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THE CONTRIBUTION OF INTELLECTUAL PROPERTY AWARENESS AND THE MOTIVATION OF COMIC CREATORS TO PRODUCT INNOVATION

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Abstract.
Comics fall within the creative industry and have economic value in society in addition to the artistic sector. The comic industry must be acknowledged as a source of creative works with commercial worth and legal protection. In order to measure comprehension of comics as a component of the creative business, it is vital to comprehend the function of intellectual property rights awareness and the motivation of comic authors to innovate in developing their goods. The population of this research is high school/vocational school and university students in Indonesia. The sample was selected by simple random sampling and obtained from 64 people. Data collection techniques used questionnaires, then processed using descriptive and inferential statistics with multiple linear regression techniques. The study results show an awareness contribution to intellectual property rights and comic creators' motivation to develop comic product innovation. Currently, the comic industry has become a significant business and a source of material for other creative industry sectors. Behind it all, two main problems were identified in this industrial sector, namely: (1) the general public's ignorance of intellectual property rights, and (2) the lack of publication in the comic industry sub-sector which caused it to be less well known and in demand by the public. This finding can increase the country's comic industry and significantly contribute to Indonesia's creative economy.

Keywords: Intellectual property rights, Creative industry, Comic development innovation, Comic development motivation, Comic creators