

Strategi pencegahan pembajakan konten: studi kasus divisi anti-piracy PT Vidio Dot Com = Content piracy prevention strategy: case study of anti-piracy division of PT Vidio Dot Com

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Abstrak

Fenomena pembajakan konten digital masih banyak terjadi di Indonesia. Tindak pembajakan terutama platform OTT (over the top) selaku penyedia dan pencipta berbagai konten digital. Tulisan ini mengkaji pelaksanaan pencegahan pembajakan konten digital yang dilakukan oleh PT Vidio Dot Com melalui divisi Anti-Piracy mereka. Pengkajian dimulai dengan penerapan teori aktivitas rutin (routine activity theory) dalam memahami pembentukan divisi Anti-Piracy Vidio sebagai bentuk reaksi sosial informal. Pemahaman tentang modus operandi dan pertimbangan pelaku pembajakan konten dipahami melalui teori pilihan rasional (rational choice theory) yang juga menjadi bagian dari kajian terhadap kinerja divisi Anti-Piracy PT Vidio Dot Com yang dilakukan melalui pendekatan strategi pencegahan kejahatan situasional (situational crime prevention). Data yang digunakan dalam tulisan ini berupa data sekunder, yaitu berbagai artikel jurnal, dokumen, dan publikasi daring. Selain itu, terdapat juga dokumen Perusahaan dan data wawancara dengan beberapa anggota dari tim Anti-Piracy. Lebih lanjut lagi, analisis dalam tulisan ini akan secara khusus menerapkan 25 teknik pencegahan situasional melalui 5 kategori utamanya, yaitu increase the effort, increase the risk, reduce the rewards, reduce provocation, dan remove excuses. Hasil analisis menunjukkan bahwa divisi Anti-Piracy PT Vidio Dot Com telah menerapkan 4 dari 5 kategori utama dari 25 teknik pencegahan situasional.

..... The phenomenon of digital content piracy is still prevalent in Indonesia. Piracy is mainly committed by OTT (over the top) platforms as providers and creators of various digital contents. This paper examines the implementation of digital content piracy prevention by PT Vidio Dot Com through their Anti-Piracy division. The study begins with the application of routine activity theory in understanding the formation of Vidio's Anti- Piracy division as a form of informal social reaction. Understanding the modus operandi and considerations of content piracy perpetrators is understood through rational choice theory, which is also part of the study of the performance of the Anti-Piracy division of PT Vidio Dot Com, which is carried out through a situational crime prevention strategy approach. The data used in this paper is secondary data, namely various journal articles, documents, and online publications. In addition, there are also Company documents and interview data with several members of the Anti-Piracy team. Furthermore, the analysis in this paper will specifically apply 25 situational prevention techniques through its 5 main categories, namely increase the effort, increase the risk, reduce the rewards, reduce provocation, and remove excuses. The results of the analysis show that the Anti-Piracy division of PT Vidio Dot Com has implemented 4 out of 5 main categories of 25 situational prevention techniques.