

ABSTRAK

Analisis Hubungan Hukum antara Perusahaan, Kreator Konten, dan Pengguna dalam Aplikasi *HaluApp*

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Transformasi digital mendorong pergeseran distribusi karya *cosplayer* dan fotografer dari bentuk fisik ke platform digital seperti *HaluApp*. Platform ini memfasilitasi transaksi dan interaksi antara kreator dan penggemar (pengguna) melalui penjualan produk digital. Permasalahan hukum yang muncul meliputi pelanggaran hak cipta, kebocoran data, dan ketidakseimbangan posisi antara pengguna, kreator, dan perusahaan (*HaluApp*). Fokus penelitian terletak pada mekanisme perjanjian dan hubungan hukum yang terbentuk di antara ketiga pihak dalam perspektif hak cipta dan perlindungan konsumen.

Penelitian ini menggunakan metode penelitian hukum normatif dengan pendekatan perundang-undangan, yang bertujuan menganalisis mekanisme perjanjian dan hubungan hukum antar pihak dalam aplikasi *HaluApp*. Penelitian ini mengkaji kontrak elektronik, hak cipta, perlindungan konsumen sebagai landasan hukum. Data diperoleh melalui studi pustaka yang mencakup undang-undang, peraturan pemerintah, dan dokumen terkait lainnya.

Hasil penelitian menemukan mekanisme perjanjian di *HaluApp* dimulai dari registrasi dan persetujuan syarat, ketentuan, dan kebijakan privasi oleh kreator dan pengguna sebagai dasar hubungan hukum. Kreator wajib registrasi dan verifikasi untuk dapat menjual konten, dengan transaksi diatur secara transparan melalui aplikasi pihak ketiga dan lisensi terbatas dari kreator untuk pengguna. Sedangkan, pengguna harus menyelesaikan pendaftaran dan menyetujui ketentuan untuk mengakses layanan. Hubungan hukum dalam perspektif hak cipta yaitu hak cipta tetap pada kreator sesuai Undang-Undang Hak Cipta, sementara *HaluApp* dan pengguna memperoleh lisensi terbatas non-komersial. Sedangkan hubungan hukum antar pihak dalam perspektif perlindungan konsumen. Terdapat klausul baku yang berpotensi merugikan konsumen, seperti pelepasan tanggung jawab dan perubahan layanan sepihak tanpa pemberitahuan. Mekanisme penyelesaian sengketa yang dikendalikan sepenuhnya oleh perusahaan dinilai kurang melindungi konsumen.

Kata Kunci: Hak Cipta, *HaluApp*, Hubungan Hukum, Kontrak Elektronik, Perlindungan Konsumen.

ABSTRACT

Analysis of Legal Relationship Between Companies, Content Creators, and Users in the HaluApp Application

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Digital transformation drives the shift in the distribution of cosplayers' and photographers' works from physical forms to digital platforms such as HaluApp. This platform facilitates transactions and interactions between creators and fans (users) through the sale of digital products. The legal issues that arise include copyright infringement, data breaches, and imbalances in the positions between users, creators, and the company (HaluApp). The focus of the research lies in the agreement mechanisms and legal relationships formed among the three parties from the perspectives of copyright and consumer protection.

This research uses normative legal research methods with a statutory approach, aiming to analyze the mechanisms of agreements and legal relationships between parties in the HaluApp application. This research examines electronic contracts, copyright, and consumer protection as the legal foundation. Data were obtained through literature studies that include laws, government regulations, and other related documents.

The research findings reveal that the agreement mechanism in HaluApp begins with registration and acceptance of terms, conditions, and privacy policies by creators and users as the basis of the legal relationship. Creators are required to register and verify to be able to sell content, with transactions regulated transparently through third-party applications and limited licenses from creators to users. Meanwhile, users must complete registration and agree to the terms to access the service. The legal relationship from a copyright perspective is that copyright remains with the creator in accordance with the Copyright Law, while HaluApp and users obtain a limited non-commercial license. On the other hand, the legal relationship between the parties from the perspective of consumer protection shows the presence of standard clauses that potentially harm consumers, such as disclaimers of liability and unilateral changes to services without notice. The dispute resolution mechanism, which is entirely controlled by the company, is considered insufficient in protecting consumers.

Keywords: *Consumer Protection, Copyright, Electronic Contract, Legal Relation, HaluApp.*