



(MUDIMA)



## Analyzing the Problems and Solutions for Movie Piracy in Indonesia

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### ABSTRACT

In this digital era, the illegal distribution of intellectual property such as films has flourished especially in Indonesia. Indonesian citizens are also one of the main problems in digital piracy, as most of them still use illegal streaming sites to watch movies on. This research aims to analyze the causes of the culture of watching movies illegally, the constant emergence of illegal streaming sites, the efforts made to combat this phenomenon, and to give the solutions that might help in reducing this phenomenon. After analyzing several articles on this subject, three main causes of watching movies illegally have been identified, they are: watching movies for free, lack of awareness in intellectual property, and the ineffective efforts made by the government to combat illegal streaming sites. Solutions gained from this research are to implement education programs to educational institutes early on to raise a future generation with a better awareness. A collaboration between the Indonesian government, local telecommunications service providers, and official movie streaming platforms could be proposed to help combat piracy by reducing costs to watch a movie legally. Lastly, a piracy detection tool could be implemented to help the government in blocking any illegal streaming sites

## **INTRODUCTION**

In this digital era that is rapidly growing and evolving, the film industry is facing a challenge that is yet to be overcome, and that is the digital piracy and distributions of movies through the digital media such as the internet (Erlianto & Faridah, 2022). This has caused a negative impact to the economy of the film industry, especially those who own the intellectual property such as the filmmakers. Therefore, analyzing the root of the problem and producing a suitable solution is crucial and greatly needed to understand and help to overcome this problem.

This article aims to research the problems related to illegal streaming, movie piracy, illegal distributions of films through the internet, and to provide solutions that can be implemented to solve these problems. Through discussions about various technical, law, and social aspects, this article hopes to possibly provide valuable insight to the community and also other researchers that are studying in this field.

By learning the cause of the problems and their proposed solutions, this article hopes to provide valuable knowledge that would help to protect intellectual property and to give a positive impact to the sustainability of the film industry.

## **METHODS**

This article used a combination of literature reviews and secondary data research as the method of data collection. This method was chosen because it helps to have a relevant research article that was published and start analyzing them to identify the main factors of movie piracy. The data obtained are then analyzed to find out the core problems, and to give the best solution to deal with the problems identified effectively.

## **RESULTS AND DISCUSSION**

Research conducted by (Hasibuan, 2024) about the perception of students towards illegal downloading of movies found out that they understand very well that watching and downloading movies through illegal streaming sites are illegal and breaches intellectual property rights, and that they support the government's attempts to combat this

phenomenon. Interestingly, the students still admit to watching and downloading movies online through illegal streaming websites. The main reason being it requires no cost and comfortable since it requires minimal effort.

Another research done by (Fajrina & Sasongko, 2022) that discusses preventive approach to movie piracy, found out that there are several factors that motivate someone to do piracy and watch movies illegally. The first factor is the advancement of technology that made it much easier to record, duplicate, and distribute movies through the internet, as seen in illegal streaming sites. The second factor is the economic factor, in which the perpetrator such as the illegal streaming site owner wants to gain profit from the illegal distribution of the movies. The third factor is the low levels of awareness regarding intellectual property in Indonesia. Majority of Indonesians still views movie piracy as a regular occurrence, in which they do not care whether they are watching movies legally or not. The fourth factor is that filmmakers do not have much awareness in the legal aspect of things, in which they do not know how to act and who to report to when their movies are being pirated. The fifth and last factor is that law enforcement regarding movie piracy is still ineffective, especially in taking down illegal streaming sites.

Research done by (Kumalarani Mahakerty et al., 2023) that studies the motivation of using illegal streaming sites concludes that the respondents uses those illegal streaming sites because ease of access and no cost needed. They also stated that they will continue on doing that since they do not think that the government will act on their actions.

Based on the articles above, it can be said that there are several main factors of movie piracy and illegal streaming of movies. The first being cost, in which it would take no cost at all to watch a movie on illegal sites, other than an internet connection and a device to watch on. The second factor being low levels of awareness regarding intellectual property rights, in which they still accept the culture of movie piracy. The third factor being ineffective law enforcement encourages more and more perpetrators left unchecked, illegal sites kept online and the increase in the rate of movies being pirated.

Now that the main factors have been identified, an appropriate response and solution needs to be made. According to the study by (Fajrina &

Sasongko, 2022), there are preventive measures that can be taken to reduce the rate of movie piracy. The first method is to socialize the laws to the public through various medias, especially through social medias in hopes of increasing their awareness regarding this matter. The next method is to actively shut down illegal sites so the owner of that site does not get their revenue from that site and the public does not gain access and spread the word of that site. The next preventive measure that can be taken is for movie theaters to heavily monitor their locations and check for any recording devices and activities, such as checking their bags and installing cameras inside theaters that detects recording devices. Cinemas should also help to inform the public about laws regarding movie piracy and their consequences in every movie showing. Lastly, another method that can be implemented is for the government to create a unit dedicated to deal with issues regarding movie piracy, so responses to the illegal sites and movie piracy issues can be handled swiftly.

Another research by (Suran Ningsih & Hedyati Maharani, 2019) found a few more methods that can be used to combat digital movie piracy. This article mentioned that the losses the movie made due to the distribution of it through illegal movie sites should be reported by the filmmakers and then to appeal them legally in which the perpetrator should pay for the damages. This could be a deterrent to those who are thinking of pirating movies, as they are liable to the fees that they should pay if they got caught by law enforcement. Actively be on the lookout for any emergence of illegal streaming sites and taking the appropriate measures to deal with them are also encouraged, to prevent perpetrators getting revenue from the site and also to prevent the public using the site as well.

After identifying the main factors of movie piracy and the government's efforts to handle the matter, it can be said that the methods that they are using have been proven to be quite ineffective due to the fact that lots of illegal streaming sites are still active. As of now, when illegal streaming sites are blocked or erased, they will simply register to a new domain name and are back operating. A study by (Kim & Kwak, 2021) that experiments on a detection tool for illegal movie streaming sites might be able to help Indonesia's government to combat online

movie piracy. In this research, it stated that illegal streaming websites have similar patterns to one another. They all have similarities such as placement of advertisement banners, keywords that associate with gambling and betting, and source codes within the websites. Findings of the experiment shows that this detection tool could produce an accuracy of 90% in detecting illegal streaming sites. This shows that if it were to be implemented in Indonesia, it might prove to be an effective method in the restriction and removal of illegal streaming websites. With this tool implemented, swift actions could be taken, therefore reducing the losses that filmmakers have.

Referring back to the study by (Fajrina & Sasongko, 2022), the low levels of awareness regarding intellectual property in Indonesia is one of the main factors of movie piracy and in which the government have responded with the effort of socializing & communicating to the public about the laws revolving on intellectual property rights. However, in order for it to become even more effective, the government should involve educational institutes, especially early education to teach them the importance of intellectual property. A research conducted by (Muennig et al., 2011) stated that early education impacts a person's behavior and the knowledge gained are long-lasting. With that in mind, this method can be used to raise a new generation that understands the importance of intellectual property, with hopes that movie piracy will greatly be reduced in the future.

Cost is another main factor at play in movie piracy, a lot of people prefer to use the free illegal streaming sites rather than to spend their valuable money on watching a single movie in the cinema. To solve this issue, a measure that could be taken is for the government to collaborate with local network providers in Indonesia and streaming platforms such as netflix, Disney Hotstar or Amazon prime video. Almost everyone in Indonesia uses mobile data from the network providers, so this is an approach that could reach to a majority of the population. The idea is to create a bundling program, in which people purchase mobile data plan from a network provider and with that they get access to the streaming

platforms with no added cost, such as the limited program that have been done before by Telkomsel and Disney Hotstar (kumparanTech, 2020). This might be able to reduce the traffic going into the illegal streaming sites, since now they have access to the premium streaming platforms. In the long term if this proves to be successful and a majority of people have shifted to watching movies on premium streaming sites rather than illegal streaming sites, it could demotivate the perpetrators such as owners of illegal movie websites to do the act of movie piracy since the risk is greater than the reward. However, in order for it to work, it needs to be kept in mind that the cost of mobile data plan purchased should not be increased so everyone can afford them, and movies on the premium streaming platforms are always regularly updated.

## CONCLUSION

In conclusion, there are factors that motivates people to do movie piracy and stream movies in illegal sites. The factors are economic factors, lack of awareness on intellectual property rights, and ineffective law enforcement regarding movie piracy. By implementing the appropriate response to the identified factors motivating movie piracy, this problem can be minimized. Early education plays an important role in shaping a person's behavior and knowledge from a young age are likely to be remembered until adulthood, which makes it important for people to learn early about the importance of intellectual property rights and the consequences if it were to be breached. Cost is also one of the factors that a lot of Indonesians have stated, the solution proposed is to have a collaboration between the government, local network providers and premium streaming platforms to provide a bundling program in which people get access to premium streaming platforms with no added cost when they purchase a mobile data plan from one of the local network providers. Lastly, the implementation of detection tools with the right algorithms might help the government to detect illegal streaming websites quickly, restricting access to the public and its immediate removal.

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