

Lmpiran 1: Writer's Interview with Mr.Ueno and Mr. Jun, Sales Manager of Anista TOKYO (Indonesia) on Anime Festival Asia, Jakarta: September 25 2015

R : My Name is Ruqi and I'm currently on the AFAID and right now I'm with Mr Jun-san and with Mr Ueno san.

1 : Jun

2 : Ueno. Ya

R : I would like to ask about the merchandising the official merchandising. There are lots of fake merchandise

2 : Ya.

R : a... especially in Indonesia and another country. What do you think about it ? is it ...is it... it will be hard for your official shop or ..ya

2 : most problems here is the licensor company ho has a right will not go to many country who have many fake products. Meaning, many consumers, people who wants the real high quality products they cannot buy, they cannot obtain the real one, that's are the problem. And as long as the fake is available in both countries, Japanese especially anime character licensor will get into the market that's a big problem. So you need a stronger agency or there are rules , regulations to prevent fake won the market. Yes.

R: Do you have any ... a.. what do you think of Indonesian legal officer? Are they already...do you know about the fake product in Indonesia? or ... ya.. ya... there are ..lots of fake product in ...along the country... so... do you have any like hope or something? Hope... kibou?

2 : hope..ya... I do hope rule...regulated...to put against a ...the fake, they get into the Indonesia market, or... not to...you can have a punishment for example to restrain the fake. otherwise never been a being a real product in Indonesia. That's not good for consumers. They are always have lower quality (the fake product), not real contents of their anime characters. So I do hope or either the government agency or rulers to stop the fake products from the market.

R : so what ... if you re if you're in another country would you like to stop something like another fake products .

2 : If I like here,,.

R : To stop I mean like a... for example if you have right on this products, and you see lots of someone sell the fake product, would you like to stop it ? I mean like ...

2 : Ya.. we'd like to stop ..

R : but.. its different regulation , right between Indonesia and Japan?

2 : Ya

R : so you couldn't have it , right ?

2 : A....

R : there any .. legal thing that you can do I meant like... for example you ... is it oke?... for example like the licensor of Pokemon. And then you see something fake of Pokemon products can you ... I mean like... can you prohibit or ...will you prohibit... for example like go to the Indonesian legal officer and then you sue it.

2 : That's possible, we go to the regulator, or an agency to claim there is a fake product. Reality is not that easy because economic situation in each country is different. And the people who is not having enough money to buy the real one because the real one is expensive because it's imported and to protect the company in the industry we have to put duty (tax) on it. That's reasonable and understandable. So to solve this problem, I think people's mind has to be changed. It is understandable when people having more economically wealthy then people will... could buy more money to the real one So if put the government agency or regulator to stop the fake that doesn't solve the whole problem. A...the Indonesian economy ...Indonesian country... as a whole need the progress into the future that's what I think.

R : Thank you . that's all. That's all..a.. thank you

Lampiran 2: Writer's Interview with Helena Irma K., Director of Anime International Ltd. (Indonesia) by E-mail on February 28 2016.

Thank you very much. I have several questions regarding my thesis which is titled "Copyright Infringement on Anime Fans Culture"

- 1) The genre of animation has become immensely popular for consumers of television and film nowadays. Japanese animation companies such as Funimation, Bandai and Kadokawa are the producers and the copyright owners. What is the position of Animation International Ltd.? As a copyright holder or do you have other rights?

Irma : Our principal holder/copyright owner position in Japan and they give us to hold this right under Animation International group to sell this property to the SEA Market.

- 2) Copyright is nationally and internationally protected by law. Anime fans who make several works and movements of their hobby sometimes do not know or just ignore those regulations which regulate about intellectual property rights. The phenomenon of violation of this anime is can be easily found in daily life, on the other hand it's like go unpunished and unnoticed. For example fans who produce and sell products that are similar to what is commercially available such as pins, plushies, hats, cellphone straps of anime just like One Piece, Naruto, Doraemon or other characters at Japanese events such as Anime Festival Asia Indonesia (AFA ID), Jakarta Japan Matsuri, Gelar Jepang Universitas Indonesia and many other festivals. Meanwhile the competencies of Animation International Ltd. are Film Distribution, Publishing, Product, Licensing/Merchandising, Advertising and Promotional Licensing, Music, and Events. Can Animation International Ltd. proceed the violation on copyrights which occurs especially in Indonesia?

Irma : We do and give protection to our client/manufacture licensee who hold our rights from the fans/company who produce "fake merchandising" use our character and after we find it we will do sweeping and proceed with law

- 3) If Animation International Ltd. can proceed the violation on copyrights, is there any legal effort that has been pursued, or can be pursued due to copyright violation which occurs?

Irma : we had this experience before, as we have our legal protection so for the 1st step we will sent the somation letter to the company/home industry who produce for that fake products, we will ask them to take out all the merchandise from their distribution or if they still produce we will sent for 2nd somation letter and if they still do not listen us, we will proceed this case under law.

- 4) The anime fans works, movements or hobbies have two different sides. In one sides those activities can spread the anime to be more famous with the activity such as Cosplay, Fanarts, Doujinshi (Fan Manga), Fansubs, Film Sharing through Internet and Fanworks such as fan merchandise, but in other side it violates the law. What do you think about that?

Irma : we have two objective for this case, in the other side of violated of course we as the copyright holder think as for our property still have a place in the people's mind or I can say still have high demand and still "famous". what we can do now is if we see kind of this violated we will contact them and warn them before we are really proceed with law and our lega conselor. For cosplay and community we can working with them in the future as to brainwash them to buy "official licensee product", for with fans who produce merchandise we can contact them and arrange with them to buy official merchandise instead they product and sell that fake merchandise.

- 5) My last question, Many fans later started anime companies, becoming the industry leaders of today for example the clothing and merchandising companies such as Kizaru (<http://kizaruanimanga.com/>) and Chicken Garment (<http://www.chickengarment.com/>). Are those companies already got the license to create the merchandise? If not, what Animation International ltd. can do as the licensor?

Irma : thank you for this information, as I just know this sure we will warning them to stop produce merchandise with DM property. if they still produce we will sent somation letter for this and sure we will do step like that I do mention to you

Thank you very much for your attention, I look forward to hearing back from you soon or I can come to the office in Sudirman.