occur quickly and repeatedly. The availability of accessible reporting mechanisms and effective legal remedies is necessary to provide justice for MSME actors whose creative works are used without authorization.

The legal protection of digital promotional content should not only depend on the existence of Law Number 28 of 2014 concerning Copyright. Effective protection also requires awareness and active participation from MSME actors, support from government institutions, and responsibility from digital platform providers. The collaboration of these parties is necessary to create a digital business environment that respects creativity, protects economic rights, and prevents unfair competition.

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DISCUSSION

The development of digital technology has brought fundamental changes to promotional and marketing activities carried out by Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru. The use of social media, electronic commerce platforms, websites, and other digital channels has enabled MSMEs to promote their products more widely, quickly, and efficiently. Digital promotional content, such as product photographs, videos, graphic designs, catalogues, logos, captions, and advertisements, has become an important business asset because it supports branding, product differentiation, and consumer trust. However, the rapid development of digital platforms has also created legal problems related to the unauthorized copying, reproduction, modification, distribution, and commercial use of promotional content by other parties.

Based on the analysis of existing legal regulations, Indonesia has provided a legal basis for the protection of digital promotional content through Law Number 28 of 2014 concerning Copyright (Hutama et al., 2024; Irawan, 2017). The law recognizes copyright as an exclusive right that arises automatically once a work is expressed in a tangible form. Therefore, original promotional photographs, videos, designs, written captions, catalogues, and audio-visual advertisements created by MSMEs may obtain copyright protection without requiring prior registration. However, although the legal basis is available, the implementation of copyright protection for MSME promotional content remains limited because many business actors do not fully understand their rights and obligations under copyright law.

From the perspective of copyright protection, MSME actors have moral rights and economic rights over their original promotional content. Moral rights protect the creator's identity and the integrity of the work, while economic rights provide authority to publish, reproduce, distribute, adapt, communicate, and commercially exploit the work. Therefore, when another party copies product photographs, promotional videos, graphic designs, or captions without permission for commercial purposes, such conduct may violate the economic rights of the creator or copyright holder. In practice, unauthorized use of promotional content may cause economic losses, reduce the uniqueness of a business identity, and create unfair competition among MSME actors. This study also shows that the automatic protection principle under copyright law cannot be understood as sufficient protection in practice. Although copyright arises automatically, MSME actors may still experience difficulties in proving ownership when disputes occur. Many MSMEs do not keep original content files, creation drafts, editing files, invoices, communication records, publication evidence, or written agreements with content creators. As a result, when promotional content is copied by competitors or other online sellers, MSME actors may face obstacles in

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proving that they are the original creators or copyright holders of the content.

Another important issue concerns promotional content created by third parties, such as photographers, videographers, graphic designers, influencers, advertising agencies, or freelance content creators. In principle, copyright belongs to the creator of the work. Payment for the creation of promotional content does not automatically transfer all economic rights to the MSME unless there is a written agreement that regulates the transfer or licensing of rights. Therefore, MSME actors need to establish clear agreements with content creators regarding ownership, commercial use, reproduction, modification, publication, and the duration of use of promotional content. Such agreements are important to prevent disputes and provide legal certainty for both MSMEs and content creators. From the perspective of legal protection theory, copyright protection for MSME promotional content should be implemented through preventive and repressive measures. Preventive protection includes legal education, copyright awareness, content documentation, copyright recordation, digital watermarking, secure file storage, and written agreements with content creators. Repressive protection may be carried out through reporting mechanisms on social media and e-commerce platforms, requests for content removal or takedown, mediation, civil claims, and legal enforcement against copyright infringement. These measures are necessary because digital content can be copied and redistributed rapidly through online platforms.

The study also indicates that strengthening copyright protection requires support not only from legal regulations but also from government institutions, intellectual property authorities, digital platform providers, universities, and MSME communities. Digital platforms should provide reporting mechanisms that are accessible, transparent, and responsive to copyright complaints. Government agencies and educational institutions should also provide training and assistance regarding copyright recordation, documentation practices, and legal procedures for handling infringement. Cooperation among these parties is important to create a digital business environment that respects creativity and protects the economic interests of MSME actors. Overall, this study confirms that copyright protection plays a strategic role in supporting the sustainability of MSMEs in the digital economy. As the use of digital promotional content increases, the need for effective legal protection also becomes more urgent. Therefore, strengthening legal awareness, improving documentation practices, facilitating copyright recordation, implementing written agreements, optimizing reporting and takedown mechanisms, and increasing cooperation between stakeholders are necessary steps to provide legal certainty and create a fair, secure, and sustainable digital business ecosystem for MSMEs in Pekanbaru.

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CONCLUSION

Based on the research and discussion, it can be concluded that digital promotional content created by Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru, including product photographs, videos, graphic designs, catalogues, logos, captions, and advertisements, may receive copyright protection under Law Number 28 of 2014 concerning Copyright. Copyright protection arises automatically once an original work is expressed in a tangible form. Therefore, MSME actors as creators or copyright holders have moral rights and economic rights over their promotional content, including the right to publish, reproduce, distribute, adapt, communicate, and commercially use the content.

However, the implementation of copyright protection for digital promotional content remains constrained by several factors. These include limited legal awareness among MSME actors, weak documentation of content creation, the absence of copyright recordation, unclear agreements with photographers, graphic designers, videographers, influencers, or other content creators, and difficulties in handling copyright infringement through social media and e-commerce platforms. These obstacles may weaken the legal position of MSMEs when their promotional content is copied, modified, reposted, or commercially used without permission. Copyright protection for MSME promotional content should be strengthened through preventive and repressive legal measures.

Preventive measures include legal education, systematic documentation of original content, copyright recordation, digital watermarking, secure storage of original files, and written agreements regarding ownership and use of content. Repressive measures include reporting copyright violations to digital platforms, requesting the removal of infringing content, mediation, civil claims, and legal enforcement where necessary. Therefore, effective copyright protection requires cooperation between MSME actors, government institutions, intellectual property authorities, universities, and digital platform providers. Strengthening legal awareness, improving access to copyright recordation, optimizing reporting and takedown mechanisms, and providing legal assistance for MSMEs are important steps to protect creative works and economic rights. These efforts are necessary to create legal certainty and support a fair, secure, and sustainable digital business ecosystem for MSMEs in Pekanbaru.

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