

DIGITAL CREATIVITY NFTS OR LIES UNDER THE GUISE OF CREATIVITY IN THE DIGITAL AGE

Yusuf Wahyu Hartanto¹, Vani Dias Adiprabowo²

^{1,2}Ahmad Dahlan University, Yogyakarta, Indonesia.

¹yusuf1800030305@webmail.uad.ac.id; ²vani.adiprabowo@comm.uad.ac.id

ABSTRACT

Currently, the development of digital technology is advancing rapidly, all the information needed can be accessed very easily. One of the digital technologies today is NFT. "Non-Fungible Token" or stands for NFT, which means Token that cannot be exchanged. NFTs themselves have their own serial number on each work created through *the Blockchain*. There are many things that can be used as NFTs, including photos, profile pictures/avatars, videos, artwork, music, games and gifs. In its application, NFT files can be works of art such as paintings, music clips, videos, games. As time goes by, NFTs can be used in the industrial world. An example of its application is as an official record of the Land Agency. The purpose of writing this paper is to show whether NFTs are a new digital creativity or just a lie under the guise of digital creativity. This research uses a qualitative approach method obtained through Case Studies with literature study data collection.

Keywords: Non-Fungible Token, Creativity, Digital Technology, Art

INTRODUCTION

Today's rapid technological developments have brought the world into the era of digitalization. The emergence of various online industry platforms has opened up job opportunities that can be used as a profession to make a profit. Today, people do not have to work in an office or be an employee to earn monthly or daily income. There are various options in utilizing digital platforms to make profits, such as trading, becoming a content creator on social media, or becoming a visual creator in the online market. The high number of internet users is in line with the increase in the number of digital creative industry players, which results in fierce competition. The digital creative industry requires a lot of creative visual content, which must be produced every day for transaction, promotion, and entertainment purposes. Therefore, creators who work in this industry are always required to create creative content quickly. (Son, n.d.)

At this time of advancing and shifting to digital, people are becoming more and more aware of the importance of today's digital era. The inclusion of NFT as part of digital media content is a dynamic of modern society today (Nurdiati, 2019). It is also utilized by art workers. Art workers see an opportunity to develop their work talent in today's digital age. In the past few moments, the Indonesian virtual universe was shocked by the appearance of a photo of someone in NFT which was valued very expensive. With the advancement of the digital era, people have made people open up digital space as an opportunity to work and earn income (Torbeni, 2022, p. 2).

NFT or Non-fungible Token which means Token that cannot be exchanged. Quoted from

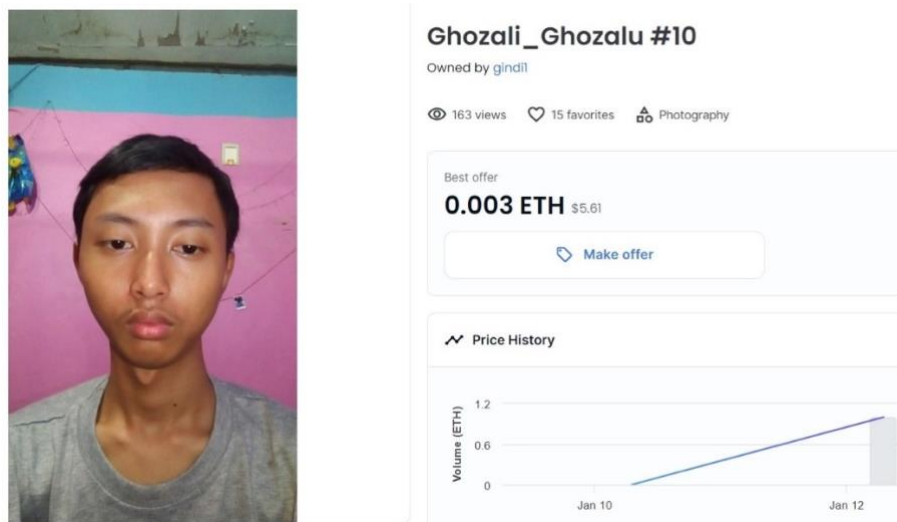
Forbes.com, NFT is a digital asset in the form of images, music, in-game goods, videos, photos etc. In NFT, people can buy and sell online using Crypto currency, each work is very limited and can only be owned by one person and has a different code as a sign of originality (Conti, 2022) . NFT, according to Ethereum, is a non-fungible token. NFTs can be used to represent ownership of unique items such as furniture, song files, and computers. Meanwhile, when compared to those on the internet today, NFTs have their own uniqueness such as: (1) Nothing is exactly the same as each other. (2) Each NFT has an owner and code and is easily verified by anyone, (3) Content creators can sell their work anywhere as long as they can access it. (4) Creators can retain ownership rights to their work and claim royalties from resale (Ethereum, 2022). In general, NFT is part of blockchain technology, where all digital assets, can be included with data or *copyright*, so that owners of images, photos, videos, and other virtual works, can store data owned related to the work into the blockchain ecosystem. Currently, NFT has even penetrated into various fields such as collectibles, intellectual property rights, certifications, financial instruments, taxation, games, and many others (Supriatna, 2021).

Although NFTs have tremendous potential in today's decentralization of the market and future business opportunities, NFT technology is currently in its early stages to develop more large (Wang, n.d., p. 3). Of course, in Indonesia, it cannot be forgotten the figure of Sultan Gustaf Al Ghozali (known as Ghozali Everyday) who accidentally published a photo of himself as an NFT. As a result, he grew in popularity among the public and netizens (Chandra, n.d.) . Then why with the appearance of Ghozali in NFT with the account name Ghozhali Everyday, people flocked to follow the steps taken by Gozhali. Quoted from Liputan6.com, although an NFT has no value in the real world, the proceeds from the NFT can be transferred to the real world. It can be a value. An NFT can have value because there is information contained in it. In addition, there are relationships and communication between users that make NFTs valuable and transactable (Pratomo, 2022). Fenomena NFT in Indonesia, there is an individual named Gh o zali who uses an NFT account called Ghozali Everyday. He managed to raise billions of rupiah by selling selfies from 2017 to 2021 in the form of Non-Fungible Tokens (NFTs) through the OpenSea platform. Ghazali's NFT is included in the rare category, because he uploaded photos of himself for 5 years and gave the story behind the photos. This gives significant artistic value to Ghazali's NFT (Paramitha, 2023, p. 3).

NFT provides the facility to earn through works with a fast and efficient process (Mayana, n.d., p. 2). In Indonesia, NFT became popular especially after the owner of the Ghozali Everyday account went viral on social media through the largest website for buying and selling NFT art, namely Opensea. Ghozali Everyday managed to generate revenue of up to 1 billion just by selling selfies. In the latest update in May 2022, the total transaction volume of Ghozali Everyday's token reached 400 ethereum, which if converted into rupiah is worth Rp. 11,588,000,000 (Angelo, n.d.) . Sultan Gustaf Al Ghozali received media attention for successfully selling a collection of selfies of himself for billions of rupiah. Ghozali is a student at the Faculty of Computer Science, Dian Nuswantoro University (UDINUS) in Semarang. Since the age of 18, Ghozali has routinely photographed his face every day, from

graduating from vocational school to reaching his 7th semester of college at UDINUS. Her goal is to document her transformation in the form of transformation videos through timelapse animation after her college graduation. After making video summaries of the photos for five years, Ghozali had the idea to sell each of them. In total, there are 932 selfies that are used as Non-Fungible Token (NFT) format on the Opensea.io platform. The platform provides a space for sellers, buyers, and creators of digital assets to transact using the cryptocurrency Ethereum (ETH) (Safe'I, 2022, p. 2)

Chairman of the Indonesian Crypto Asset Traders Association (Aspakrindo) & COO of Tokocrypto, Teguh Kurniawan Harmanda, sees the viral phenomenon of NFT Ghozali providing fresh air for the development of the NFT market in Indonesia. In addition, this moment can be used as education related to the use of NFTs and other blockchain ecosystems. Thanks to Ghozali Everyday's NFT which received a positive response, the global NFT community and society began to look at the potential of the NFT market in Indonesia. NFTs can also get new income for creators and advance their economy (Bestari, 2022).



Source: (Opensea, n.d.)

Figure 1: Ghozali NFT Types of Photography

Due to the increasing crypto users from Indonesia, Indonesia is considered to be a crypto market that has potential. Quoted from Jatengtoday, Indonesia's current position consistently supports the presence of crypto assets. The presence of crypto assets in Indonesia currently continues to experience consistency, this is a good sign because Indonesian people have more sources of income and a trading ecosystem safe for buyers and and merchants (Mughis, 2022). NFTs are an attraction in empowering artists by turning artworks into NFTs so that artists can control assets and also investments to earn profits (Winata, n.d., p. 3) . With a blockchain system the authenticity of works can be verified, with NFTs being a solution to get intellectual property protection (Febriana, n.d., p. 5).

The purpose of this paper is to analyze whether NFT is a new digital creativity or just a lie under the guise of digital creativity. This writing uses a qualitative research approach method will

use case studies with data collection techniques through literature studies, the benefits of this writing want to provide information to readers about NFT itself and what can be done through NFT.

METHOD

The purpose of this paper is to analyze whether NFT is a new digital creativity or just a lie under the guise of digital creativity. This writing uses a qualitative research approach method will use case studies with data collection techniques through literature studies, the benefits of this writing want to provide information to readers about NFT itself and what can be done through NFT.

RESULTS AND DISCUSSION

In a simple sense, an NFT is a group of data stored in a digital ledger known as a blockchain. Just like digital currencies like bitcoin, NFTs operate on a blockchain platform. However, the difference lies in the non-fungible nature of NFTs, in contrast to cryptocurrencies like bitcoin which can be divided into small parts. NFTs cannot be divided like that. On NFTs, those sets of codes can be connected with digital archives that make them unique from each other. This is the basic difference between NFTs and conventional cryptocurrencies (Noor, 2021, p. 3). Non-Fungible Token (NFT) refers to digital assets contained in a blockchain network and has an identification code that uniquely distinguishes each asset NFTs can be considered as digitized assets that display different types of goods, both tangible and intangible, and are considered unique. NFTs can be various things in digital form, such as music, avatars, two- and three-dimensional digital images, photos, and the like related to digital assets (Syahroni, 2022, p. 2).

There are the following types of NFT types:

1. PFP NFT or Avatar

For most people, this is probably the type of NFT they are most familiar with. PFP stands for profile picture, and that's why NFTs in this category are often used as profile pictures on social media. The goal may be inseparable from the desire to show off or show wealth. Not only ordinary people, even celebrities like to display their PFP NFT collections on social media. In general, PFP NFTs come in the form of avatars with a variety of very diverse appearances. Some examples of popular NFTs in this category include Bored Ape Yacht Club, CryptoPunks, Cool Cats, Doodles, as well as Karafuru and Jukiverse (Kaonang, n.d.).



Source: (Crypto Punk Bross, n.d.)
Figure 2: PFP Type NFT Example

2. Music

High interest is also happening on the other NFT spectrum, which is music. Music has been a valuable commodity for decades, recorded and distributed in the form of recordings, cassettes, CDs, and digital. However, lately, musicians and DJs have started selling their work as NFTs and making millions of dollars in no time. Typically, musicians only get a small share of the revenue generated from their music due to cuts by streaming platforms and record labels. However, through NFTs, musicians can earn about 100 percent of that revenue, which is why many musicians are turning to this method (Ardans, n.d.) .

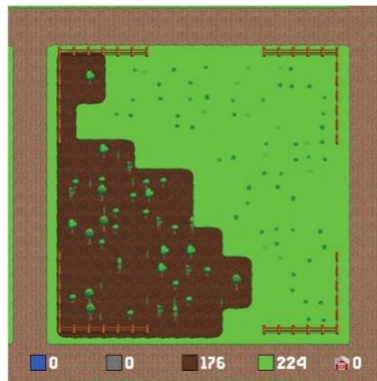


Source : (Obadavid, n.d.)

Figure 3: Music Type NFT Example

3. Game

Game developers have shown great interest in NFTs and have used them in incredible ways. NFTs are used as in-game items on online gaming platforms. Non-Fungible Tokens (NFTs) help drive in-game economic growth by recording ownership of immutable in-game items. Only in-game content such as characters and skins are sold as NFTs, not the entire game itself. One example of using NFTs is selling limited versions of DLC assets to players who want to enjoy the exclusive uniqueness of those NFT assets. However, this does not prevent the company from continuing to sell generic DLC (Anggi, n.d.) .



Source : (Wolf Gaming, n.d.)

Figure 4: Game Type NFT Example

4. Digital Card

NFT art in the form of digital cards or trading cards has become a fan favorite. This digital card is sold in the form of NFTs in lieu of its physical form. One very popular example is an NBA digital card or baseball card. The price can reach millions of US dollars. Collectors can not only buy and sell these cards through NFT marketplaces, but also often make exchanges outside of those platforms. If lucky, collectors can get rare editions that have a very high value (Financial, 2022).



Source : (Charizard Digital Art, n.d.)

Figure 5: Digital Card Type NFT Example

5. Photography

NFT photos are a type of digital photo that has been transformed into a form of Non-Fungible Token (NFT) in a unique way. This allows the photo to be traded as an exclusive form of ownership. Today, photography has become one of the popular NFT art forms and is in demand by many. Before the trend of NFT photography, there were also other types of NFTs such as illustrations and GIFs. However, photography is currently experiencing a moment of popularity as NFT art that is in demand by many people (Indodax, n.d.) .



Source : (Photography Wolrd, n.d.)

Figure 6 : Example of NFT Types of Photography

6. Domain Internet

NFT domains have a wider range of functions than just being a website address. Apart from being a website address, an NFT domain can also be used as a cryptocurrency wallet. As an NFT, the domain can be bought, sold, and managed just like any NFT. As a website address, users can type in the NFT domain name in the appropriate browser, and as is the case with Web 2.0 domains like .com and .org, the NFT domain will display the website content you've added. Also, as a cryptocurrency wallet, you can use the same domain name to send and receive compatible cryptocurrencies (Metanesia, n.d.) .



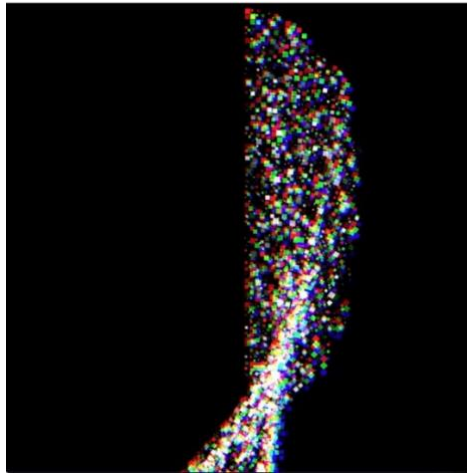
Source : (Unstoppable Domain, n.d.)

Figure 7 : Example of an Internet Domain Type NFT

7. Generative Art

Generative art is a type of art created through a algorithm programmed into a computer based on specifications determined by the artist. The process involves selecting

the colors or shapes to be used in the work, which are then fed into an algorithm in random quantities. The end result is generative artwork. Generative art NFTs are created using smart contracts and stored in the form of NFTs on the blockchain. Smart contracts are encrypted code that runs automatically on the blockchain when certain conditions are met. This makes smart contracts a great choice for developing random, algorithm-based generative art (Binance, 2022).



Source : (Art_Generatif, n.d.)

Image : Examples of NFTs Types of Generative Art

8. Collectible NFT

Collectible NFT is a type of NFT asset that is unique and cannot be exchanged for other assets. This makes it attractive to investors, traders, and collectors in a variety of fields, from gaming to art. For example, in the game world, NFTs come as items that can be used in the game and used to complete missions. These items can be traded between players, making them suitable as collectibles. As with any collection, each NFT has a different value. The two main factors used to determine the value of an NFT or crypto collection are rarity and relevance. The rarer an NFT is and the more socially relevant it is, the higher the value of the NFT will be (Pintu, 2022).



Source : (Crypto Collectible Cards Collection, n.d.)

Figure 9 : Example of a Collectible Type NFT

9. NFT 1/1

NFT 1/1 art is a very unique and exclusive digital collectible, where no work is similar other than the work itself. Finding comparable items is very difficult due to the idiosyncrasies and rarity of such items, due to their limited availability. A 1 out of 1 NFT, also known as "one NFT", occurs when only one non-fungible token is available for a unique asset based on its mint number. This mint number represents the edition of the work and serves to distinguish between two or more tokens that cannot be exchanged for similar content or designs. While all non-fungible tokens remain unique, each has a mint number that indicates its edition and level of uniqueness in the collection. Multiple NFTs make up a collection, and a collection can have multiple editions, but there is only 1/1 or 1/10 or 1/100 in number (NFT, n.d.) .



Source : (Sylas, n.d.)

Figure 10 : Example of NFT Type 1 of 1

10. Membership Card

Membership in NFTs serves as an access card that gives customers or supporters exclusive access to a specific place, group, or organization. Unlike traditional cryptocurrencies that can be exchanged and traded for the same amount, NFTs represent unique assets that cannot be exchanged for other tokens. These assets can include everything from artwork to in-game items or even exclusive access to special events. NFT membership has the potential to revolutionize the way people access and own digital assets. By adopting an NFT-based membership system, access to artwork, games and more can be simplified. This membership system also allows for more secure and efficient transfers of digital assets to other NFT users. In addition, NFT membership can reward members with exclusive access to unique events, content, or services. This opens up new opportunities for content creators to monetize their work and offer exclusive rewards to their members (Afolabi, n.d.) .



Source : (The Handler Family Membership, n.d.)

Figure 11 : Example of NFT Membership Card Type

NFT itself is an implementation of blockchain technology. Before the advent of NFTs, blockchain was already used on Cryptocurrencies like Bitcoin and Ethereum. Non-Fungible Token is a digital asset on a blockchain network that has a unique identification code and metadata that is different from each other (Sugiharto, 2022, p. 1). NFTs are used to create unique digital assets because each NFT token has different characteristics, and this uniqueness is also recorded in the blockchain network. The ownership, source, and movement of NFTs can be tracked in real-time due to the transparency of NFTs on the blockchain. NFTs cannot be forged or replicated because each token is recorded in an immutable digital ledger and resides in a decentralized network, which allows token authentication. NFTs are also applications that easily adapt and integrate with the digital ecosystem in the metaverse world, which supports the use and application

of NFTs. Users can buy and sell NFTs through various NFT marketplace platforms (Sulistianingsih, n.d., pp. 2–3).

The buyer of the NFT will be verified as the sole owner of the NFT he or she purchased because it has built-in certification for proof of ownership of digital assets (Prameswati, n.d., p. 2). Blockchain has grown in popularity and has become a topic of conversation and research by various parties in recent years. This is due to the fact that Blockchain is an innovative technology that offers a new alternative in information collection and sharing. Blockchain has a combination of technologies that include cryptography as the main basis, peer-to-peer networks, smart contracts, and consensus mechanisms to form new databases. The main advantage of Blockchain technology is its high security. Blockchain is a decentralized database that uses independent nodes to store and retrieve data. Blockchain technology connects data in blocks arranged sequentially in a distributed ledger. Each block stores a variety of content, including a hash that is a unique identification of the block. The hash serves to identify and associate this block with the previous block and the block after it. Thus, Blockchain can be thought of as a collection of interconnected and sorted blocks, forming a chain of transactions. Each block refers to the previous block and after it, forming a solid chain (Utomo, 2021, pp. 2–4).

Maybe some of you are still confused about what is the difference between NFT and Cryptocurrency? Quoted from the Asia One page, the main difference between NFT and Cryptocurrency lies in the word Fungible. The word Fungible on NFT objects hints that they can be exchanged for objects that have similar value. For example, an asset worth \$10 can be paid with 2 assets for \$5. In addition, it is also possible that 1 Bitcoin can be exchanged for objects for 1 Bitcoin. Not only that, there is a difference in the purpose as well. If you buy *cryptocurrency*, you will basically exchange currency like at a *money changer*. For example, buying 1 Ethereum for 2,840 US dollars (Susatyono, 2022). NFTs are a type of token that uses blockchain technology to securely record ownership of digital assets. NFTs provide links, usually URLs, to digital content that can be accessed online. Each token has a unique selling point and cannot be completely replaced with another different token. NFTs create a link to an item, and the item's specifications are usually also included in metadata (Disemadi, n.d., p. 5). NFT or Non-fungible Token is a type of crypto token that is non-fungible and can be accessed and traded on the blockchain. NFT has a difference from other crypto assets because it has no exchange value, so its ownership can only be owned by one user only. NFT is part of blockchain technology, where blockchain is a collection of data records managed by a group of computers and not owned by a single entity (Trilenia, n.d., p. 3). Overall, Blockchain is a digital data storage system where the newest block or the last block is always connected to the information of the previous block. With this connection, every block is verified and its security is enhanced

NFT products can be different types of items. NFTs serve as digital certificates that show ownership or rights to a digital product. As "non-fungible", NFTs are uniquely individual, have different selling points, and cannot be exchanged in the same way as cryptocurrencies like Bitcoin and Ethereum. Although both, cryptocurrencies and NFTs, use

blockchain technology, cryptocurrencies and currencies are exchangeable or have fungible properties that are different from NFTs. At this time, Cryptocurrency or Crypto (digital currency) has been present in the world including in Indonesia. Indonesia has made significant progress and entered the digital era with information technology such as the internet. This progress has changed the lifestyle of the Indonesian people, especially in the economic sector. Crypto currencies or virtual / digital currencies operate in cyberspace and do not have a physical form like conventional currencies such as rupiah, dollars, and so on. Cryptocurrencies exist with the aim of providing convenience and security in the payment process (Hidayat, 2022, pp. 12–13).

NFT technology is a type of digital asset in the field of art that involves transactions on specialized platforms (such as OpenSea, Rarible, Foundation) using cryptocurrency payments through the Ethereum program and Ethereum smart contracts. The digital assets traded can be artwork, videos, photos, and music. Digital asset creators can also take advantage of trading on NFT marketplaces or direct exchanges between users. By applying blockchain technology for authentication, NFTs provide a powerful solution in protecting intellectual property. However, the global launch of NFTs to support the digital economy requires special attention. NFTs differ from classic cryptocurrencies like bitcoin in that they have a unique intrinsic feature, where not all coins are equal and distinguishable. NFTs are used to uniquely identify something or someone (Hapsari, n.d.) .

An NFT is a digital certificate that shows ownership of a digital archive such as a photo, agreement, deed, video, or other virtual form. When NFTs are encrypted inside the blockchain, that data can no longer be replicated or duplicated. In other words, NFTs have unique and authentic properties that allow for distinctive identification of something or someone. By using NFTs on smart contracts, one can easily prove the existence and ownership of digital assets in the form of videos, images, visual arts, deeds, etc. (Fachmi, n.d., p. 5). The quality and value of a work of art is created when the artist has a certain purpose or a certain message to others and also an art form that can provide satisfaction for the person who sees it. Artists who carry out art activities have symbols or symbols that appear from their artwork (Yunus, 2020). Art NFTs are a form of digital asset that is collectable, unique, and non-transferable. Each NFT has a unique creative design and cannot be replicated, making it limited and rarely found. The value of these NFTs is determined by transactions that prove ownership of the art. When someone else becomes the owner of an NFT, you can keep it or wait for its price value to increase, then sell or trade (Sutopo, 2022).

In its application, NFT files can be works of art such as paintings, music clips, videos, games. And also not only artwork can use NFT, NFT can also be used to have a membership number or ownership of an item in the real world. But indeed, at the beginning of its appearance, NFTs offered an economic value to a digital file because of its rarity. That's where NFTs began to be known as digital representations of artwork. Although it is referred to as art, it is possible that an NFT art creator is an ordinary person with no art background. Simply put, NFTs turn digital artwork and collectibles into verified assets easily for trading on the blockchain (Sari, n.d., p. 4). The use of NFTs by artists in selling their work as digital assets involves storing data on

a distributed public ledger, recording transactions, and having unique and distinct metadata identification codes on the blockchain network. NFTs can represent real-world objects such as art paintings, animations, photos, videos, music, autographs, tickets, and other creative works. Unlike cryptocurrencies, NFTs are not interchangeable equally, so each NFT has a unique value and characteristics (Hapsari, n.d.) . Artwork is basically the result of human imagination and inspiration which is part of the Intellectual Property owned by each individual. Intellectual Property includes human thought and wisdom, which can be embodied in the form of inventions, designs, art, written works, or practical applications of ideas in such Intellectual Property. In today's digital age, artwork is also commonly found in digital format, in contrast to previous years where artwork usually only existed in conventional forms such as painting on canvas or sculpture in stone or wood. Since the invention of the first computer, various types of digital artworks have been created and have a unique value for their fans (Dewi, n.d.) .

Various forms of digital artwork, including images, gifs, videos, and music, can be traded in the form of NFTs. Buyers can use cryptocurrency as a means of payment to purchase such digital artworks on available platforms. Once the transaction is complete, the buyer has personal ownership of the digital artwork that has been purchased. The presence of NFT is very helpful for digital art artists, especially artists who create artwork in the form of paintings. With NFTs, artists have the opportunity to showcase their artwork and sell their paintings to a wider market. The development of the times has caused a decrease in public interest, especially young people, in painting artworks. Therefore, artists need to adapt to the digital age, one of which is by converting painting artworks into digital form through Non-Fungible Tokens (NFTs). Basically, NFTs focus on fine art, especially painting, which is converted into digital format (Gusti, n.d., pp. 65–68).

The emergence of the NFT market has attracted the interest of many people, especially artists and digital art creators, to take part in the potential profits offered. However, there are some issues that have arisen within the NFT market that are hindering the growth of this business. One serious issue is concern about fraud in NFT transactions, especially due to the easy to copy and duplicate digital nature, leaving NFT collectors in doubt about the authenticity of the assets they purchase. In addition, liquidity in NFT transactions is also an inhibiting factor, as collectors who purchase NFT assets have no guarantee that they can resell the assets at a higher price. One of collectors' goals in investing in NFTs is to earn profits through resale. Furthermore, the use of cryptocurrencies in NFT transactions is also an inhibiting factor, as fluctuating cryptocurrency values can affect NFT transaction values (Iman, 2022, pp. 14–15).

Enthusiasm for NFT transactions is growing due to the ability to make money quickly without requiring significant effort. Along with that, various unique NFT tokens such as Goldskin Disorder and Blindman Using VR NFT by YouTuber Tretan Muslim appeared on TretanUniverse accounts, Nasi Padang Collection, Gundala Putra Petir, and there are even NFT tokens in the form of identity cards (KTP) that are traded as NFT products. Overall,

NFT as a technological product has many advantages as a container for the commercialization of various copyright objects. These advantages provide benefits both in terms of economic potential and legal protection. For example, NFTs have transparent transaction history and public metadata. In addition, NFTs also serve as a good transaction confirmation medium, preventing data manipulation and ownership theft (Hariri, n.d.) .

Non-Fungible Tokens (NFTs) are a form of digital asset stored in a distributed public ledger that records transactions and has unique and distinct identification codes and metadata on the blockchain network. Artists use NFTs to sell artwork because they are digital assets that can represent tangible objects such as artwork and creative works (Son, n.d.) .



Source: (*Monkey Collection 69*, n.d.)

Figure 12: PFP Type NFT Example

As time goes by, NFTs can be used in the industrial world. An example of its application is as an official Land Agency registry, where landowners can prove ownership that has been recorded on the blockchain. As a result, there is no debate because of the existence of fake certificates, duplicated. If someone buys land through an NFT, the owner only needs to transfer ownership of the certificate to the new owner. NFTs in their use can be used to link physical assets such as proof of home ownership to other proof of property ownership. NFTs can be a safer repository in storing physical property title deeds by utilizing a blockchain system that has a very fast verification process. Users do not need to worry if valuable certificates are lost or stolen, the security provided by blockchain is able to safeguard the ownership data of valuable certificates (Umam, n.d.) .

NFT is considered promising because in 2021 the creative industry in Indonesia, the development of NFT in Indonesia has attracted the attention of various artists ranging from musicians, painters, photographers, and others. The popularity of this NFT can be used to boost the development of the creative industry. However, there are many issues that arise so that every stakeholder must focus on IPR issues surrounding NFTs (Sumaryanto, 2022). With the emerging trend, people also upload any photo and sell it to NFT marketplaces such as cilor, cabinets, seblak to personal data KTP (Yahya, n.d.) . The technological advancements offered by NFTs are very helpful for artists who want to sell their work through NFT

marketplace platforms. This is an effective solution, especially during the current pandemic, where art galleries are empty of visitors. People's interest in art continues to grow along with the growth of the NFT market around the world. The appreciation for artwork is really reflected in the increasingly crowded transaction activity on NFT marketplace platforms. The potential of the art market in Indonesia has no limits. The country is rich in diverse cultures, which have the potential to be developed within the NFT ecosystem. Starting from the typical batik motifs in each region to beautiful folk songs. The role of the Indonesian government, especially the Ministry of Education, Culture, Research, and Technology, is important to be active in maintaining and preserving Indonesia's diverse culture. The use of NFT has great potential in maintaining and preserving Indonesian culture, especially as a digital national library center that can secure these cultural varieties through digital documentation using NFT (Sugiharto, 2022, p. 150)

CONCLUSION

From the discussion above, the conclusion of this analysis is that NFT is part of blockchain technology, so owners can store their data into the blockchain ecosystem. NFT digital assets that can be traded like property in the real world but in digital form.

Although it is referred to as art, it is possible that the creator of the NFT is not an artist without an art background. NFTs aren't just works of art, depending on how the person uses them. At the beginning of its appearance, people knew NFT as a place to buy and sell works of art such as paintings or drawings because NFT offers an economic value to a digital file because of its scarcity. That's where NFTs began to be known as digital representations of artwork. But more and more not only in the form of images, there are also NFT video clips or music clips. The industrial world is also not spared from utilizing NFT. In its use to connect physical assets as proof of property ownership, NFT can be a safer place to store data by utilizing blockchain, because it has the advantage that it cannot be deleted, duplicated by anyone. This can avoid counterfeiting.

BIBLIOGRAPHY

- Afolabi, O. (n.d.). *NFT Membership: A New Way to Access an Exclusive Community*. Makeuseof.Com. <https://www.makeuseof.com/what-are-nft-memberships/>
- Angelo, M. (n.d.). Non-Fungible Token Art Protection: Copyright Perspective Innovation. *JUrnal Master of Law Udayana*, 11(3), 3. <https://doi.org/https://doi.org/10.24843/JMHU.2022.v11.i03.p11>
- Anggi, M. (n.d.). *Different types of NFTs we need to know*. Anakui.Com. <https://www.anakui.com/jenis-nft/>
- Ardans, B. (n.d.). *Get to know the 9 Types of NFTs*. Hariankripto.Id. <https://www.hariankripto.id/berita/pr-8105357095/mengenal-9-jenis-nft>
- Art_Generatif. (n.d.). *Generative Art #6*. Opensea.

- <https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/77766434947239620994183983244178680886287758629896688223649893177583973957633>
- Bestari, N. P. (2022). *Viral Ghozali Everyday, What is the Future of NFTs in RI?* CNBC. Viral Ghozali Everyday, What is the Future of NFTs in RI?
- Binance. (2022). *Generative Art NFTs: A Look at the Algorithmic Art Movement*. Binance.Com. <https://www.binance.com/id/blog/nft/nft-seni-generatif-menelisik-gerakan-seni-algoritmik-1705014170078729777>
- Chandra, E. (n.d.). Non-Fungible Token as a Form of Legal Protection or Exclusivism of Digital Artwork. *National Seminar*, 1(2). <https://doi.org/https://doi.org/10.52969/semnasikj.v1i1.29>
- Charizard Digital Art. (n.d.). *Charizard*. Opensea. <https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/99578464661307005112460014545460029720649040579323957322535446574966230745089>
- Conti, R. (2022). *What Is An NFT? Non-Fungible Tokens Explained*. Forbes. <https://www.forbes.com/advisor/investing/cryptocurrency/nft-non-fungible-token/>
- Crypto Collectible Cards Colection. (n.d.). *Shiba Inu Collectible Card*. Opensea. <https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/16287234873352313631226998761027407694508372837060385150342106176802118434817>
- Crypto Punk Bross. (n.d.). *PFP NFT*. Opensea. <https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/68888184476270261078354473712318815053590648377574921092330933507557880233985>
- Goddess, N. K. R. S. C. (n.d.). Legal protection of artwork in non-fungible tokens (NFTs). *E-Journal of Legal Studies Kertha Wicara*, 11(4), 5. <https://doi.org/https://doi.org/10.24843/KW.2022.v11.io4.p19>
- Disemadi, H. S. (n.d.). Investments and Transactions in Non-Fungible Token Marketplaces: Legal Concerns and Risks. *Halu Oleo*, 7(1), 5. <https://doi.org/https://doi.org/10.33561/holrev.v7i1.17>
- Ethereum. (2022). *Non-fungible tokens (NFTs)*. <https://ethereum.org/en/nft/>
- Fachmi, A. (n.d.). An argumentative literature review on ownership of non-fungible token (NFT) digital archive data on blockchain technology. *BIP UGM Journal*, 18(1), 5. <https://doi.org/https://doi.org/10.22146/bip.v18i1.3989>
- Febriana, A. (n.d.). Juridical Study of Non-Figure Token (NFT) Becomes Material Guarantee in Indonesia. *Journal of Fundamental Justice*, 4(1), 5. <https://doi.org/ttps://doi.org/10.30812/fundamental.v4i1.2878>
- Financial, Q. (2022). *9 Types of NRT Art You Need to Recognize*. QM Financial. <https://qmfinancial.com/2022/07/nft-art-jenis/>
- Gusti, R. A. S. (n.d.). Legal protection for artists against digital artworks traded by non-fungible token (NFT) users. *Islamic University of Indonesia*, 65–68.
- Hapsari, R. A. (n.d.). Legal Protection of Non-Fungible Token (NFT) Technology as an Identity of Intellectual Works. *Amsir Law Journal*, 4(2), 2–3. <https://doi.org/https://doi.org/10.36746/alj.v4i2.189>
- Hariri, M. R. (n.d.). Legal Review of Song and/or Music Commercialization Practices Through Non-Fungible Token (NFT) by Musicians in Indonesia. *Journal of Research and Community Service*, 2(11), 4. <https://doi.org/https://doi.org/10.59141/comserva.v2i11.665>
- Hidayat, A. S. (2022). *Cryptocurrency (Legality of Jurisprudence and Law in Indonesia)*. Pascal Book Jakarta.
- Faith, G. H. (2022). *Non-Fungible Token (NFT) Buying and Selling Transactions from the*

- Perspective of Sharia Economics*. State Islamic University of Matram.
- Indodax. (n.d.). *What Are NFT Photos and Tips to Add to Their Appeal*. Indodax.Com. <https://indodax.com/academy/apa-itu-foto-nft-dan-tips-untuk-menambah-daya-tariknya/>
- Kaonang, G. (n.d.). *10 Types of NFTs You Need to Know*. Hybrid.Co.Id. <https://hybrid.co.id/post/10-jenis-nft-yang-perlu-anda-ketahui>
- Mayana, R. F. (n.d.). Intellectual Property Development & Commercialization of Non-Fungible Tokens (NFTs): Opportunities, Challenges and Legal Problems in Practice. *Acta Journal*, 5(2), 2. <https://doi.org/https://doi.org/10.23920/acta.v5i2.812>
- Metanesia. (n.d.). *NFT Domain: A New Generation Domain*. Metanesia.Com. <https://metanesia.id/blog/domain-generasi-baru-nft>
- Monkey Collection 69*. (n.d.). Opensea. <https://opensea.io/collection/monkey-collection-69>
- Mughis, A. (2022). *NFT Phenomenon, Digital Business Opportunity for Musicians and Artists*. Jatengtoday. <https://jatengtoday.com/fenomena-nft-peluang-bisnis-digital-bagi-musisi-dan-seniman>
- NFT, G. (n.d.). *What is 1 of 1 NFT Art? Collector's Guide*. Nftsguru.Com. <https://nftsguru.com/collector-tips/what-is-1-of-1-nft-art/>
- Noor, M. U. (2021). NFT (NON-Fungible Token): The Future of Digital Archives Or Just a Bubble? *Local Library: Journal of Information and Library Studies*, 13(2), 3. <https://doi.org/https://doi.org/10.21154/pustakaloka.v13i2.3289>
- Nurdiati, R. P. (2019). Construction of Culinary Culture in Master Chef Indonesia Show at RCTI. *Journal of Media and Communication Science*, 2(3), 1. <https://doi.org/https://doi.org/10.29303/jcommsci.v2i3.55>
- Obadavid. (n.d.). *Music*. Opensea. <https://opensea.io/assets/ethereum/0x495f947276749ce646f68ac8c248420045cb7b5e/56456215449626646964809847737466648967453239188397423960241979134443763269633>
- Opensea. (n.d.). *Ghozali Everyday*. <https://opensea.io/collection/ghozali-everyday>
- Paramitha, A. A. (2023). Juridical Review of the Imposition of Income Tax in Non-Fungible Token (NFT) in Indonesia. *Journal of Supremacy*, 13(1), 3. <https://doi.org/https://doi.org/10.35457/supremasi.v13i1.2584>
- Photography Wolrd. (n.d.). *Photography*. Opensea. <https://opensea.io/assets/matic/0x2953399124f0cbb46d2cbacd8a89cf0599974963/31582153600058192073805323710081264772719688989551588775817092053258536484865>
- Door. (2022). *What is a Collectible NFT and Examples?* Pintu.Com. <https://pintu.co.id/blog/collectible-nft-adalah>
- Prameswati, V. (n.d.). Personal data as an object of transaction in NFT on the Opensea platform. *Civiv Journal of Law*, 7(1), 2. <https://doi.org/https://doi.org/10.22219/jch.v7i1.20353>
- Pratomo, G. Y. (2022). *NFT Phenomenon in Indonesia Can Be an Opportunity or a Threat?* Iputan 6. <https://www.liputan6.com/crypto/read/4865143/fenomena-nft-di-indonesia-dapat-jadi-peluang-atau-ancaman>
- Son, I. K. J. D. (n.d.). The potential and validity of non-fungible tokens as objects of fiduciary guarantee. *Law Reform*, 26(2), 3. <https://doi.org/https://doi.org/10.46257/jrh.v26i2.478>
- Safe'I, A. P. (2022). Framing Non-Fungible Token Ghozali Everyday News IN CNNINDONESIA.COM and MERDEKA.COM. *Nusantara: Journal of Social Sciences*, 9(9), 2. <https://doi.org/http://dx.doi.org/10.31604/jips.v9i9.2022.3610-3616>
- Sari, D. P. (n.d.). Utilization of NFTs as a business opportunity in the metaverse era. *Familiar Champions*, 7(1), 4. <https://doi.org/https://doi.org/10.58487/akrabjuara.v7i1.1770>

- Sugiharto, A. (2022). *NFTs & Metaverse: Blockchain, Virtual Worlds & Regulation* (1st ed.). https://books.google.co.id/books?id=D_5ZEAAQBAJ&pg=PP2&lpg=PP2&dq=NFT+%26+Metaverse:+Blockchain,+Dunia+Virtual+%26+Regulasi&source=bl&ots=DLzekhCTxo&sig=ACfU3U0y485TPjE6a1m_lq3e34tIPkx8Uw&hl=id&sa=X&ved=2ahUKEwi5vY25-un-AhXO_DgGHQjxC6wQ6AF6BAGDEAM#v=onep
- Sulistianingsih, D. (n.d.). Non-fungible token (NFT) copyrighted works in the point of view of intellectual property rights law. *KRTHA BAYANGKARA*, 16(1), 2–3. <https://doi.org/https://doi.org/10.31599/krtha.v16i1.1077>
- Sumaryanto. (2022). *Getting to know NFT (Non-Fungible Token)*. Stekom University. <https://sistem-komputer-s1.stekom.ac.id/index.php/informasi/baca/Mengenal-NFT-Non-Fungible-Token-/78a4f14859cbb166bede93e5e69300b169cbe6f5>
- Supriatna, I. (2021). *Get to know Blockchain and NFT with Bali Blockchain Center*. Suara.Com. <https://www.suara.com/bisnis/2021/10/22/135858/mengenal-blockchain-dan-nft-bersama-bali-blockchain-center?page=all>
- Susatyono, J. D. (2022). *Get to know NFTs: meaning, how they work, examples of application, and reasons before buying*. Stekom University. <http://sistem-komputer-s1.stekom.ac.id/informasi/baca/Mengenal-NFT-Arti-Cara-Kerja-Contoh-Penerapan-dan-Alasan-sebelum-Membeli/ca278c46bc2f78479593313d0d2998b96283b520#:~:text=Contoh%2520penerapan%2520terakhir%2520dari%2520NFT,yang%2520dinilai%2520memilik>
- Sutopo, A. H. (2022). *Building a Metaverse-Based NFT Gallery*.
- Syahroni, B. A. (2022). The 2-dimensional character design "buffalo" as a Minangkabau symbol in the application of NFT. *Dekave Journal*, 12(2), 2. <https://doi.org/https://doi.org/10.24036/dekave.v12i2.117393>
- Sylas. (n.d.). 1 :1 Art for NFT Project BONKz. Dribbble.Com. <https://dribbble.com/shots/20709316-1-1-Art-for-NFT-project-BONKz#>
- The Handler Family Membership. (n.d.). *Membership Card*. Opensea. <https://opensea.io/assets/matic/0x2953399124f0cbb46d2cbacd8a89cf0599974963/10048310382016112315440935972323830401062711253843201965076590946815787925604>
- Torbeni, W. (2022). Getting to Know NFT Arts as a Creative Economy Opportunity in the Digital Era. *National Seminar*, 5, 2. <https://eprosiding.idbbali.ac.id/index.php/senada/article/view/656>
- Trilenia, A. (n.d.). The phenomenon of Ghozali Everyday on Twitter and Non Fungible Token. *Journal of Communication and Media*, 3(2), 3. <https://doi.org/https://doi.org/10.37826/digicom.v3i2.484>
- Umam. (n.d.). *What are NFTs? A highly profitable future digital asset*. Gramedia. <https://www.gramedia.com/literasi/apa-itu-nft/>
- Unstoppable Domain. (n.d.). *internetomoney.crypto*. Opensea. <https://opensea.io/assets/ethereum/0xd1e5b0ff1287aa9f9a268759062e4ab08b9dacbe/82900720829364896955310907659690313190290224138564413073546811802503083763876>
- Utomo, T. P. (2021). Implementation of Blockchain technology in libraries: opportunities, challenges and obstacles. *Library Bulletin of Universitas Islam Indonesia*, 4(2), 2–4.
- Wang, Q. (n.d.). Non-Fungible Token (NFT): Overview, Evaluation, Opportunities and Challenges. *Cornell University*, 1, 3. <https://doi.org/https://doi.org/10.48550/arXiv.2105.07447>
- Winata, T. P. (n.d.). Legal protection of non-fungible token (NFT) digital artworks based on Law

Number 28 of 2014 concerning Copyright. *Indonesian Scientific Journal*, 7(12), 3.
<https://repository.unja.ac.id/40961/>
Wolf Gaming. (n.d.). *NFT Game*. Opensea.
<https://opensea.io/assets/ethereum/0x2c88aa0956bc9813505d73575f653f69ada60923/8652>
John, R. (n.d.). *Because of Ghozali's Selfie NFT, OpenSea Becomes a Seblak Selling Stall, to ID Card Photos*. https://www.youtube.com/watch?v=o4-VZR9oT_k
Jonah, P. P. (2020). Aesthetic expressive communication of works of art. *Journal of Media and Communication Science*, 3(2), 2, 3.