

# The Effect of Copyright, Patents and Brands on Information Access to Industrial Field Computation

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**Abstract:** *This study aims to determine the effect of copyright, patents and brands on access to information on cloud computing in the industrial sector. The object of research is government agencies and the Industrial SKPD and the Directorate General of Intellectual Property and Rights, Indonesia. The research instrument was a questionnaire, where the Head and employees of the technical agency bureau in Indonesia province became respondents. Research variables influence the copyright, patents and brands and access to cloud computing information in the industrial sector of Indonesia. The results of the study indicate that copyrights, patents and brands have an influence on the performance of the agency of the technical agency of the state Indonesia.*

**Keywords:** Copyright, Patents, Brands, cloud computing, access to information

## 1. Introduction

Indonesia's global foreign trade faces challenges not only with creativity but also innovations in information technology that must be protected by copyrights, patents and trademarks that if handled properly can increase market share abroad, create jobs, improve the economy and benefit others obtained from the recognition of Copyright, Patents and Indonesian Industrial Brands abroad. But it turned out to be really concerning with the 2016 Special Report 301 document published by the April 2016 Office of the United States Trade Representatives, which stated clearly that Indonesia remained in the United States Priority Watch List 2016 (USTR, 2016). Even though United States welcomes Indonesia's steps to pay attention to issues of Copyright Protection, Patents and Brands and implement it in reforms in the field of Copyright Protection, Patents and Brands, the United States continues to encourage restrictions on bad investment in industries that violate Copyright Protection, Patent and Brands. Piracy and fraud that violate Copyright Protection, Patents and Brands are widespread in Indonesia so that Indonesia is advised to overcome these problems by enforcing regulations on violations of Copyright, Patents and Brands.

Theft of innovative and creative trade secrets can occur in a variety of circumstances including the release of workers from high-tech industries outside and within the country with trade secrets that do not belong to them that violate copyrights, patents and brands that are officially registered with the Directorate General of Rights and Wealth Indonesian and foreign intellectuals, theft through internet networks and theft of databases in cloud computing in the industrial sector for abuse of valuable trade information that has been registered for the purpose of avoiding the obligation to pay royalties and prescribed penalties.

This is very difficult to on implementon Indonesia (ITIF, 2013). Even though it has been outlined by the Directorate General of Information and Communication Technology (Stephen J. Ezzel, 2013), the draft Data Center Law requires all data-carrying applications including telephone providers and foreign banks operating in Indonesia to provide local data provider stations applicable to electronic systems and activities transactions for new and long-running companies. This is a tactic for transferring all things and technology into the Indonesian economy but detected that Indonesia indicates that Indonesia has not explicitly

implemented Copyright Protection, Patents and Brands (USTR, 2016).

## 2. The Result of The Research

How the Influence of Copyright, Patents and Brands on access to information on cloud computing in industry is the main red thread of this research.

1. Based on testing result of the influence of access to information on copyright shows that there is a significant influence between the access to information on copyright. The results of this test are in accordance with the results of Rumani (2016) research that copyright provides freedom for anyone to express their creative results widely in access to information that is open to using various kinds of media such as digital media.
2. Based on testing result of the effect of access to information on patents shows that there is a significant influence between the access to information on patents. The results of this study are in accordance with the results of the Suryamizon (2017) study which states that access to information can facilitate access to products protected by patents even though the connotation of free access can lead to plagiarism and violations of patents.
3. Based on the testing result of the influence of access to information on the brand shows that there is a significant influence between the access to information on the brand. The results of this test are also in line with the results of the Suryamizon (2017) study, which although information technology makes it easy to access one's work, it does not necessarily protect products that have brands that are protected by law.

## 3. The Research Conclusion

This study has examined the effect of Copyright, Patents, Brands on access to information. This research was conducted on 41 entrepreneurs engaged in the trade industry

sector registered in local government agencies. Based on the results of the previous F test, the Copyright, Patent and Brand variables together have a significant effect on information access.

This shows that employees of the government bureaucracy need to consider Copyright, Patents and Brands in improving access to information. From the three independent variables in this study, the variables of copyright, patent and brand have a significant effect on access to information.

The results of this study are in line with the results of research from Angelita P. Manurung (2018) which states that the copyright, patents and brands contained in the Copyright Act have accommodated technological developments in Indonesia that allow access to information on cloud computing in the industrial sector.

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## Author Profile



**Diena Noviarini** received the B.S. and M.S. degrees in Accounting Information System from Gunadarma Institute of Economy, 2004 respectively. During 2008-2019, she stayed in Accounting Major Faculty of Economy, State University of Jakarta, Ministry of Research, Technology and Higher Education of Indonesia, holder of series Intellectual and Copyrights from Ministry of Intellectual and Copyrights Indonesia and an Honorary Advisory Member of STRA, JICA, PBR Journal.