



The Misuse of Artificial Intelligence in Imitating the Voices of Public Figures in Songs on Social Media

Ni Kadek Pande Monica Canisca Dewi ^{1*}, Dr. I Nyoman Bagiastra SH MH ²

¹⁻² Faculty of Law, Udayana University, Indonesia

* Corresponding Author: Ni Kadek Pande Monica Canisca Dewi

Article Info

ISSN (online): 2583-6536

Volume: 04

Issue: 06

November - December 2025

Received: 06-09-2025

Accepted: 10-10-2025

Published: 03-11-2025

Page No: 71-78

Abstract

The development of Artificial Intelligence (AI) technology has had a significant impact on various fields, including social media and the entertainment industry. One innovation that has sparked controversy is voice cloning, which is the digital imitation of public figures' voices without the consent of the voice owners. This phenomenon is becoming increasingly prevalent on social media in the form of songs or audio-visual content that resembles the voices of public figures, thereby posing legal, economic, social, and ethical risks. This study aims to identify the risks faced by public figures and content uploaders due to the use of AI-based voice cloning, as well as to analyze the legal protections available under Indonesia's legal system. The research method used is a normative legal approach, combining legislative analysis and literature review. The research findings indicate that for public figures, the risks include violations of moral and economic rights, defamation, and loss of control over their personal image. Meanwhile, for content uploaders, the risks include civil and criminal liability, administrative sanctions from digital platforms, loss of credibility, and ethical consequences. Current legal protection refers to the Copyright Law, the Electronic Information and Transactions Law, the Personal Data Protection Law, the Criminal Code, and other related regulations, which are applied both preventively and repressively. However, there are no explicit regulations regarding the right of publicity and the recognition of voice as part of legally protected identity, so more adaptive regulatory updates are needed to keep pace with technological developments in the digital age.

DOI: <https://doi.org/10.54660/IJL.2025.4.6.71-78>

Keywords: Artificial Intelligence, Voice Cloning, Intellectual Property Rights, Public Figures, Legal Protection

Introduction

The massive development of technology has had a transformative impact on various dimensions of human life. Technology now plays a strategic role in shaping behavior, mindsets, and individual qualities, rather than merely serving as a tool. This perspective aligns with the statement made by the third President of the Republic of Indonesia, B.J. Habibie, during his Presidential Lecture at Gadjah Mada University in 2011, who asserted that a nation's competitiveness is highly dependent on how effectively and sustainably technology is utilized ^[1]. Artificial Intelligence (AI) is a form of computing technology that has been developing over the past few decades and now plays an increasingly crucial role in various aspects of human life, including law, business, media, and entertainment. According to Stuart Russell and Peter Norvig, AI can be defined as a software-based system designed to perform functions that traditionally require human intelligence. These functions include decision-making, solving complex

¹ Gadjah Mada University, 2011, B.J. Habibie: Technology Adds Value to National Competitiveness, accessed via: <https://ugm.ac.id/id/berita/3387-b-j-habibieteknologi-memberi-nilai-tambah-bagi-daya-saing-bangsa/>, accessed on June 8, 2025, at 9:06 p.m. WITA.

problems, logical reasoning, and the ability to make data-driven predictions.

Furthermore, AI is often referred to as external intelligence because of its ability to mimic human cognitive abilities in processing information, adapting to new situations, and learning from experience. The role of artificial intelligence (AI) has expanded beyond that of a technical breakthrough to include a wide range of social and economic activities. Artificial intelligence (AI) has already made its way into the artistic and popular spheres, with projects like the development of likenesses and voices for famous people giving rise to new concerns about data privacy, intellectual property rights, and ethics. The development of artificial intelligence (AI) technology has created various innovations in the field of digital creation, including voice cloning technology or human voice imitation. With the ability to realistically mimic voices, AI can now create audio content that resembles the voices of public figures, such as artists, singers, or celebrities, without the consent of the individuals being imitated^[2]. This phenomenon is increasingly prevalent on social media, where AI-based content particularly songs that use the voices of public figures digitally is widely and rapidly disseminated without adequate control.

The phenomenon of misuse of Artificial Intelligence (AI) technology has also occurred in Indonesia, where a number of public figures in important positions have been made the subject of entertainment content or jokes on various social media platforms such as TikTok, Instagram, and so on. These contents feature visual and audio representations that closely resemble these figures including their faces, body movements, and voices depicting them as if they were engaging in inappropriate activities, such as singing or dancing. These representations are often not based on facts but rather the result of AI technology manipulation, which can lead to public misperceptions and potentially harm the reputation of the individuals involved.

The sophistication of AI in creating simulations that closely resemble reality is inseparable from its ability to mimic human decision-making processes. This is made possible because AI is built using various advanced technological approaches, including Fuzzy Logic (FL), which enables data processing under conditions of uncertainty; Evolutionary Computing (EC), which adopts principles of natural evolution to solve complex problems; and Machine Learning (ML), which allows systems to learn from data and improve their performance over time. These three approaches collectively enhance AI's ability to produce outputs that appear natural and convincing, yet they also open the door to potential misuse that impacts legal and ethical aspects^[3].

IPR-wise, this occurrence creates complicated legal difficulties. The voices of prominent people with considerable economic worth are considered intellectual assets and part of personal identity. Voice protection as IPR objects is currently restricted in many legal systems and not specifically governed under copyright or trademark categories. Thus, AI voice mimicry typically lacks legal protection.

Third parties using imitation voices in songs without permission may violate moral rights, economic rights to

copyrighted works, publicity rights, and the principle of passing off, which allows content creators to mislead the public. Others' exploitation of prominent figures' voices without royalty sharing or remuneration may also lead to unjust economic advantages.

Protecting intellectual property rights on social media and worldwide digital platforms is getting more difficult. Many platforms lack appropriate filters or actions for AI-based material that breaches individual rights. However, national laws sometimes fail to keep up with technical advances, and international law has not completely addressed the abuse of AI technology in voice identification as intellectual property. Therefore, there is a need for an in-depth study of the position of voice in the intellectual property regime, from the perspectives of copyright, trademark, and publication rights, as well as the need for new regulations that can provide adequate legal protection against the misuse of voice by AI technology. This study aims to examine legal protection against the imitation of public figures' voices in songs created with the help of AI, as well as to analyze the possibility of developing more adaptive legal norms in facing new challenges in the digital age.

The use of artificial intelligence (AI) to mimic the voices of public figures, particularly in the form of songs circulating on social media, raises legal complexities that require in-depth normative review. This practice not only concerns ethical aspects and the protection of individual identity, but also has the potential to violate national legal provisions. Therefore, an analysis of the relevant legal basis is crucial to assess whether such actions can be categorized as violations of intellectual property rights, rights to reputation, and rights to voice as part of an individual's personal identity.

In this context, several relevant Indonesian laws include: Law No. 28 of 2014 on Copyright, which provides protection for creative works, including voice recordings used without permission; Law No. 19 of 2016 on Electronic Information and Transactions (ITE), which prohibits the distribution of information that is misleading, harmful, or defamatory through electronic media; and Law No. 8 of 1999 on Consumer Protection, which may be applied if imitation voices are used in promotions that deceive or mislead the public. Meanwhile, in the realm of news reporting, Law No. 40 of 1999 on the Press also serves as a reference in ensuring the dissemination of factual information that does not harm individuals.

This study seeks to address the challenges of technology misuse in the realm of intellectual property and identity rights in the digital age by examining the forms of risk analysis that arise from the misuse of artificial intelligence in imitating public figures' voices on social media and in songs created using AI technology.

Problem Formulation

1. What are the risks that may arise for the parties involved (both the voice owner and the content uploader) as a result of the misuse of artificial intelligence in imitating the voices of public figures on social media?
2. What form of legal protection is available to public figures against voice imitation using artificial

² Supreme Court Justice Ramadhan, Big Data, Artificial Intelligence, Blockchain, and Financial Technology in Indonesia, CIPG (Center for Innovation Policy and Governance), Working Paper, July 2018, p. 1

³ Trunapasha, A. A., Sewu, P. L. S., Narwastuty, D., & Kurniawan, S. (2023). Misuse of Artificial Intelligence Against Public Figures in Social Media Content Based on Indonesian Legislation. VERITAS, 9(2), 81-95.

intelligence technology in song content on social media?

Purpose

This study aims to provide a comprehensive legal analysis of the phenomenon of imitating the voices of public figures in songs produced through artificial intelligence (AI) technology, particularly in the context of their dissemination through social media. Specifically, the objectives of this study are:

1. To identify and assess the legal risks and social implications arising for voice owners (public figures) and content uploaders due to the unauthorized use of imitation voices through AI technology.
2. To analyze the forms of legal protection available in the Indonesian legal system for public figures whose voices are illegally imitated, with reference to relevant national legal instruments, including but not limited to the Copyright Law, the Electronic Information and Transaction Law, and the Consumer Protection Law.

Discussion

What are the risks that may arise for parties involved (both voters and content uploaders) due to the misuse of artificial intelligence in imitating the voices of public figures on social media?

Voice cloning is the process of imitating human voices with a high degree of similarity, including aspects such as intonation, tone, and specific vocal patterns. According to Andi (2023), voice cloning with the help of artificial intelligence (AI) enables the creation of digital voices that resemble real human voices, thus creating the potential for misuse if used without the consent of the voice owner^[4]. Meanwhile, Eriana (2023) explains that the synthesized voice is usually generated from voice recordings collected from various sources, such as voice messages on mobile phones or interviews. The data is then analyzed by an AI system to form a new voice output that resembles the characteristics of the individual being imitated.

Artificial neural network-based voice synthesis technology enables the creation of speech that closely resembles that of the original speaker with a high degree of naturalness. In this process, speaker adaptation is achieved through the refinement of a multi-speaker generative model using a small number of cloned voice samples. The speaker encoding process involves training a specialized model designed to recognize and incorporate the identity of a new speaker from limited audio samples, then applying it to the generative model. Both approaches—speaker adaptation and speaker encoding—are capable of producing natural and authentic-sounding speech even with minimal cloning data^[5]. However, the speaker coding approach has advantages in terms of efficiency, as it requires less cloning time and memory capacity. This makes it more ideal for use in environments with limited computing resources, such as mobile devices or internet-based applications with limited processing capacity.

In today's digital age, voice cloning practices are often misused by irresponsible individuals and groups, especially in the context of fraud and information manipulation. This

misuse is generally carried out through mobile phones and social media, where perpetrators use artificial intelligence (AI) technology to realistically imitate the voices of public figures. One form of abuse that is rampant is the creation of AI voice cloning-based video content that appears to show⁶ the public figure is performing an action, such as singing or making a certain statement, when in fact this is not the case. This type of content causes controversy in society because it creates a false perception of the person concerned. As a result, confusion, doubt, and misunderstanding arise among the public, which in turn can damage the individual's reputation and cause social and psychological harm to various parties. The main risk of this abuse is reputational damage to the person concerned. When such fake content is widely disseminated through social media without clarification or verification, the public is potentially influenced by misleading information. This can cause public misperception, disrupt social order, and cause psychological pressure on the individuals being imitated. In addition, economic risks may also arise, especially if the public figure's voice is used for commercial purposes without permission or compensation, which violates the principle of fair use and potential rights of publicity.

The misuse of artificial intelligence (AI), particularly voice cloning technology, in imitating the voices of public figures without their consent poses complex and multidimensional risks for the parties involved. These risks include legal, economic, social, and ethical aspects, both for the voice owner (public figure) as the aggrieved party and for the content uploader as the party that has the potential to violate the law.

Risks to Public Figures

Violation of Moral Rights

In the context of intellectual property rights, particularly copyright, there is recognition of the moral rights of creators and performers to maintain the integrity of their work and their identity as creators. Imitation of voices through AI in songs without permission or appropriate context can damage the image, reputation, and identity of the voice owner. This constitutes a violation of moral rights as stipulated in Article 5 paragraph (1) of Law Number 28 of 2014 concerning Copyright (Copyright Law), which reads:

1. Moral rights as referred to in Article 4 are rights that are permanently attached to the Creator for:
 - a) whether or not to include his name on copies in connection with the public use of his Creation;
 - b) using his alias or pseudonym;
 - c) modifying His creations in accordance with social propriety;
 - d) change the title and subtitle of the Creation; and
 - e) maintain their rights in the event of distortion of the Creation, mutilation of the Creation, modification of the Creation, or anything that is detrimental to their honor or reputation^[6]

In the international legal system, moral rights are also guaranteed in the Berne Convention for the Protection of

⁴ Andi, L. P. (2023). Information technology: The role of IT in various fields

⁵ Genelza, G. G. (2024). A systematic literature review on AI voice cloning generator: A game-changer or a threat? *Journal of Emerging Technologies*, 4(2), 54-61.

⁶ Dewi, P. R. P. (2025). Legal Regulation of AI (Artificial Intelligence) Abuse in Voice Cloning for Fraudulent Purposes. *Progressive Politics: Journal of Law, Politics and Humanities*, 2(2), 114-122.

Literary and Artistic Works. This convention regulates the moral rights attached to creators, which include the right to be recognized as the creator of a work, as well as the right to refuse any form of distortion, mutilation, or other modification of the work that could potentially harm the honor or reputation of the creator^[7].

Violation of economic rights

The distinctive voice of a public figure possesses commercial value and may be utilized as part of a portfolio or an exclusive contract (for instance, in advertising or the music industry). The use of such a voice by another party to create songs or other content without authorization may result in the loss of potential economic benefits, including royalties, licensing opportunities, or commercial collaborations. This constitutes a violation of economic rights as stipulated in Article 8 and Article 9 paragraph (1) letter (a) of Law Number 28 of 2014 concerning Copyright. The Author or Copyright Holder, as referred to in Article 8, possesses the economic right to publish the Work^[8].

Defamation and Identity Manipulation.

Voice imitation combined with certain lyrics or narration can create a false public perception of public figures. If the content contains degrading or defamatory material, it can be categorized as defamation as regulated in Article 310 of the Criminal Code and Article 27A of Law Number 1 of 2024 as amended in the Second Amendment to Law Number 11 of 2008 concerning Electronic Information and Transactions, which reads: Any person who deliberately attacks the honor or reputation of another person by accusing them of something, with the intention of making it known to the public in the form of Electronic Information and/or Electronic Documents carried out through an Electronic System.

Loss of Control Over Persona

In international law doctrine, there is a concept known as the right of publicity or the right to control one's persona, which is the right of an individual to control the use and exploitation of aspects of their personal identity for commercial purposes, including their name, image, voice, and other characteristics that are publicly recognizable. This right aims to protect the economic interests and personal identity of individuals, especially public figures or celebrities whose identities have high market value.

The right of publicity is a legal right designed to protect the name and image of celebrities from unauthorized exploitation for commercial purposes^[9]. This has developed significantly in jurisdictions such as the United States, particularly through court rulings and state laws (e.g., California and New York), which explicitly stipulate that the unauthorized use of elements of personal identity in a commercial context constitutes a violation of the law. Thus, the voice, as part of unique personal expression, falls within the scope of this right. In Indonesia, recognition of the right to control one's image has not been explicitly regulated as a right of publicity within the framework of positive law. However, the principle of protection of human identity and dignity can be found in

several provisions of legislation. For example, Article 26 of Law Number 19 of 2016 concerning Electronic Information and Transactions (ITE Law) states that the use of personal information through electronic media must be done with the consent of the data subject, including biometric information such as voice. In the context of using artificial intelligence for voice cloning, the loss of control over one's self-image becomes a very crucial issue. When a person's voice can be easily synthesized and used in music or social media content without their knowledge or consent, that individual loses control over how they are represented in the public sphere. This not only has the potential to cause economic loss, but also damages the personal integrity, identity, and reputation of the owner of the misused voice.

Therefore, even though Indonesia has not explicitly regulated the right of publicity, the urgency to adopt similar protections in the face of digital technology developments is becoming very pressing. Future regulations need to recognize voice as part of the right to one's image, as well as provide a strong legal basis for individuals to seek compensation and redress in the event of violations in the form of unauthorized imitation or exploitation of voice.

Risks to Content Creators

Civil Liability

Uploading content that imitates the voice of a public figure without permission can be classified as an unlawful act (*onrechtmatige daad*) as referred to in Article 1365 of the Civil Code (KUHPerdata). If it is proven that damage has occurred as a result of such actions, the uploader can be sued for civil damages.

Criminal Liability

In the case of content with voice imitations containing false information, hate speech, or content that is harmful to others, the uploader can be charged with criminal provisions in:

- Article 113 paragraphs (3) and (4) of the Copyright Law (distribution of works without permission);
- Article 27 paragraph (3) of the ITE Law (defamation);
- Article 28 paragraph (1) of the ITE Law (dissemination of false news)
- Article 263 of the Criminal Code (identity fraud, if the context leads to digital impersonation).

Administrative Sanctions from Social Media Platforms

Platforms such as TikTok, Instagram, and YouTube implement content moderation policies based on claims of copyright infringement and community policy violations. Uploaders found to be in violation may be subject to actions such as content take-down, shadow bans, account blocking, or termination of monetization.

Loss of Credibility and Reputation

In a highly open digital world, violations of public figures' rights can have reputational consequences for uploaders. Often, individuals involved in the misuse of AI technology become the target of public condemnation, cancel culture, or loss of trust from commercial partners.

⁷ World Intellectual Property Organization (WIPO). (n.d.). Summary of the Berne Convention for the Protection of Literary and Artistic Works (1886). https://www.wipo.int/treaties/en/ip/berne/summary_berne.html

⁸ Law Number 28 of 2014 concerning Copyright 10 John R. Vile, "Publication Rights," Encyclopedia of the First Amendment, Middle Tennessee State University, published August 11, 2023; updated July 2, 2024.

⁹ Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, Lembaran Negara Republik Indonesia Tahun 2014 Nomor 266.

Ethical and Social Risks

Beyond legal aspects, the use of AI to create content that involves identity theft raises ethical questions. Not everything that is technically possible should be done, especially if it violates the principles of respect for the identity and personal integrity of others.

What form of legal protection is available to public figures against voice imitation using artificial intelligence technology in song content on social media?

The development of Artificial Intelligence (AI) technology has been in the spotlight in recent years. This is due to the dualistic nature of AI, which, on the one hand, can improve human work efficiency, but on the other hand, raises concerns about the potential for machines to replace humans^[10].

In practice, AI has been utilized for various purposes, including language recognition, facial recognition, autonomous vehicle operation, and industrial production processes. One of the most notable developments is the application of AI in the creation and distribution of digital content on social media. AI technology is now used to generate voice, image, and video-based content that resembles human work, often making it difficult to distinguish from manually created content. One very popular trend today is the use of AI technology to mimic the voices of public figures or artists, which are then distributed on platforms such as TikTok. This platform has become a fertile digital space for AI-based content, especially that related to public figures. Public figures are individuals whose lives consistently attract public attention, and all their actions, both positive and negative, are always the subject of discussion and debate.

The issues that arise in the context of social media, as analyzed by the author, are related to the increasing use of Artificial Intelligence (AI) technology, which has given rise to legal issues, particularly in terms of AI misuse. One form of such misuse is the practice of using the faces or biometric data of public figures as part of digital entertainment content without obtaining the consent of the individuals concerned. Although such content is creatively packaged and appealing to the public, in reality, this can cause moral and legal harm to the figures being imitated, especially since it is done without permission.

Referring to Article 26 paragraph (1) of Law Number 19 of 2016 concerning Electronic Information and Transactions (ITE Law), It should be stressed that: Unless otherwise stipulated by law, the approval of the individual in question must be obtained before any information pertaining to their personal data is used via electronic means..."

However, in practice, because AI offers efficiency and convenience in content creation, many digital actors or electronic agents ignore this principle of consent. This certainly raises concerns, as it disregards the protection of public figures' personal data rights. Therefore, it is important to continue to emphasize that the use of AI technology in social media must remain subject to applicable legal provisions in order to maintain a balance between technological innovation and the protection of individual rights.

Social Media and Digital Content Dynamics

Social media encompasses various digital platforms such as blogs, social networks, wikis, discussion forums, and virtual worlds, all of which enable user interaction, information sharing, and online content creation in a relatively easy and fast manner. Among these various forms of social media, blogs, social networks, and wikis are the three types most commonly used by the general public. From a digital communication perspective, social media can be understood as an online platform that facilitates social interaction and utilizes web-based technology to transform one-way communication into a form of interactive discourse^[11].

Furthermore, according to the Indonesian Publishers Association (Ikapi) as quoted by Finy F. Basarah and Gustina, content is understood as a form of organizing material displayed on web pages and other media. In this context, content is considered an element that has added value in the media, which serves to identify and classify the format and genre of available information. Thus, content can be interpreted as a method of delivering information that can be in the form of entertainment, news, or other forms of information. This information is presented in various forms, such as articles, videos, audio recordings, and other multimedia that can be uploaded to the internet and accessed by the general public, both positive and negative. Unfortunately, quantitatively, negative content tends to be more dominant than positive content. Nevertheless, social media still plays an important role in displaying the quality of digital communication because of its unique characteristics not found in other forms of online media.

The Concept of Public Figures and Their Legal Protection Against AI-Based Content

The term public figure comes from English and literally refers to individuals who are widely known by the public. In the Indonesian context, this term is often used to describe individuals who play an important role in social and political structures, such as tribal chiefs, traditional leaders, or government officials. In addition, individuals who often appear in the mass media, such as actors, artists, and singers, are also categorized as public figures^[12]. According to the Big Indonesian Dictionary, the word "figure" means shape, form, or character, while "public" means the wider community or general public. Thus, a community leader or public figure can be defined as an individual who is widely known by the community and is often used as a role model for example.

In the life of a nation and state, public figures include high-ranking state officials such as the President, former Presidents, heads of state institutions, as well as spiritual leaders, religious leaders, or individuals who are highly respected by society. However, technological advances, particularly in the form of Artificial Intelligence (AI), have given rise to new legal issues. AI technology can now be used to create digital content that resembles public figures, in terms of their faces, voices, and expressions, without obtaining their consent. If such content is published without permission and contains elements that are harmful or defamatory, public figures have a legal basis to demand

¹⁰ Law Solution, "Artificial Intelligence & Challenges for Indonesian Law," [¹¹ Tongkotow Liedfray and Fonny J. Waani, "The Role of Social Media in Strengthening Interactions Between Families in Esandom Village, East Tombatu District, Southeast Minahasa Regency," *JURNAL ILMIAH SOCIETY*, Journal Volume 2 No. 1 Year 2022 p. 2.](https://ap-lawsolution.com/id/actio/kecerdasan-buatan-artificial-intelligence-tantangann-yabagi-hukum-indonesia/#:~:text=Secar%20sederhana%20, Accessed August 4, 2025.</p>
</div>
<div data-bbox=)

¹² Andryan, "Public Figure" <https://analisdaily.com/berita/arsip/2016/4/15/230242/publik-figur/>, accessed on August 4, 2025.

protection of their rights.

It is the responsibility of the Electronic System Operators to ensure that their systems do not contain any prohibited electronic information or documents, as stated in Article 15 paragraph (1) of Government Regulation Number 71 of 2019 regarding the Implementation of Electronic Systems and Transactions. In addition, paragraph (2) specifies that operators of electronic systems are responsible for preventing the distribution of unlawful electronic information and documents via their systems. According to these rules, famous people who are upset with AI-generated online material may ask for it to be removed, following the notion of the "right to erasure" or the "right to be forgotten" in international law. It is possible to make a request for removal from search engines as well as from social media platforms in order to remove any data or digital representations that infringe on personal rights from public view.

Legal Protection for Public Figures in the Era of AI Content on Social Media

In the national legal system, legal protection is divided into two forms, namely preventive and repressive legal protection. Preventive legal protection aims to prevent violations or losses before they occur, primarily through regulations that govern actions that have the potential to violate the law. In the context of government authority or digital business actors, this protection is important to ensure prudence in policy-making and the implementation of new technologies. Meanwhile, repressive legal protection is a form of law enforcement carried out after a violation has occurred, which aims to resolve conflicts through the imposition of sanctions and restoration of rights. Repressive protection serves as a last resort in order to maintain legal certainty and justice.

In an increasingly complex digital age, Artificial Intelligence (AI) has a high capacity for automation in processing information and performing tasks independently. Therefore, in Indonesian legal practice, AI is positioned as a form of "Electronic Agent" as referred to in Article 1 of Law Number 19 of 2016 concerning Electronic Information and Transactions (ITE Law). An electronic agent is defined as an electronic system designed and regulated by humans to perform actions on electronic information automatically. Consequently, the creator or operator of AI technology bears legal responsibility for all actions performed by the system.

Currently, public figures are highly vulnerable to being used as entertainment objects in social media content, especially content created using AI technology. In fact, these figures have generally made significant contributions to the nation, whether through their achievements, public service, or their role in maintaining the country's reputation internationally. Therefore, protecting the integrity, privacy, and image of public figures is crucial. The dissemination of AI content that resembles public figures without their consent can constitute a violation of their image rights and personal data.

The principle of the rule of law as affirmed in Article 1 paragraph (3) of the 1945 Constitution of the Republic of Indonesia states that "The State of Indonesia is a state based on the rule of law," which means that all actions in the life of the nation and state must be based on law. Furthermore, Article 28D paragraph (1) of the 1945 Constitution guarantees that every person has the right to recognition,

security, protection, and certainty of fair law and equal treatment before the law. This provision emphasizes that public figures, like other citizens, have the same legal rights to refuse the misuse of their personal data, including in the form of AI-based content.

On the other hand, the Civil Code (KUHPerdata) analogously compares the relationship between system operators and AI to that between owners and pets. This analogy is based on the fact that AI cannot function without data input and instructions from humans, so all AI actions remain under the responsibility of the operator. Although AI can execute commands and exhibit human-like intelligence—such as responding to commands, making decisions, and taking actions—AI cannot yet be classified as a legal subject in Indonesia's positive legal system.

As a consequence of current legal provisions, legal responsibility cannot be transferred to AI itself, but remains with the human beings who operate or manage the system. This is related to the criminal law principle of *actus non facit reum nisi mens sit rea*, which states that there is no criminal liability without fault or malicious intent. Since AI does not have legal consciousness, the application of the principle of vicarious liability to AI is problematic within the current legal framework.

Therefore, there is a need for more specific legal regulations regarding liability for AI actions, both from a civil and criminal perspective. In this context, the Development Law Theory proposed by Prof. Mochtar Kusumaatmadja is highly relevant. This theory states that law not only functions as a means of maintaining order, but also as a tool to encourage social change, including adapting the law to technological developments¹³.

Legal Protection for Public Figures in the Digital Age

The urgency to regulate legal protection for public figures has increased in line with the massive development of information technology. This regulation not only aims to provide personal protection, but also to encourage the advancement of law and civilization in society for the better. Currently, legal protection for public figures is regulated in several legal instruments. Article 310 paragraph (3) of the Criminal Code (KUHP) stipulates that defamation committed through writing or images broadcast in public spaces is punishable by imprisonment of up to one year and four months or a fine.

Furthermore, protection of copyrighted works—especially photographic works—is regulated in Article 40 paragraph (1) of Law Number 28 of 2014 concerning Copyright. There are two forms of protection for photographic works, namely: (1) preventive, which is the government's effort to prevent violations by granting exclusive rights through the registration of creations; and (2) repressive, which is a dispute resolution mechanism through lawsuits filed with the Commercial Court in the event of a violation. The rights of creators include Economic Rights and Moral Rights. Economic Rights are regulated in Articles 8 to 11, while Moral Rights are regulated in Article 5 paragraph (1) of the Copyright Law. In practice, any commercial use of another person's creation must first obtain permission from the copyright holder. Violations often occur through the use of AI technology that displays parodies of public figures, such as the use of photos of certain figures' faces or bodies that

¹³ Mochtar Kusumaatmadja, *The Function and Development of Law in National Development*, Bandung: Binacipta, 1986, p. 11.

have been digitally manipulated, for example, President Jokowi being shown singing and dancing realistically using this technology.

Law Number 27 of 2022 concerning Personal Data

Protection also provides stronger protection for biometric data. Article 4 paragraph (2) letter b states that biometric data is specific personal data. This data includes voice, face, iris, gait, DNA, and others. The use of biometric data without permission, especially to produce digital content about public figures, can be categorized as a violation of privacy rights and personal data protection.

On the other hand, the rapid use of information technology in various sectors of life—including social, economic, cultural, educational, health, and defense—poses serious challenges to cybersecurity. Therefore, the National Cyber and Crypto Agency (BSSN) formulated a National Cybersecurity Strategy based on the principles of sovereignty, independence, security, togetherness, and adaptability to provide national cybersecurity policy guidelines to all stakeholders.

In addition, there is the Directorate of Cyber Crime (Dittipidsiber) under the Criminal Investigation Agency (Bareskrim) of the Indonesian National Police, which is responsible for enforcing the law against cyber crimes. Dittipidsiber focuses on handling two main types of cybercrime, namely:

1. Computer crime, offenses in which computers serve as the primary tool, such as hacking, phishing, data manipulation, and cyberattacks;
2. Computer-related crime, offenses in which computers function as supporting instruments. As stated by criminologists such as Jewkes and Yar, cybercrime is described as “old wine in a new bottle,” meaning traditional forms of crime that have re-emerged in a digital format. Examples include the distribution of pornographic videos, online gambling, hoaxes, defamation, and hate speech ^[14]. Referring to Article 5 paragraph (1) of Law Number 2 of 2002 concerning the Indonesian National Police, law enforcement officers are tasked with maintaining public order, upholding the law, as well as protecting and serving the community.

In this context, legal protection for public figures can be carried out through various means, namely through the reporting features provided on digital platforms by electronic system providers;

1. Through legal action or claims for compensation submitted to the court;
2. Through an official request for the removal of harmful digital content, based on the principle of the “right to erasure.”

With the current legal framework in place, the protection of public figures’ rights in the digital era is considered sufficiently robust. They have the right to report violations to the police, particularly the cybercrime unit, as well as to other institutions authorized by law, such as the National Cyber and Crypto Agency (BSSN), in order to ensure that their personal rights, reputation, and data security are preserved within the digital sphere

Closing Conclusion

Based on the results of the research, it can be concluded that the misuse of Artificial Intelligence (AI)-based voice cloning technology to imitate the voices of public figures on social media poses multidimensional risks. For the voice owners, such risks include violations of moral rights, infringements of economic rights, defamation, and the loss of control over their personal image (loss of control over persona). Meanwhile, for the content uploaders, the potential risks encompass civil liability as stipulated in Article 1365 of the Indonesian Civil Code (KUHPerdata), criminal liability as regulated under the Copyright Law, the Electronic Information and Transactions Law (ITE Law), and the Indonesian Criminal Code (KUHP), administrative sanctions imposed by digital platforms, loss of credibility, as well as ethical and social consequences arising from the violation of another person’s identity integrity.

The forms of legal protection for public figures against AI-generated voice imitation in Indonesia are regulated under several legal instruments, including Law Number 28 of 2014 concerning Copyright, which provides protection for both moral and economic rights; Law Number 19 of 2016 concerning Electronic Information and

Transactions, which safeguards personal data and prohibits the distribution of harmful content; Law Number 27 of 2022 concerning Personal Data Protection, which includes protection for biometric data such as voice; and the Indonesian Criminal Code (KUHP), which governs defamation

Legal protection is implemented both preventively—through regulation and public education—and repressively—through civil lawsuits, criminal prosecutions, or the removal of content based on the principle of the *right to erasure*. However, specific regulations concerning the *right of publicity* and the recognition of voice as part of one’s legally protected persona have not yet been explicitly established. Therefore, regulatory reform is necessary to provide more comprehensive legal protection in the digital er

Suggestion

Based on the findings of this research, it is recommended that the government and lawmakers promptly formulate specific regulations that explicitly govern the right of publicity, including the recognition of voice as part of a legally protected identity, in order to prevent unauthorized exploitation. Social media platforms should also develop automated detection systems for AI-generated content that may infringe upon the rights of public figures, accompanied by swift and effective content removal mechanisms.

In addition, public awareness and education—particularly among content creators—should be promoted regarding the legal and ethical implications of using unauthorized voice imitations, in order to foster a digital culture that respects privacy rights and intellectual property rights. Considering the cross-border nature of digital content dissemination, international cooperation is also essential to harmonize regulations and law enforcement concerning AI misuse. Furthermore, law enforcement agencies and the National Cyber and Crypto Agency (BSSN) need to strengthen coordination, investigation, and enforcement efforts against

¹⁴ Center for Digital Society, “The Significance of the Indonesian Cyber Police for Indonesian Netizens,” <https://cfd.fisipol.ugm.ac.id/id/2021/02/05/arti-kehadiran-polisi-siber-indonesia-bagi-warganet-indonesia/> accessed August 4, 2025.

violations involving AI technology, including the misuse of biometric voice data, so that the protection of public figures can be comprehensively ensured in the digital era.

References

- Gadjah Mada University. B.J. Habibie: Technology adds value to national competitiveness [Internet]. 2011 Jun 8 [cited 2025 Jun 8]. Available from: <https://ugm.ac.id/id/berita/3387-b-j-habibieteknologimemberi-nilai-tambah-bagi-daya-saing-bangsa/>
- Ramadhan. Big Data, Artificial Intelligence, Blockchain, and Financial Technology in Indonesia. Jakarta: Center for Innovation Policy and Governance; 2018 Jul. 1 p. (Working Paper).
- Trunapasha AA, Sewu PLS, Narwastuty D, Kurniawan S. The Misuse of Artificial Intelligence Against Public Figures in Social Media Content Based on Indonesian Legislation. *VERITAS*. 2023;9(2):81-95.
- Andi LP. Information technology: The role of IT in various fields. Jakarta: Publisher; 2023.
- Eriana ES, Zein DA. Artificial intelligence (AI). Madura: CV. Eureka Media Aksara; 2023.
- Genelza GG. A systematic literature review on AI voice cloning generator: A game-changer or a threat? *J Emerging Technol*. 2024;4(2):54-61.
- Dewi PRP. Legal Regulation of AI (Artificial Intelligence) Abuse in Voice Cloning for Fraudulent Purposes. *Progressive Politics: Journal of Law, Politics and Humanities*. 2025;2(2):114-22.
- Indonesia. Law Number 28 of 2014 on Copyright. *State Gazette of the Republic of Indonesia*. 2014;(266).
- World Intellectual Property Organization. Summary of the Berne Convention for the Protection of Literary and Artistic Works (1886) [Internet]. [place unknown]: WIPO; [date unknown] [cited 2025 Aug 4]. Available from: https://www.wipo.int/treaties/en/ip/berne/summary_berne.html
- Indonesia. Law Number 28 of 2014 concerning Copyright. *State Gazette of the Republic of Indonesia*. 2014;(266).
- Vile JR. Publication Rights. In: *Encyclopedia of the First Amendment* [Internet]. Murfreesboro (TN): Middle Tennessee State University; 2023 Aug 11 [updated 2024 Jul 2; cited 2025 Aug 4]. Available from: [URL not provided in original].
- Law Solution. Artificial Intelligence & Its Challenges for Indonesian Law [Internet]. [place unknown]: Law Solution; [date unknown] [cited 2025 Aug 4]. Available from: <https://ap-lawsolution.com/id/actio/kecerdasan-buatan-artificial-intelligence-tantangannya-bagi-hukum-indonesia/>
- Tongkotow L, Waani FJ. The Role of Social Media in Strengthening Interactions Between Families in Villages, Esandom, East Tombatu District, Southeast Minahasa Regency. *Sci J Soc*. 2022;2(1):2.
- Andryan. Public Figure [Internet]. Medan: *Analisa Daily*; 2016 Apr 15 [cited 2025 Aug 4]. Available from: <https://analisadaily.com/berita/arsip/2016/4/15/230242/publik-figur/>
- Kusumaatmadja M. The Function and Development of Law in National Development. Bandung: Binacipta; 1986. p. 11.
- Center for Digital Society. The Significance of the Indonesian Cyber Police for Indonesian Netizens [Internet]. Yogyakarta: Center for Digital Society; 2021 Feb 5 [cited 2025 Aug 4]. Available from: <https://cfds.fisipol.ugm.ac.id/id/2021/02/05/arti-kehadiran-polisi-siber-indonesia-bagi-warganet-indonesia/>

How to Cite This Article

Dewi NKPMC, Bagiastra IN. The misuse of artificial intelligence in imitating the voices of public figures in songs on social media. *Int J Justice Law*. 2025;4(6):71–8. doi:10.54660/IJLL.2025.4.6.71-78.

Creative Commons (CC) License

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) License, which allows others to remix, tweak, and build upon the work non-commercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.