

**PERLINDUNGAN HUKUM TERHADAP GAMBAR KOMIK
INTERNASIONAL BERDASARKAN UNDANG – UNDANG NO. 20
TAHUN 2016 TENTANG MEREK DAN INDIKASI GEOGRAFIS DALAM
PUTUSAN MAHKAMAH AGUNG NOMOR: 557 K/Pdt.Sus-HKI/2021**

Disusun oleh:

Mellynia Juwita Dandel

E1A018126

ABSTRAK

Penelitian ini dilatarbelakangi oleh permasalahan mengenai pemakaian merek internasional oleh usaha dagang lokal berupa gambar komik milik DC COMICS, yang dipergunakan secara komersil oleh PT MARXIM FAM MAKMUR dalam putusan Mahkamah Agung Nomor 557 K/Pdt.Sus-HKI/2021. Tujuan penelitian ini adalah untuk mengetahui bagaimana perlindungan hukum terhadap pemakaian gambar Komik Internasional berdasarkan Undang-Undang Nomor 20 Tahun 2016 tentang Merek dan Indikasi Geografis.

Penelitian ini menggunakan pendekatan yuridis normatif dengan spesifikasi penelitian deskriptif analitis. Sumber data yang digunakan merupakan data sekunder yang terdiri dari bahan hukum primer, sekunder, dan tersier yang dikumpulkan melalui studi kepustakaan. Data tersebut kemudian diolah serta dianalisis menggunakan metode normatif kualitatif dan disajikan dalam bentuk teks naratif.

Berdasarkan hasil penelitian dan pembahasan maka dapat disimpulkan bahwa Putusan Pengadilan Mahkamah Agung Nomor 557 K/Pdt.Sus-HKI/2021 telah memberikan perlindungan hukum terhadap Merek Internasional berupa gambar komik Internasional milik DC COMICS.

Kata Kunci: Perlindungan Hukum, Merek Terkenal, Gambar Komik Internasional

**LEGAL PROTECTION OF INTERNATIONAL COMICS IMAGE BASED ON
LAW NUMBER 20 OF 2016 ON BRANDS AND GEOGRAPHICAL
INDICATION OF THE VERDICT NUMBER: 557 K/Pdt.Sus-HKI/2021**

By:

Mellynia Juwita Dandel

E1A018126

ABSTRACT

This research is motivated by the problem of using international brands by local trading businesses in the form of comic images owned by DC COMICS, which are used commercially. This research is motivated by the problem of using international brands by local trading businesses in the form of comic images owned by DC COMICS, which are used commercially by PT MARXIM FAM MAKMUR in Supreme Court Decision Number 557 K/Pdt.Sus-HKI/2021. The purpose of this study is to find out how the legal protection against the use of International Comic images based on Law Number 20 of 2016 concerning Brands and Geographical Indications

The research used a normative juridical method with a descriptive-analytical research approach. The data sources used in this research are secondary data resources in the form of primary, secondary, and tertiary legal materials collected through literature study methods. The data obtained is then processed and analysed using normative qualitative methods and presented in the form of narrative text.

Based on the result of this study indicated that the Supreme Court Decision number 557 K/Pdt.Sus-HKI/2021, has provided legal protection for International brands in the form of International comic images owned by DC COMICS.

Keywords: *Legal Protection, Famous Brands, International Comic Image*