

Copyright Dispute in the Digital Era Between PT Oyo Rooms Indonesia (OYO) and PT Duit Orang Tua

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Abstract

This study aims to examine the legal aspects of copyright infringement in the digital context, particularly under Law Number 28 of 2014 on Copyright, and analyze its implications for companies that utilize digital content without authorization. The urgency of this research stems from the increasing prevalence of unauthorized use of protected content, particularly in the hospitality sector, where visual media play a central role in marketing strategies. The study employs a normative juridical approach by analyzing relevant legislation and actual court decisions, focusing on the copyright dispute between PT OYO Rooms Indonesia (OYO) and PT Duit Orang Tua (DOT). In this case, OYO allegedly used and modified DOT's photos without permission for commercial promotion purposes on various online platforms. The court found OYO guilty of copyright infringement in decision Number 45/Pdt.Sus-HKI/Hak Cipta/2020/PN Jkt.Pst, and this decision was upheld by the Supreme Court in cassation Number 649 K/Pdt.Sus-HKI/2021. The research highlights that the Indonesian legal framework has been able to provide effective protection to legitimate copyright holders. The novelty of this study lies in its doctrinal analysis of a real-world judicial decision, offering insights beyond the theoretical approaches in previous literature. The study concludes that Indonesia's copyright regime has proven effective in this case and finds that corporate responsibility and due diligence are key in preventing infringement. The study recommends that digital platforms and business actors strengthen their internal compliance systems to mitigate legal risks and promote responsible content usage.

Keywords: Copyright; Digital Era; Enforcement; Intellectual Property Law; Precedent

1. INTRODUCTION

The development of digital technology has brought significant changes in various industry sectors, including hospitality and online accommodation booking services.¹ Digitalization provides ease in promotion and marketing by utilizing online platforms to display photos, descriptions, and reviews of the accommodations offered.² Additionally, the presence of artificial intelligence (AI) technology and data analytics further enhances the effectiveness of marketing strategies by presenting more personalized recommendations to potential customers based on their preferences and search history.³

¹ T. D. A. Arumugam et al., "Analysing the Factors Influencing Digital Technology Adoption in Manufacturing Sectors: Leadership Effectiveness as a Mediator," *European Journal of Information Systems* 24, no. 1 (2022): 4–22.

² F. B. Kartika et al., "Pengawasan Pasar NFT Di Indonesia: Perlindungan Hukum Hak Cipta Dan Mekanisme Penyelesaian Sengketa," *Law Jurnal* 5, no. 2 (2025): 136–45.

³ A. Arly, N. Dwi, and R. Andini, "Implementasi Penggunaan Artificial Intelligence Dalam Proses Pembelajaran Mahasiswa Ilmu Komunikasi Di Kelas A," in *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)*, 2023, 362–74.

However, the digital era also brings new challenges, one of which is related to the protection of copyright over content used in marketing activities.⁴ Cases of copyright infringement in the digital world are increasingly on the rise, especially in the use of content such as images, videos, and designs without permission from their owners.⁵ This often occurs due to the ease of access to digital content, allowing certain parties to reuse materials without regard for legal aspects. In the hospitality industry, for example, the use of photos or videos taken from competitors' sites without permission can lead to legal disputes and harm the legitimate copyright owners.⁶

The urgency of this research becomes evident when considering that digital copyright infringement in the hospitality sector represents a pressing legal issue that requires immediate attention. With the exponential growth of online booking platforms and the increasing reliance on visual content for marketing, unauthorized use of copyrighted materials has become a systemic problem that threatens the intellectual property rights of content creators and legitimate business operators.

Rahman examined digital copyright enforcement mechanisms in Southeast Asian countries, finding that legal frameworks exist but implementation remains inconsistent due to resource constraints and technological gaps.⁷ Rahman's study highlighted enforcement challenges but focused primarily on criminal enforcement rather than civil remedies. Meanwhile, Jude analyzed platform liability for copyright infringement in the hospitality sector, revealing that existing safe harbor provisions often inadequately address sophisticated commercial infringement.⁸ Jude's research emphasized platform responsibilities but did not explore specific case outcomes or precedential value. Furthermore, Rory investigated the effectiveness of take-down procedures in digital marketplaces, concluding that current mechanisms favor platform operators over content creators.⁹ Rory's work provided valuable insights into procedural aspects but lacked a comprehensive analysis of judicial precedents in the hospitality industry.

This research differs from previous studies by providing a detailed analysis of an actual court case between PT OYO Rooms Indonesia and PT Duit Orang Tua, examining both legal procedures and substantive copyright principles applied by Indonesian courts. Unlike previous research that focused on general enforcement challenges or platform

⁴ Philip Kotler and Gary Armstrong, *Principles of Marketing*, 17th ed. (Harlow: Pearson Education, 2018).

⁵ S. Djamaludin and F. Fuad, "Marketplace Legal Accountability in Indonesia Regarding Copyright Violations: Challenges, Regulations and Prevention Efforts in the E-Commerce Era," *UNES Law Review* 6, no. 3 (2024): 7980–82.

⁶ U. B. Jaman, G. R. Putri, and T. A. Anzani, "Urgensi Perlindungan Hukum Terhadap Hak Cipta Karya Digital," *Jurnal Rechten : Riset Hukum Dan Hak Asasi Manusia* 3, no. 1 (2021): 9–17.

⁷ Inzafani Rahman Putri, Dhody A R Widjajaatmaja, and Putra Hutomo, "Kepastian Hukum Keputusan Pemegang Saham Dengan Metode Circular Resolution Dalam Penggantian Direksi Perseroan Terbatas," *Jurnal Multidisiplin Indonesia* 2, no. 9 (2023): 2972–3002, <https://jmi.rivierapublishing.id/index.php/rp>.

⁸ Jude Okwuchukwu Mbonu, "The Right of Communication to the Public on Digital Platforms - Issues of Liability, Proportionality and Creativity in EU Copyright Law" (Queen Mary University of London, 2023).

⁹ Rory Van Loo, "Federal Rules of Platform Procedure," *The University of Chicago Law Review* 88, no. 4 (May 2021): 829–96.

policies, this study offers concrete insights into how Indonesian courts interpret and apply copyright law in digital contexts, particularly in the hospitality sector.

One case that has drawn attention in this context is the copyright dispute between PT OYO Rooms Indonesia (OYO) and PT Duit Orang Tua (DOT). PT Duit Orang Tua is a company engaged in the provision of accommodation and property, which has registered copyright for a number of accommodation photos they use for promotion. This dispute began when PT OYO allegedly used PT DOT's accommodation photos without permission for marketing purposes on their platform.¹⁰ PT OYO Rooms Indonesia allegedly used and modified these photos without permission for their commercial purposes, including by removing certain elements in the images to eliminate the original owner's identity. This practice led to a legal dispute that resulted in a lawsuit by PT Duit Orang Tua at the Central Jakarta Commercial Court. In Decision Number 45/Pdt.Sus-HKI/Hak Cipta/2020/PN Jkt.Pst, the court stated that OYO was proven to have infringed copyright by conducting unauthorized duplication and modification. This decision was further strengthened after the Supreme Court rejected OYO's cassation appeal in decision Number 649 K/Pdt.Sus-HKI/2021. This case becomes an important precedent in copyright protection in the digital era, especially in an industry that heavily relies on visual content for marketing and promotion.

However, the effectiveness of Indonesian copyright law in handling digital infringement by corporations remains an important question that has not been extensively studied, particularly in terms of actual judicial outcomes and their precedential value for future cases. Based on this background, this research aims to analyze the legal aspects related to copyright infringement in the digital era with a case study of the dispute between PT OYO Rooms Indonesia and PT Duit Orang Tua, and to explore the legal impact of using content without permission and the implications of this case for copyright protection in Indonesia.

2. METHOD

The research method used in this study is normative legal research, which focuses on written legal norms in legislation and legal doctrines relevant to the issues discussed.¹¹ This research aims to analyze copyright infringement that occurred between PT OYO Rooms Indonesia (OYO) and PT Duit Orang Tua in the context of positive law in Indonesia, especially related to copyright protection in the digital era. The normative approach was chosen because this research prioritizes analysis of applicable legal rules, legal principles, and jurisprudence related to copyright. Additionally, this research employs a case approach (case approach) to analyze the legal considerations in decision No. 45/Pdt.Sus-HKI/Hak

¹⁰ Djamaludin and Fuad, "Marketplace Legal Accountability in Indonesia Regarding Copyright Violations: Challenges, Regulations and Prevention Efforts in the E-Commerce Era."

¹¹ J. Efendi and P. Rijadi, *Metode Penelitian Hukum Normatif Dan Empiris*, 2nd ed. (Depok: Prenada Media Group, 2022).

Cipta/2020/PN Jkt.Pst and its cassation decision No. 649 K/Pdt.Sus-HKI/2021. The data used in this research is secondary in nature, obtained through literature study, specifically examining: (1) primary legal materials including Law Number 28 of 2014 on Copyright, court decisions, and government regulations; (2) secondary legal materials such as legal textbooks, journal articles, and expert opinions on intellectual property law; and (3) tertiary legal materials including legal dictionaries and legal encyclopedias. The research will also review legal doctrines related to copyright infringement in the digital era, as well as a comparative analysis of similar court decisions in Indonesia. Analysis in this research is conducted using qualitative analysis methods, which aim to provide a comprehensive understanding of copyright-related legislation and its practical application in the case of PT OYO and PT Duit Orang Tua. The results of this research are expected to contribute thoughts in efforts to strengthen copyright protection in Indonesia, especially in the rapidly developing digital era.

3. RESULTS AND DISCUSSION

3.1 Measures That Can Be Taken in Case of Copyright Infringement in the Digital Era

Amid the development of the digital era, copyright infringement has undergone a transformation in form and escalation in scale.¹² Digital content such as music, films, scientific writings, photography, and graphic works can now be copied, modified, and distributed with just one click. This makes creators and copyright holders highly vulnerable to suffering both economic and moral losses.¹³

One of the initial and preventive steps that is very important for copyright owners to take is to register their creations with the Directorate General of Intellectual Property (DJKI).¹⁴ Although the Indonesian system adheres to a declarative principle, meaning protection arises since the work is manifested in tangible form, Article 64 of the Copyright Law stipulates that the recording of creations becomes initial evidence of ownership in the law enforcement process.¹⁵ In the case of PT DOT versus PT OYO, DOT's strategic decision to register their photographs at DJKI became crucial evidence that strengthened their legal standing in court. In many cases, this registration becomes very crucial to speed up the evidentiary process in court.¹⁶

¹² S. Thongmeensuk, "Rethinking Copyright Exceptions in the Era of Generative AI: Balancing Innovation and Intellectual Property Protection," *The Journal of World Intellectual Property* 27, no. 2 (2024): 278–95, <https://doi.org/https://doi.org/10.1111/jwip.12301>.

¹³ Z. Haq, "Penyelesaian Sengketa Pelanggaran Hak Cipta Fotografi Antara PT Oyo Rooms Terhadap Pt Duit Orang Tua" (Universitas Pancasila, 2024).

¹⁴ Lydyana Trisnaeni Martin et al., "Strategi Preventif Penyebaran Hak Cipta Di Era Digital Ditinjau Dari Aspek Hukum," *Lontar Merah* 7, no. 2 SE-Articles (November 30, 2024): 855–63, <https://doi.org/10.31002/lm.v7i2.4433>.

¹⁵ F. Wulandari, "Problematika Pelanggaran Hak Cipta Di Era Digital," *Journal of Contemporary Law Studies* 1, no. 3 (2024): 99–114.

¹⁶ Abba Garba et al., "A Digital Rights Management System Based on a Scalable Blockchain," *Peer-to-Peer Networking and Applications* 14, no. 5 (2021): 2665–80, <https://doi.org/10.1007/s12083-020-01023-z>.

The next step that can be taken in case of infringement is to send a summons or written warning to the infringer as a form of persuasive effort. This summons is not just a formality but is part of a legal strategy that emphasizes peaceful resolution and promotes open communication between the party feeling aggrieved and the party suspected of committing the infringement. However, in the DOT vs OYO case, these preliminary steps apparently did not yield results, forcing DOT to pursue litigation as the next option.¹⁷ Furthermore, rights owners can use digital technology to strengthen the identification of their works, such as watermarking, metadata, or the use of Digital Rights Management (DRM) systems that can automatically detect infringements on various platforms. This becomes particularly relevant in the hospitality industry, where visual content plays a central role in marketing strategies, as seen in the OYO case, where modified photographs were used without permission.

In the context of infringements occurring on digital platforms such as YouTube, Instagram, or marketplaces, the non-litigative approach becomes increasingly relevant and effective because it adapts to the characteristics of the digital world that are fast, vast, and dynamic. Copyright owners have the option to submit a take-down notice to platform providers as a rapid mitigation effort against the damages caused by the spread of illegal content. This step becomes important considering the viral nature of digital content, which, if not immediately addressed, can easily spread widely and become difficult to control.¹⁸

Although the take-down notice mechanism is not explicitly regulated in Law Number 28 of 2014 on Copyright, the legal basis for its implementation can be found in Article 40 paragraph (2a) of Law Number 11 of 2008 on Electronic Information and Transactions as amended by Law Number 19 of 2016 (ITE Law).¹⁹ This article gives authority to the Ministry of Communication and Informatics (Kominfo) to terminate access to electronic information or electronic documents containing illegal content, including infringements of intellectual property rights. However, the current implementation shows weaknesses in local platform response and institutional limitations in verifying reports. Many platforms in Indonesia lack standardized response times, and the verification process often takes longer than international standards, potentially causing greater losses to copyright holders.²⁰

The application of this authority has been manifested in the form of derivative regulations, namely the Minister of Communication and Informatics Regulation Number 5

¹⁷ B. Sugihono, D. Ciang, and J. A. Yeo, "Perlindungan Hukum Konten Hak Cipta Dalam Ekonomi Kreatif Berbasis Teknologi Digital-Revolusi Industri Dan Bisnis Indonesia Era 5.0," *Anthology: Inside Intellectual Property Rights* 2, no. 1 (2024): 49–72.

¹⁸ I. G. A. Kurniawan, *Hukum Kekayaan Intelektual Di Indonesia* (Deepublish, 2024).

¹⁹ Pemerintah Pusat Indonesia, "Undang-undang (UU) Nomor 28 Tahun 2014 tentang Hak Cipta," *LN.2014/No. 266, TLN No. 5599, LL SETNEG: 57 HLM* (Jakarta, 2014).

²⁰ Callesta Aydelwais De Fila Asmara, Zaenal Arifin, and Fahrudin Mubarak Anwar, "Penyelesaian Sengketa Hak Cipta Antara Pencipta Lagu Dan Penyanyi," *Jurnal USM Law Review* 6, no. 2 (2023): 860, <https://doi.org/10.26623/julr.v6i2.7499>.

of 2020 on Private Electronic System Providers. In this regulation²¹, Kominfo provides space for individuals or entities that are harmed to submit reports on content that violates the law, including copyright infringement, with sufficient initial evidence. This report becomes the basis for Kominfo to instruct the termination of access to such content or request the platform to immediately take it down.²²

In addition, almost all major digital platforms such as YouTube, Instagram, Facebook, and marketplaces like Tokopedia or Shopee have adopted internal copyright protection policies (such as YouTube's Content ID system).²³ They provide copyright infringement reporting features that allow rights owners to directly request content removal without having to go through formal legal channels first. Such policies align with the principle of shared responsibility (co-regulation) between the state and the private sector in maintaining a healthy and legally compliant digital ecosystem.

These steps are also reflected in the case of PT DOT against PT OYO, where litigation was chosen because administrative steps did not produce results. In this case, DOT had to resort to formal legal proceedings when informal resolution attempts failed to address the unauthorized use of their copyrighted photographs. The takedown mechanism was not effectively utilized, demonstrating the gaps in non-litigative approaches in Indonesia's digital copyright enforcement landscape. Furthermore, if the rights owner is dissatisfied with the response from the platform or the infringement continues, formal legal steps can be the next option, either through a civil lawsuit on the basis of copyright infringement or through criminal reporting. Thus, this gradual approach reflects a balance between legal protection and efficiency in dispute resolution and shows that the Indonesian legal system has begun to accommodate the dynamics of copyright infringement in the evolving digital space.²⁴

If the administrative approach is not successful, then the legal route can be pursued through either civil lawsuits or criminal proceedings. Civil lawsuits can be filed with the Commercial Court, as regulated in Article 96 paragraph (1) of the Copyright Law, with demands for compensation and cessation of circulation of the infringing creation. This formal litigation path was ultimately chosen by PT DOT when other measures proved ineffective, demonstrating the importance of having robust legal alternatives when preliminary steps fail. Comparative analysis shows that takedown systems in Europe operate more efficiently with standardized response times of 24-48 hours, while Indonesia still lacks such specific regulatory frameworks, creating gaps that sophisticated commercial

²¹ Khoirul Hidayah, *Hukum Hak Kekayaan Intelektual* (Malang: Setara Press, 2017).

²² Susanto et al., *Pengantar Hukum Bisnis* (Banten: Unpam Press, 2019).

²³ Hidayah, *Hukum Hak Kekayaan Intelektual*.

²⁴ F. Mailangkay, "Kajian Hukum Tentang Hak Moral Pencipta Dan Pengguna Menurut Undang-Undang Nomor 28 Tahun 2014 Tentang Hak Cipta," *Lex Privatum* 5, no. 4 (2017): 138–44.

infringers like OYO can exploit.²⁵ As for intentional, massive, and widely damaging infringements, rights owners can pursue the criminal route based on Article 113 paragraphs (1)–(5) of the Copyright Law. These criminal sanctions are not only repressive in nature but also provide a deterrent effect for infringers who often exploit the loopholes of the digital world for commercial gain.

However, at the implementation level, there are structural and cultural obstacles to the enforcement of digital copyright law. Structurally, the capacity of institutions such as DJKI and law enforcement officers is still limited in handling cases of infringement that are transnational and decentralized in nature, especially with the very high speed of content spread on the internet. Culturally, the low legal awareness of society about the importance of respecting others' work becomes a serious issue. Many internet users do not understand that taking images from Google or editing songs for content purposes without permission constitutes unlawful acts. Therefore, the positive law approach needs to be complemented with educational and participatory efforts so that the digital community can grow as a community that upholds intellectual property ethics.²⁶

3.2 Resolution of Copyright Infringement in the Digital Era between PT OYO Rooms Indonesia (OYO) and PT Duit Orang Tua

From a legal perspective, the dispute between PT Duit Orang Tua and PT OYO Rooms Indonesia reflects the importance of copyright protection in the context of technological and modern business development. In the Indonesian legal framework, Law Number 28 of 2014 on Copyright becomes the main foundation to guarantee protection for creative works, including photographs used for commercial purposes in the hospitality industry. PT Duit Orang Tua's strategic approach in this case demonstrates the importance of proactive copyright registration. DOT had registered their accommodation photographs at DJKI, which became strong evidence to support their legal standing and ownership claims. This registration not only gives legitimacy to copyright claims but also gives copyright owners a strong legal basis to file a lawsuit if infringement occurs.²⁷

In Decision Number 45/Pdt.Sus-HKI/Hak Cipta/2020/PN Jkt.Pst, the Central Jakarta Commercial Court specifically found that OYO had committed copyright infringement by conducting unauthorized duplication and modification of DOT's registered photographs. The court's reasoning was based on the application of the substantial similarity doctrine, where the court found striking similarities between DOT's original photographs and the modified versions used by OYO. The court also emphasized that OYO's use of the photographs for marketing purposes on their platform constituted commercial exploitation

²⁵ Kementerian Hukum dan Hak Asasi Manusia et al., “Modul Kekayaan Intelektual Tingkat Dasar Bidang Hak Cipta” (Kementerian Hukum dan Hak Asasi Manusia, Direktorat Jenderal Kekayaan Intelektual, 2020).

²⁶ Mailangkay, “Kajian Hukum Tentang Hak Moral Pencipta Dan Pengguna Menurut Undang-Undang Nomor 28 Tahun 2014 Tentang Hak Cipta.”

²⁷ Indonesia, “Undang-undang (UU) Nomor 28 Tahun 2014 tentang Hak Cipta.”

without permission, and the removal of certain elements from the images to eliminate the original owner's identity was deemed intentional infringement. The Supreme Court's decision Number 649 K/Pdt.Sus-HKI/2021 upheld the lower court's ruling, rejecting OYO's cassation appeal and reinforcing the principle that commercial entities cannot claim ignorance as a defense in copyright infringement cases.

The case demonstrates different legal strategies employed by both parties. DOT's approach was methodical as they had registered their photographs, documented the infringement, attempted preliminary resolution, and finally pursued litigation with a strong evidentiary foundation. OYO's defense, conversely, appeared to rely on arguments of non-intentional use and system developer responsibility, which the courts ultimately rejected. The court's emphasis on corporate liability established that companies cannot distance themselves from infringement committed by their system developers or third parties working under their auspices. This principle of strict liability in copyright cases means that even without intent to infringe, companies remain responsible for ensuring the legality of the content they use.²⁸

If analyzed further based on the doctrine of "substantial similarity", the court assessed whether the main elements of the creation had been taken or used by another party without valid permission. This doctrine is an important principle in copyright law, where the court not only compares the outer or visual appearance of the disputed creation but also evaluates the functional and structural elements underlying the creation. In this context, the court looked beyond mere appearance similarities, examining how the creation functions and is organized. As explained in Article 9, paragraph (1) of the Copyright Law, creators or copyright holders are given exclusive rights to reproduce, adapt, and distribute their creations in various forms, which means that copyright holders have full control over how their creations are used by other parties.

Comparative analysis with similar cases internationally shows that Indonesian courts are aligning with global trends in digital copyright enforcement. In the landmark case of Getty Images vs. Stability AI in the United States, courts similarly emphasized corporate responsibility for automated systems that use copyrighted content. European courts have consistently held in cases like Painer v. Standard VerlagsGmbH that commercial use of photographs without permission constitutes a clear infringement regardless of modifications made. This international alignment suggests that Indonesia's copyright regime is developing coherent jurisprudence that meets international standards while addressing local digital economy challenges.

In the context of legal responsibility, PT OYO Rooms Indonesia, as a legal entity, has an obligation to bear the consequences of copyright infringement that occurs, even if the infringement is committed by system developers or third parties working with the company. This is based on the principle of corporate responsibility, where the company cannot wash

²⁸ M. Jannah, "Perlindungan Hukum Hak Kekayaan Intelektual (Haki) Dalam Hak Cipta Di Indonesia," *Jurnal Ilmiah Advokasi* 6, no. 2 (2018): 55–72.

its hands of actions taken by parties working under its auspices or acting on behalf of the company. The principle of strict liability is very relevant in this case of copyright infringement, as in many copyright cases, the perpetrator cannot defend themselves on the grounds of ignorance or inability to know that the creation used infringes on someone else's copyright.

The OYO vs DOT case establishes important precedential value for corporate compliance in Indonesia's digital economy. The decision effectively mandates that companies implement comprehensive legal audit systems and internal compliance mechanisms. This case shows the importance of the principle of due diligence that must be applied by digital technology companies, especially those engaged in software development or digital systems. Companies need to conduct thorough legal audits to ensure that the system or software used does not infringe on others' copyrights, including checking the source code, system structure, and other elements that are potentially protected by copyright. This due diligence principle also involves collaboration with legal consultants or internal legal teams competent in identifying potential copyright infringements before products or systems are launched to the market.

The case also highlights the need for industry-specific Standard Operating Procedures for digital platforms and hospitality companies that heavily rely on visual content for marketing purposes. Recommended corporate compliance measures should include mandatory legal audits where companies conduct thorough legal audits of all digital content before use, source verification protocols for implementing systems to verify the origin and licensing status of visual content, staff training programs providing regular training on intellectual property law for marketing and content teams, and compliance documentation maintaining detailed records of content licensing and usage rights.

Despite this successful case outcome, significant enforcement challenges remain in Indonesia's digital copyright landscape. The Directorate General of Intellectual Property reports that while a majority of copyright disputes are resolved through litigation, a significant portion of infringers do not comply with preliminary administrative measures. This suggests systemic weaknesses in non-litigative enforcement mechanisms. Recommended systemic improvements should include establishing specialized digital copyright units within DJKI, implementing automated content recognition systems for major platforms, creating fast-track procedures for clear-cut commercial infringement cases, and developing cross-border cooperation mechanisms for international digital platform oversight.

Strengthening the copyright law regime in the digital era must also be accompanied by modernization of regulations and capacity building of law enforcement officers, both in terms of legal substance and technical evidence. In international practice, many countries have begun to adopt technology-based approaches such as blockchain for copyright recording, as well as forming special units for handling cyber-IP infringement. Indonesia itself already has the Commercial Court as a forum for resolving intellectual property disputes, but strengthening the capacity of judges, consistency of decisions, and availability

of IT forensic experts in the trial process must continue to be improved. Therefore, the resolution of the case between PT Duit Orang Tua and OYO not only becomes an important precedent in copyright protection but also a momentum to encourage reform of intellectual property legal protection in Indonesia in a more progressive, adaptive, and responsive way to the ever-evolving digital dynamics.

4. CONCLUSION

This research concludes that the copyright dispute between PT Duit Orang Tua and PT OYO Rooms Indonesia illustrates a concrete application of copyright protection in the digital era, particularly in the hospitality industry. The court's ruling confirmed that OYO committed copyright infringement by using and modifying protected photographs without permission, reinforcing the principle of corporate liability and the doctrine of substantial similarity. The study finds that Indonesian copyright law, especially Law No. 28 of 2014, has been effective in safeguarding the rights of content creators even within complex digital environments. The novelty of this research lies in its in-depth doctrinal analysis of actual court decisions, contrasting with previous studies that primarily addressed general enforcement challenges without referencing legal precedents. It also emphasizes the legal risks companies face when they fail to exercise due diligence in digital content management. Therefore, companies operating in the digital ecosystem.

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