

Analysis of Justice in the Freelance Photographer Business (Takegon Central Aceh)

Reneva Manurung¹, Bonaraja Purba², Yohana Feby³

^{1,2,3} State University of Medan

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Abstract

Where this research is useful for teaching the general public, both young people who want to develop a career in the business world, because this young man from the Takegon area of Central Aceh already has his own motivation, the main thing is prayer and then determination which will be a big business and until now has a separate business venture which used to only have minimal money to start a business and has invested around IDR 50,000,000 starting from 2021 until now 2022, what a great achievement made by Rizky Fadly himself as a business owner who is currently still sitting at the university and has been able to win various awards ranging from certificates, certificates and coaching money both in the form of money for winning competitions, and also for the services of a photographer for other events so that he can open job vacancies for his friends around him and can also help retailers omian his parents. and where Ditakegon itself is still a lot of competitors in the world of photographers, but besides that, with the capital of ethics in establishing cooperation between clients and the quality of photographers from Imagehatch itself as the place of business of Rizky Fadly's brother, can make Imagehatch survive and can continue to grow.

Keywords: antibiotics, effectiveness, leaflets, knowledge, videos

(*) Corresponding Author: anapandia02@gmail.com

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INTRODUCTION

The ethics of economics involve the behavior, nature, and character of a businessperson in carrying out their tasks to contribute to the global economy. In the world of freelancing, a freelancer works for themselves within self-defined boundaries. A well-established freelancer may have specific guidelines for their work, such as project acceptance criteria, operating procedures, and more.

Our research takes place in Takegon, the capital of Central Aceh Regency, Aceh Province, Indonesia. The area is known for its various beautiful tourist destinations and the diversity of coffee. The most famous coffee there is Gayo coffee, known for its distinct taste and aroma compared to other coffees. There are also attractions like Bur Telege, Bur Gayo Highland, and others.

The owner of a freelance photography business in Takegon is Rizky Fadly, a university student who has successfully started his own business through determination and serves as motivation for others to delve into the business world and thrive, as seen in his freelance photography business named Imagehatch.

Rizky has built his business steadily from 2021 to its current state in 2022. He faced challenges in 2021 when Imagehatch temporarily halted due to a lack of jobs and increased competition from others offering freelance photography

services at below-standard prices. Despite this setback, Rizky persevered, participating in various photography competitions and winning awards, making Imagehatch well-known and competitive in the freelance photography industry.

In the realm of freelance photography business, adherence to economic ethics is crucial. Rizky emphasizes the importance of ethical considerations, citing an example where Imagehatch sought permission from a vegetable vendor before capturing aesthetic photos for promotional purposes. If the subject did not agree, Imagehatch respected their decision and refrained from storing or publishing the photos.

This showcases Rizky's commitment to ethical business practices and demonstrates how even in the competitive world of freelance photography, ethical considerations play a pivotal role in maintaining a positive reputation and successful business operations.

RESEARCH METHOD

Several methods were employed to collect data and strengthen the process of creating this photographic work, namely:

Nasution (2004:106) reveals that observation is conducted to obtain information about human behavior in reality. Through observation, a clearer picture of social life can be obtained, which may be challenging to capture with other methods. The number of observation periods and the duration of each period depend on the type of data being collected.

According to Nasution (2004:113), an interview is a form of verbal communication, a conversation aimed at obtaining information. Interviews are crucial in the creation of this work. The interviewees here are photographers who are business practitioners in photography studios, having transitioned from the analog era to the digital era. They also serve as the main subjects in creating this photographic work. The data gathered from interviews include aspects related to the transition to digital technology in photography and its impact on photographer businesses.

The research method employed by the author is qualitative, utilizing direct interview techniques with the interviewees. In conducting interviews, the author focuses on one informant or interviewee to obtain a more focused research perspective believed to provide accurate data to support this writing. In addition to using interview data, the author also incorporates various references and literature reviews to enrich the content of this written work.

RESULTS AND DISCUSSION

Freelance Photographer Business

Creative businesses in the digital era are a way to generate both primary and side incomes. This can be achieved by highlighting local wisdom in the surrounding environment. One such business is photography, which falls under the category of freelance business.

Photography services are in demand across various demographics, including baby photos, family portraits, wedding photos, product photography, and more. Additionally, with the availability of photography equipment rental services,

starting a photography business requires minimal capital and can be pursued as a side business.

However, ethical considerations are crucial in the freelance photography business to ensure a comfortable relationship between photographers and customers. For instance, in the field, there should be no competition for commissions, and specific rules must be followed when working as a photographer, especially during live events.

Regarding compensation, there is a payment system established for freelance photographers based on mutual agreements. Freelancers are often considered under Fixed-Term Employment Contracts (PKWT), with conditions such as working for less than 21 days or working continuously for three months within a month. The calculation of freelancer payments is based on factors such as the quantity of photos and editing results.

Justice in Photographer Copyright

Justice, in the form of fundamental rights for all individuals, contributes to tranquility, a sense of security in daily life, trust between the government and citizens, and the growth of prosperity and well-being. In the context of protected creations, Article 40 paragraph (1) of Law Number 28 of 2014 concerning Copyright explicitly addresses these issues. In the freelance photography business, justice also takes the form of legal protection of copyright.

In this context, the researcher focuses on cases in Aceh, where, in competitions, winning photos are often not printed or published. Instead, non-winning photos are printed or published, violating the copyright of the photographers. This situation harms the photo owners and infringes on their rightful ownership.

To address this, preventive and repressive legal protection has been established in Law Number 28 of 2014 concerning Copyright. Preventive legal protection is outlined in Article 9, stating that creators or copyright holders have the right to permit or prohibit others, without their consent, from renting their creation for commercial purposes.

Furthermore, Article 40 paragraph 1 letter k of Law Number 28 of 2014 specifies that "photographic works" include all photos produced using a camera.

Preventive Measures

Preventive protection of copyright is outlined in Article 12, stating that no one is allowed to reproduce a photographic work without the permission of the subject portrayed. If the photo is taken by the person in the photo, the creator and copyright holder are the same. If taken by someone else (a photographer), the copyright holder is the photographer or another party authorized by the creator to reproduce and transfer economic rights. Rights related to the person photographed mean they are entitled to receive royalties if the creation is commercialized.

Repressive Measures

Repressive measures are similar to the previous case concerning unauthorized use of a photographer's work. Offenses committed by irresponsible individuals copying photos for personal gain occur in business, where there are suppliers who create or generate sales photos for promotion to increase consumers, resellers, or even for social media use.

As the copyright holder of sales photos, they have rights over their economic rights. Article 112 paragraph (1) of Law Number 28 of 2014 concerning Copyright states that anyone intentionally violating copyright without authorization is subject to criminal sanctions of up to 2 years imprisonment and/or a fine of up to IDR 300,000,000.

CONCLUSION

The conclusions drawn from this research are as follows:

1. In the freelance photographer business, there is fairness in the compensation system that can be calculated based on work performance, the number of photos, editing results, and can be determined per hour, per day, or even per specific time period. This reflects transparency and agreement in the payment terms between freelance photographers and employers.
2. Fairness is also evident in terms of copyright, as discussed above, where each photographic work is owned by the photographer, protected by copyright, and cannot be used by others without permission from the copyright owner. As explained earlier, Article 112 paragraph (1) of Law Number 28 of 2014 concerning Copyright stipulates that violations will result in criminal sanctions of up to 2 years imprisonment or a fine of up to IDR 300,000,000. This highlights the importance of copyright protection for photographers as a form of justice in the field of photography.

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