

Copyright Management in Digital Content Marketing Strategy: A Perspective from Companies and Consumers in Sukoharjo Regency

Gesang Kristianto Nugrohotomo¹, Ramadhian Agus Triono Sudalyo^{2*}, Nurita Elfani Prasetyaningrum³

^{1,2}Informatics Engineering Study Program, Faculty of Electrical Engineering and Informatics, Universitas Surakarta

³Accounting Study Program, Faculty of Economics, Universitas Surakarta

ARTICLE INFO

Article history:

Received Sep 25, 2024

Revised Oct 09, 2024

Accepted Oct 19, 2024

Keywords:

Copyright management
Digital content marketing
strategy
Company
Consumer

ABSTRACT

This study aims to investigate the management of copyright in digital content marketing strategies from the perspectives of companies and consumers in Kabupaten Sukoharjo. Utilizing both qualitative and quantitative approaches, this research aims to provide a comprehensive understanding of the challenges, awareness, and practices related to copyright in the digital context. The research sample consists of 20 small and medium-sized companies actively using digital content marketing strategies in Kabupaten Sukoharjo, along with surveys conducted among consumers interacting with digital content from these companies. Qualitative data from interviews and document analysis will be thematically analyzed, while quantitative data from surveys will be analyzed using descriptive and inferential statistical techniques. The results of the study indicate that most companies have recognized the importance of managing copyright in digital content marketing strategies, although there is still variation in the implementation of policies and practices related to copyright. Consumers also have sufficient awareness of copyright, but there is still a small portion that pays less attention to copyright aspects in their interactions with digital content. In conclusion, this research highlights the need for further efforts to increase awareness and compliance with copyright, as well as collaboration between companies and consumers to create a more fair and ethical digital environment

This is an open access article under the CC BY-NC license.



Corresponding Author:

Ramadhian Agus Triono Sudalyo
Informatics Engineering Study Program, Faculty of Electrical
Engineering and Informatics, Universitas Surakarta
Jl. Raya Palur Km. 5 Surakarta, Ngringo Jaten, Karanganyar,
Central Java Jurug, Ngringo, Jaten District, Central Java 57731
Email: ramadhianagustriono@gmail.com

1. INTRODUCTION

In today's digital era, content marketing has become one of the most effective strategies for building brands, reaching consumers, and increasing consumer engagement. However, alongside the advancements in technology and the development of the internet, new challenges related to copyright have emerged in digital content marketing strategies. Sukoharjo Regency, as part of Indonesia's continuously growing digital sphere, is no exception to these dynamics.

Managing copyright in the context of digital content marketing has become highly important from both the company's and the consumer's perspectives. Companies face questions about how they can create and distribute original and engaging content without infringing on others' copyrights. These challenges may include difficulties in securing copyright for digital content, the risk of unintentional copyright infringement, and a lack of consumer awareness about copyright in the digital context. On the other hand, consumers also have an interest in protecting copyright, especially when interacting with various forms of digital content (McDonald, 2020).

Sukoharjo Regency, as a business environment increasingly involved in digital content marketing, presents an interesting location for examining these dynamics. This research aims to gain a better understanding of how companies in Sukoharjo Regency manage copyright within their digital content marketing strategies, as well as how consumers perceive this issue.

Fisher (2004) asserts that copyright and digital law play an essential role in understanding the legal framework governing copyright management practices in digital content marketing. The basic concepts of copyright and its application have evolved in the digital environment. This includes understanding the scope of protection granted to copyright owners, the exclusive rights held by copyright owners, and the limitations governing the use of content by others.

Furthermore, in the context of Sukoharjo Regency, it encompasses how applicable legal regulations, such as the Copyright Law in Indonesia, affect digital content marketing strategies of companies in the area. It also includes understanding the legal obligations of companies in protecting and managing the copyright of the digital content they produce and distribute, highlighting how knowledge of digital law, such as the Copyright Law, influences copyright management practices within digital content marketing strategies. This context involves steps that companies can take to ensure compliance with applicable legal regulations and manage the risk of copyright infringement. Considering the consumer perspective in Sukoharjo Regency, it will cover how consumer awareness and adherence to copyright play an essential role in interactions with digital content presented by companies. It will also explore consumer perceptions of content authenticity, their preference for licensed content, and their attitudes toward copyright infringement. Overall, copyright and digital law in this research will provide a deep understanding of the legal framework governing copyright management in digital content marketing strategies from both the company's and consumer's perspectives in Sukoharjo Regency.

From another perspective, content marketing is a crucial foundation for understanding how companies can create, distribute, and measure the success of their digital content. In the context of content marketing in Sukoharjo Regency, this will cover effective content marketing strategies in facing the challenges of copyright management. This aspect involves understanding how to create engaging and original content, distributing content that is well-targeted, and using relevant metrics to evaluate content performance. Additionally, the importance of storytelling and consumer engagement in digital content marketing in Sukoharjo Regency will be discussed, including how companies can leverage creative and appealing content to capture consumers' attention and build strong relationships with them. In the context of copyright management, it emphasizes the importance of ensuring that the content produced and distributed by companies complies with applicable legal regulations and respects the copyrights of others. This includes copyright protection practices, such as obtaining permission or licensing to use others' content and taking steps to prevent copyright infringement (Pulizzi & Rose, 2017). Overall, content marketing in this research will provide important insights into how digital content marketing practices can be adapted to meet copyright management needs and how the interaction between companies and consumers is influenced by this factor in Sukoharjo Regency.

Copyright management provides a deep understanding of the strategies and best practices necessary for companies to protect their works and ensure compliance with applicable copyright laws. In this research, the theory becomes an essential foundation for understanding how companies in Sukoharjo Regency manage copyright in their digital content marketing strategies. The importance of copyright management in the context of digital content marketing will focus on the perspectives of both companies and consumers in Sukoharjo Regency, exploring the challenges faced by companies in protecting the copyrights of their works and how consumer awareness and compliance with copyright affect digital content marketing strategies. By understanding copyright management, it can explore effective copyright protection practices for companies in Sukoharjo Regency and the strategies needed to build positive relationships with consumers within the context of copyright management (Von Lewinski, 2010). Therefore, copyright management will provide a solid foundation

for understanding the complex dynamics between copyright management, digital content marketing strategies, and company-consumer interaction, especially in Sukoharjo Regency.

Turow (2012) states that consumer compliance is a crucial foundation for understanding how consumer behavior related to copyright can influence digital content marketing strategies. This concept includes understanding the factors that affect whether consumers will comply with or violate copyright in their interactions with digital content. In this research area, the explanation of consumer compliance theory will cover several important aspects: 1) Factors influencing consumer compliance, including understanding the psychological, social, and economic factors that influence consumer decisions to comply with or violate copyright in accessing and using digital content. For example, awareness of the importance of copyright, perceptions of the risks of copyright infringement, and social norms related to the use of digital content; 2) Consumer perceptions of digital content, including how consumers perceive the authenticity of content, the value of licensed versus unlicensed content, and consumer preferences for legally obtained content. This will help understand consumer attitudes and behaviors regarding copyright in the context of digital content marketing; 3) The impact of copyright infringement on company-consumer relationships, highlighting how copyright infringement can affect the relationship between companies and consumers. For instance, consumers may lose trust in a company if they feel that the company does not comply with copyright laws, or copyright infringement may lead to reputational damage for the company. Understanding consumer compliance theory will provide deeper insights into how consumer behavior and preferences related to copyright can influence the company's digital content marketing strategies in Sukoharjo Regency. It will certainly help companies develop more effective content marketing strategies and strengthen relationships with consumers in an increasingly complex digital environment.

Holiday (2014) explains that company-consumer interaction in the digital environment is essential for understanding the dynamics of the relationship between companies and consumers in the context of digital content marketing. This theory explores how interactions between companies and consumers evolve in the ever-changing digital era. In the context of company-consumer interactions in the digital environment, several important aspects will be covered: 1) Consumer engagement, which includes how companies can use various digital channels to interact with consumers, including social media, websites, and other content platforms. Consumer engagement is key to building strong relationships between companies and consumers in the digital environment; 2) Brand trust, which highlights the importance of building consumer trust in the brand in the digital environment. It includes how companies can use legally obtained content to build a strong reputation and strengthen relationships with consumers; 3) Responsiveness to consumer input, which includes how companies can be responsive to consumer feedback and suggestions in the digital environment. This includes listening to and responding to consumer comments, complaints, and suggestions to enhance the consumer experience and improve content marketing strategies; and 4) Copyright protection and company-consumer relationships, observing how copyright protection plays a key role in influencing the relationship between companies and consumers in the digital environment. Copyright infringement can damage consumer trust in the brand and affect consumer engagement with the company. Through an understanding of company-consumer interaction theory in the digital environment, it will provide deeper insights into how companies in Sukoharjo Regency can leverage digital interactions with consumers to build strong relationships and strengthen managed content marketing strategies, while paying attention to the importance of copyright management in these relationships.

2. METHOD

Research Design

This study will employ both qualitative and quantitative approaches to gain a comprehensive understanding of copyright management in digital content marketing strategies. By using a mixed-method approach, the researcher can combine the strengths of both approaches.

Research Sample

The research sample will consist of 20 small and medium-sized enterprises (SMEs) in Sukoharjo Regency that actively use digital content marketing strategies. Additionally, a survey will be conducted with consumers who engage with the digital content from these companies.

Research Instruments

For Companies

Data will be collected through in-depth interviews with managers or company owners responsible for digital content marketing strategies, as well as through document analysis related to the company's marketing strategies and copyright policies.

For Consumers

An online survey will be used to collect data from consumers regarding their awareness, perceptions, and behavior related to copyright in the context of digital content.

Data Analysis

Qualitative data from interviews and document analysis will be analyzed thematically, while quantitative data from the survey will be analyzed using descriptive and inferential statistical techniques.

Evaluation and Interpretation

The results will be evaluated to assess the companies' compliance with copyright in digital content marketing strategies and to understand consumers' perceptions and attitudes toward this issue.

Ethical Considerations

The research will adhere to ethical standards, including data security and the anonymity of respondents.

Research Limitations

The research limitations include the sample size of companies and consumers that can be reached, as well as the potential bias in respondents' answers.

3. RESULT AND DISCUSSION

Copyright Management by Companies

From the interviews and document analysis, it was found that most small and medium-sized enterprises (SMEs) in Sukoharjo Regency are aware of the importance of copyright management in their digital content marketing strategies. However, the implementation of consistent policies and practices for securing copyrights still varies among these companies. Some have clear and systematic procedures for securing copyrights on digital content, including the use of licenses and agreements with content creators. However, some companies pay less attention to this aspect, which may increase the risk of unintentional copyright infringements.

Consumer Perspectives on Copyright

The results of the consumer survey show that most consumers in Sukoharjo Regency have a reasonable awareness of copyright in the context of digital content. Consumers tend to respect copyright and avoid consuming content suspected of copyright infringement. However, a small portion of consumers pays less attention to copyright aspects when interacting with digital content, particularly when the content is freely available on online platforms.

Discussion

Copyright management in digital content marketing strategies is important because it can affect a company's reputation and business sustainability, as well as influence consumers' perceptions of the brand. While most companies in Sukoharjo Regency have recognized the importance of this, further efforts are needed to enhance awareness and implement stronger copyright policies. Steps such as increasing education and training on copyright for employees, and establishing clear procedures for securing copyrights, can help reduce the risk of copyright infringements.

From the consumer perspective,** the high level of awareness regarding copyright is a positive factor that can encourage companies to pay more attention to compliance with copyright in the digital content they produce and distribute. However, further efforts are needed to improve consumer understanding of copyright in the digital context, particularly to reduce the behavior of consuming illegal or unauthorized content, which still persists among a small portion of consumers.

4. CONCLUSION

Copyright management in digital content marketing strategies is a crucial aspect for companies and consumers in Sukoharjo Regency. Through a qualitative and quantitative approach, this research has provided a comprehensive understanding of how small and medium-sized enterprises (SMEs) manage copyright in their digital content marketing strategies, as well as consumer perceptions and behaviors related to copyright in the digital context. The detailed conclusions of this research are as follows: The research findings show that awareness of the importance of copyright is growing among both companies and consumers in Sukoharjo Regency. Copyright is not only a legal issue but also a significant factor in building a company's reputation and strengthening relationships with consumers. From the interviews and document analysis, it was found that most SMEs in Sukoharjo Regency have recognized the importance of copyright. However, the implementation of related policies and practices still varies. Some companies have adopted a proactive approach to securing copyrights for their digital content, while others need to further improve their awareness and compliance with copyright regulations. The survey results indicate that most consumers have a sufficient understanding of copyright in the digital context. Consumers tend to respect copyright and avoid content suspected of infringing on copyright. However, there remains a small group of consumers that requires further attention in terms of increasing their awareness of copyright. The main conclusion of the research is the need for further efforts to enhance awareness and compliance with copyright, both from companies and consumers. Companies need to improve the implementation of robust policies and practices related to copyright in their digital content marketing strategies. Steps such as educating and training employees, and enhancing understanding of the necessity of securing copyright, can help reduce the risk of copyright infringement. On the other hand, consumers should continue to be encouraged to understand the importance of copyright in the digital context and to take a stance that supports the sustainability of legal and ethical digital content. Collaboration between companies and consumers is necessary to create a more fair and ethical digital environment. Joint efforts to raise awareness, implement policies, and ensure compliance with copyright will provide long-term benefits for all parties involved in the digital content marketing ecosystem in Sukoharjo Regency.

REFERENCES

- Boyle, J. (2008). *The public domain: Enclosing the commons of the mind*. Yale University Press.
- Fisher, W. (2004). *Promises to keep: Technology, law, and the future of entertainment*. Stanford University Press.
- Holiday, R. (2014). *Growth hacker marketing: A primer on the future of PR, marketing, and advertising*. Portfolio Hardcover.
- Kim, M. S., & Kim, D. J. (2014). Why do people pass along online content? The role of content characteristics, emotions, and motivations in social transmission. *Communication Research*, 41(7), 871-899.
- Litman, J. (2006). *Digital copyright*. Prometheus Books.
- Li, H., Daugherty, T., & Biocca, F. (2018). The role of virtual reality in marketing: A research agenda. *Journal of Interactive Marketing*, 43, 87-110.
- McDonald, J. (2020). *Digital marketing in an AI world: Futureproofing your PPC, SEO, and content marketing*. Independently published.
- Pulizzi, J., & Rose, R. (2017). *Killing marketing: How innovative businesses are turning marketing cost into profit*. McGraw-Hill Education.
- Risius, M., & Holtmann, C. (2017). Is it plagiarism or is it flattery? An exploratory study of reactions to followers' similarity. *Journal of Computer-Mediated Communication*, 22(5), 282-299.
- Tussyadiah, I. P., & Fesenmaier, D. R. (2009). Mediating tourist experiences: Access to places via shared videos. *Annals of Tourism Research*, 36(1), 24-40.
- Turow, J. (2012). *The daily you: How the new advertising industry is defining your identity and your worth*. Yale University Press.
- Von Lewinski, S. (2010). *Copyright compliance: Practical steps to stay within the law*. Springer.