

ABSTRAK
PERLINDUNGAN HUKUM TERHADAP KARYA SENI TERAPAN
CIPTAAN KREATOR CANVA DI INDONESIA

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Karya seni terapan merupakan salah satu objek ciptaan yang dilindungi dalam Pasal 40 ayat (1) Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta. Dalam praktiknya, penggunaan platform desain digital seperti Canva oleh pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) sering kali melibatkan pemanfaatan karya seni terapan berlisensi yang berpotensi melanggar hak cipta dan menimbulkan sengketa apabila digunakan tanpa izin. Berdasarkan uraian tersebut, permasalahan dalam penelitian ini meliputi bentuk perlindungan hukum terhadap karya seni terapan pada platform canva dan penyelesaian sengketa atas penggunaan karya seni terapan buatan creator canva yang digunakan sebagai identitas merek oleh pelaku UMKM.

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian hukum normatif dengan tipe penelitian deskriptif. Pendekatan yang digunakan adalah pendekatan normatif. Metode pengumpulan data dilakukan melalui studi dokumen dan studi kepustakaan, sedangkan pengolahan data dilakukan melalui tahapan pemeriksaan data, rekonstruksi data, dan penyusunan data secara sistematis.

Hasil penelitian dan pembahasan menunjukkan bahwa bentuk perlindungan hukum terhadap karya seni terapan pada platform Canva dilaksanakan melalui dua bentuk, yaitu perlindungan hukum secara preventif dan represif. Perlindungan tersebut diwujudkan melalui pengaturan dalam Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta serta ketentuan internal Canva yang meliputi *Terms of Use*, *Acceptable Use Policy*, dan *Content License*. Penelitian ini juga menunjukkan bahwa masih terdapat potensi pelanggaran Hak Cipta akibat rendahnya pemahaman pelaku UMKM terhadap batasan lisensi desain digital. Penyelesaian dapat ditempuh melalui jalur non-litigasi seperti mediasi dan arbitrase, maupun melalui litigasi berupa gugatan perdata dan penerapan sanksi sesuai ketentuan hukum yang berlaku. Oleh karena itu, penguatan perlindungan hukum preventif melalui peningkatan edukasi hak cipta serta pengembangan sistem pendeteksi pelanggaran berbasis teknologi direkomendasikan guna meminimalisasi sengketa.

Kata Kunci: Bentuk Perlindungan Hukum, Canva, Hak Cipta, Karya Seni Terapan.

ABSTRACT
LEGAL PROTECTION FOR APPLIED ARTWORKS CREATED BY CANVA
CREATORS IN INDONESIA

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Applied art is one of the protected works stipulated in Article 40 paragraph (1) of Law Number 28 of 2014 concerning Copyright. In practice, the use of digital design platforms such as Canva by Micro, Small, and Medium Enterprises (MSMEs) often involves licensed applied art works that may potentially infringe copyright and give rise to disputes if used without proper authorization. Based on this background, the issues addressed in this research include the forms of legal protection for applied art works on the Canva platform and the settlement of disputes arising from the use of applied art created by Canva creators as brand identities by MSMEs.

This research employs a normative legal method with a descriptive research type. The approach used is a statutory and conceptual approach. Data collection was conducted through document study and library research, while data processing involved stages of data examination, reconstruction, and systematic organization.

The results and discussion indicate that legal protection for applied art works on the Canva platform is implemented through two forms, namely preventive and repressive protection. Such protection is manifested in the provisions of Law Number 28 of 2014 concerning Copyright as well as Canva's internal regulations, including the Terms of Use, Acceptable Use Policy, and Content License. The study also reveals the continued risk of copyright infringement due to the limited legal understanding of MSMEs regarding digital design licensing restrictions. Dispute resolution may be pursued through non-litigation mechanisms such as mediation and arbitration, or through litigation in the form of civil lawsuits and the imposition of sanctions in accordance with applicable law. Therefore, strengthening preventive legal protection through enhanced copyright education and the development of technology-based infringement detection systems is recommended to minimize potential disputes.

Keywords: *Forms of Legal Protection, Canva, Copyright, Applied Art.*