

# The Role of Law in Regulating the Influence of Globalization on Video Content Activists and Influencers in the Digital Era

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## Abstract

**Background** - Globalization has brought about significant changes in various sectors of society, with the digital space being one of the most impacted areas. The rise of video content creators, activists, and influencers has revolutionized the way information is disseminated and how societal issues are addressed globally. Activists and influencers use digital platforms like YouTube, Instagram, and TikTok to reach vast audiences, raise awareness, and advocate for social, environmental, and political causes. However, globalization's impact on these influencers is not without challenges, as the blending of cultural, legal, and economic factors creates a complex regulatory environment. Influencers often operate across national borders, making it difficult for a single jurisdiction to regulate their activities effectively. This article explores the role of law in regulating video content activists and influencers in the digital era, particularly focusing on how globalization influences their ability to advocate for change while navigating legal complexities. The proliferation of video content and social media has created a new class of digital influencers, who hold substantial power in shaping public opinion and activism. This dynamic has raised significant concerns about the regulation of online content, the spread of misinformation, the promotion of harmful or illegal activities, and the protection of intellectual property rights. While legal frameworks exist to address issues like defamation, copyright, and online harassment, they are often insufficient in dealing with the unique challenges posed by influencers and activists who engage with diverse, global audiences. The research highlights the need for a comprehensive legal approach that considers both national and international legal frameworks to regulate the activities of these digital activists effectively.

**Purpose** - This study has several objectives: (1) To critically analyse the role of law in regulating video content activists and influencers in the digital era; (2) To examine the impact of globalization on the content, reach, and influence of activists and influencers; (3) To assess the current gaps in legal frameworks, including challenges posed by cross-border content and jurisdictional issues; and (4) To propose recommendations for improving the legal regulation of influencers and digital activists in the context of globalization. 5. To evaluate the effectiveness of existing laws and their adaptation to the rapid changes in the digital space.

**methodology** - This study adopts an empirical normative research methodology. It involves the examination of existing statutory provisions, case law, legal precedents, and international agreements relevant to the regulation of video content creators and digital influencers. Key sources for this analysis include: 1. Indonesian Law No. 19 of 2016 on Electronic Information and Transactions (ITE Law), which governs online behavior, including defamation, online harassment, and cybercrime. 2. Law No. 8 of 1999 on Consumer Protection, which applies to influencers who promote products or services to consumers. 3. The Copyright Law of 2014, which protects the intellectual property rights of content creators. 4. International agreements such as the EU's General Data Protection Regulation (GDPR), which addresses privacy concerns across borders, and the UN Declaration of Human Rights, which advocates for freedom of expression. This research will also involve comparative legal analysis, focusing on how different countries regulate video content activists and influencers. The study will look at legal frameworks in the United States, European Union, and Southeast Asia to assess how different jurisdictions deal with the challenges posed by globalization in the digital era.

**Findings** - The research highlights several critical challenges in the regulation of video content activists and influencers, particularly in the context of globalization. One of the primary issues is the significant legal gaps and jurisdictional challenges arising from the cross-border nature of influencer activities. As influencers often operate in multiple countries, it becomes exceedingly difficult for a single jurisdiction to enforce local laws. This results in a fragmented regulatory environment where content creators can bypass stringent regulations by shifting their operations to countries with more lenient legal frameworks. The lack of a unified global approach to regulating digital content exacerbates this issue, allowing influencers to evade accountability and complicating efforts to maintain consistent legal standards across borders. Another major finding concerns the delicate balance between freedom of expression and accountability. Influencers frequently argue that their activities are protected under the right to free speech, especially when advocating for social, political, or environmental causes. However, the promotion of harmful content, misinformation, or unlawful activities can erode public trust and pose societal risks. Legal frameworks must navigate the fine line between safeguarding the freedom of expression and ensuring that influencers are held accountable for content that may spread false information, incite violence, or contribute to the spread of extremist ideologies. Striking this balance remains a challenge for policymakers in the digital age, where the influence of content creators is vast and often unchecked. The study also identifies the issue of inconsistent international regulations, which further complicate the regulation of online content and influencer activities. Different countries have varying laws and approaches to data privacy, intellectual property rights, consumer protection, and online content regulation. These discrepancies create enforcement challenges, as content creators can easily relocate their activities to countries with more relaxed or favorable legal environments. The lack of a cohesive global framework leads to situations where influencers can exploit these legal inconsistencies, undermining the effectiveness of national regulations and allowing harmful content to proliferate without adequate accountability. Lastly, the global reach of digital platforms has a profound impact on content creation, bringing with it challenges related to cultural sensitivity and the spread of misinformation. Influencers can now reach vast and diverse audiences, but this also means that content must be carefully curated to respect cultural differences and avoid offending specific groups. The unchecked spread of harmful, misleading, or extremist content can have serious consequences, especially when it crosses cultural or national boundaries. The research underscores the need for greater international cooperation in regulating online platforms to ensure that content remains ethical, factual, and non-harmful. Such cooperation would help mitigate the risks posed by globalization in the digital era, ensuring that content creators are held to universal standards of accountability.

**Originality** - This study offers a unique contribution by focusing on the intersection of law, globalization, and digital activism. While existing research has examined the regulation of online content and influencers, few studies have specifically analyzed the role of law in regulating influencers' activities from a global perspective. The study bridges the gap between national legal frameworks and the need for international cooperation in addressing cross-border issues related to video content creation. It provides actionable recommendations for lawmakers, digital platforms, and international organizations to create a more cohesive and effective regulatory environment. By incorporating both legal and technological considerations, this research offers valuable insights into how laws can adapt to the challenges posed by the digital era and globalization.

Keywords: Digital Era, Globalization, Influencers, Regulation, Video Content

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