


Chapter 8

Transformation of Literary Culture in the Digital Era Through the Use of Artificial Intelligence as a Form of Copyright Protection

Junaidi Junaidi

 <https://orcid.org/0000-0002-2948-696X>

Sjakhyakirti University, Indonesia

ABSTRACT

Artificial Intelligence (AI) is one of the many innovations that have emerged in the digital era. Most people believe that artificial intelligence (AI) can do many things, such as creating stories or literary works. As artificial intelligence (AI) becomes more popular in society, cases of plagiarism have increased. In the Industrial Revolution 5.0, artificial intelligence (AI) is an important part of the revolution. This advancement has benefited many industries, such as literary development. Input data is essential to the development of artificial intelligence (AI) for various purposes. This is because the way artificial intelligence (AI) systems are built and the methods that will be used to solve problems depend largely on the availability of data. The use of input data for the development of artificial intelligence (AI) derived from copyrighted works may raise legal issues if done without observing the provisions of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs) and Berne Convention for the Protection of Literary and Artistic Works

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INTRODUCTION

In the 1980s, artificial intelligence (AI) made significant advances. These advancements changed creators' perspectives on how works were created. Technological tools have long been used in various fields of art, literature, and science. For a long time, humans have produced works of art with the help of a number of artificial intelligence (AI) systems and software (Assinen, 2018). Artificial intelligence (AI) is a capability possessed by a computer that consists of a set of algorithms that the machine uses to properly manage data and generate information that aids the decision-making process. In simple terms, it appears that creating art with AI does not raise copyright issues. An example would be using Microsoft Word to write an essay and a digital camera to capture a photograph. However, today's artificial intelligence (AI) systems go beyond serving as devices to help humans do their jobs. Using machine learning and neural network technology, they can autonomously create works of art and mimic human intellectual abilities.

As artificial intelligence (AI) develops, it is also being used to create works. In 2016, a group of scientists in the Netherlands introduced a painting called *The Next Rembrandt*. The painting was created through the use of computers to analyse 346 paintings by the famous 17th century Dutch artist Rembrandt (WIPO, 2019). A short literary work written by a computer programme in Japan in 2016 almost won a national literary competition (NPR Staff, 2016, April 05). Since 1981, David Cope has been developing an artificial intelligence (AI) programme called *Experiments in Musical Intelligence* (EMI). The programme has the ability to emulate famous composers such as Bach, Mozart, Chopin, and Vivaldi to create classical music pieces (Nield, 2016, March 24).

Salwa Asshafa stated that in recent years, artificial intelligence (AI) has made a lot of progress in terms of development. DALL-E introduced artificial intelligence (AI) technology that can convert text into images in early 2021 and by the end of 2022. NetDragon Websoft, a Chinese company, put artificial intelligence (AI) as CEO. After that, there is ChatGPT, which has the ability to create summaries, cover letters, find maths solutions, or even pass university entrance exams in the United States as early as 2023. In addition to ChatGPT, there is also an American company called DoNotPlay, which uses artificial intelligence (AI) as its lawyer and can help clients with traffic violations, and most recently helps Netflix Japan produce summaries for films (Asshafa, 2023, February 15).

A study shows that using invented works as input data to create music, articles, and paintings can potentially infringe copyright because the use of such works is exclusively protected from commercial duplication or utilization (Gema, 2022). Other studies show that artificial intelligence (AI) has a unique legal status in the Intellectual Property Rights (IPR) protection system in Indonesia, including: (1)

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