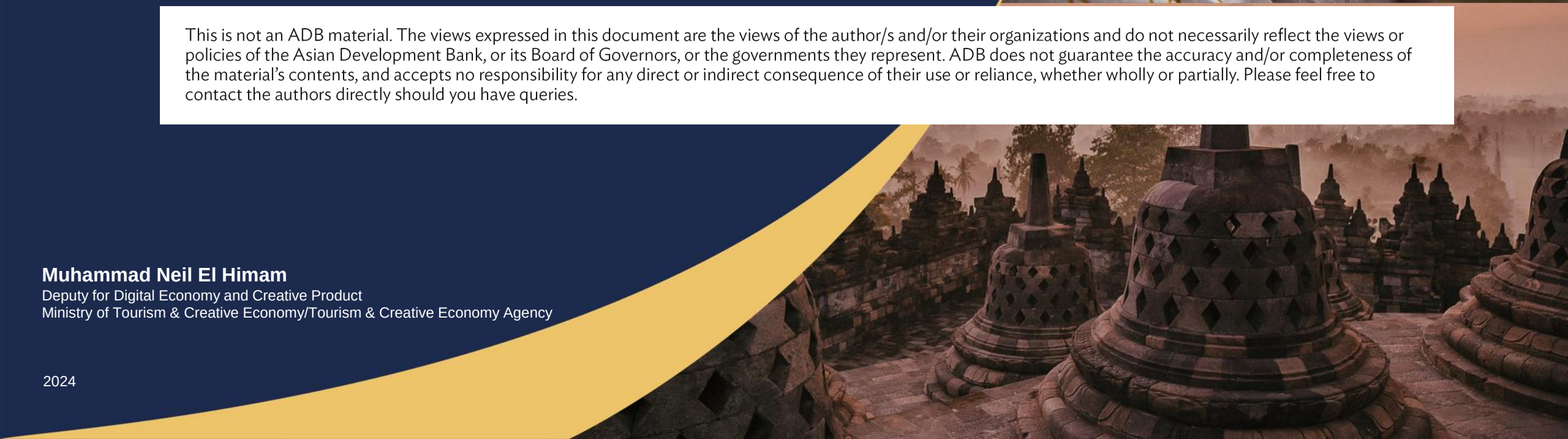
Indonesia

Creative Economy Policy Priorities, Initiatives, and Key Areas

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.



Muhammad Neil El Himam
Deputy for Digital Economy and Creative Product
Ministry of Tourism & Creative Economy/Tourism & Creative Economy Agency

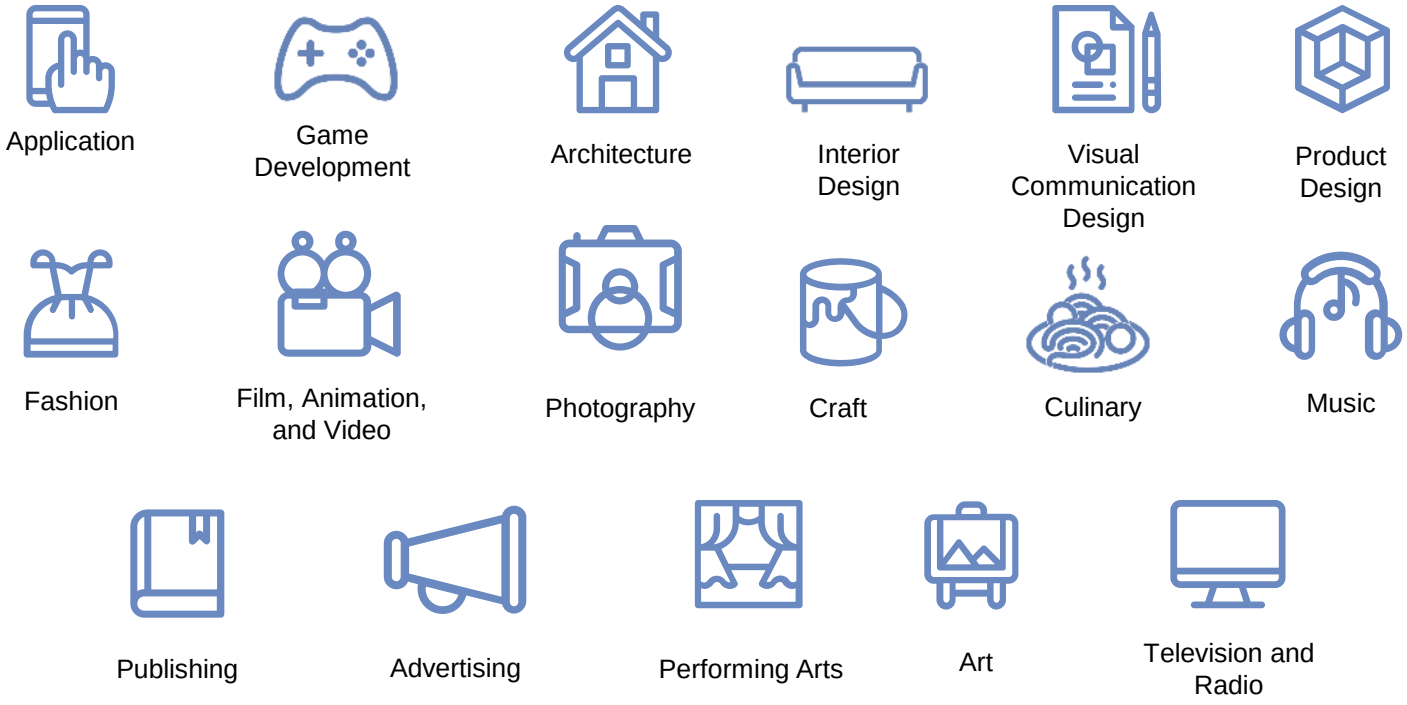
2024

CREATIVE ECONOMY

Based on Law Number 24/2019 about Creative Economy (Chapter 1)

The Creative Economy embodies **ADDED VALUE** from **INTELLECTUAL PROPERTY** sourced from **HUMAN CREATIVITY** based on **cultural heritage**, **science**, and **technology**.

17 CREATIVE ECONOMY SUBSECTOR



ACHIEVEMENTS AND TARGETS OF THE CREATIVE ECONOMY SECTOR

2023

Added Value of the Creative Economy

1.414,77

Triliun Rupiah

*Internal Temporary Estimates by MoTCE

2024

1.347

Trillion Rupiah

2023

Creative Economy Export

23,96

Billion USD

2024

27,53

Billion USD

2023

Number of Creative Economy Workers

24,92

Million Persons

*Temporary

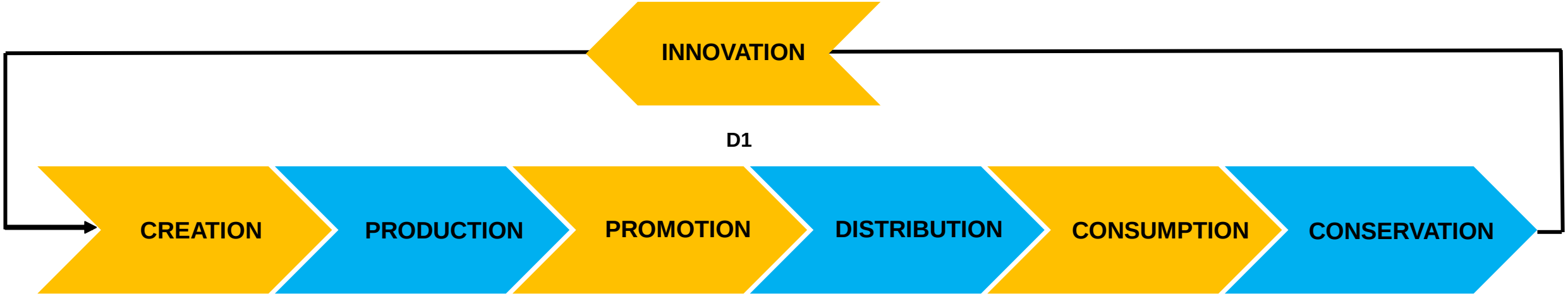
2024

24,93

Million Persons

Source: Deputy of Strategic Policy & Center for Data and Information System of MoTCE 3 July 2024

CREATIVE ECONOMY VALUE CHAIN



D7 – Intellectual Property Rights
D2 – Human Resources
D4 – Fund

D7 – Product
D2 – Human Resources
D4 – Klasifikasi Baku Lapangan Usaha Indonesia (KBLI)

D5 – Promotion
D7 – Human Resources

D3 – Infrastructure
D7 – Digital

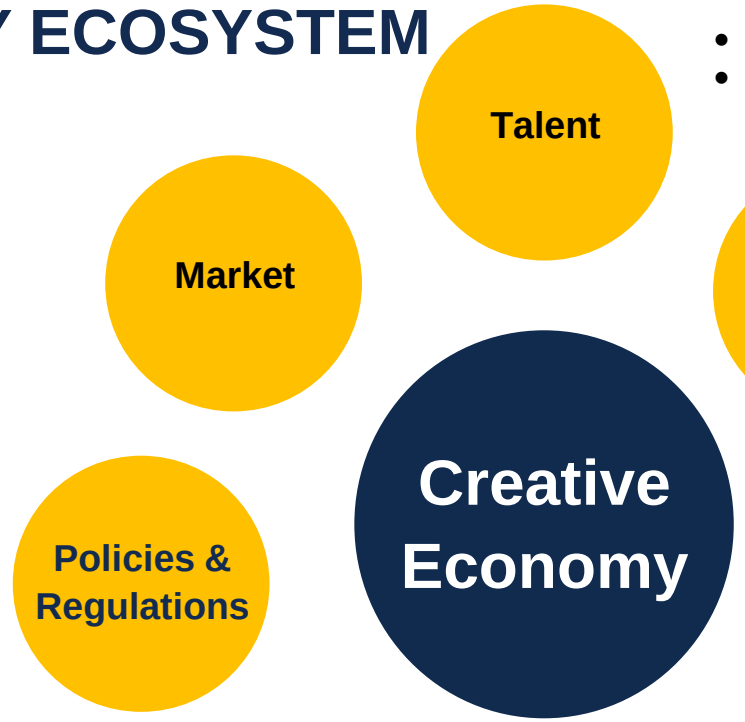
D3 – Infrastructure
D6 – Expo
D7 – Digital

D1
Center Data and Information
D7 – Intellectual Property Rights

NOTES

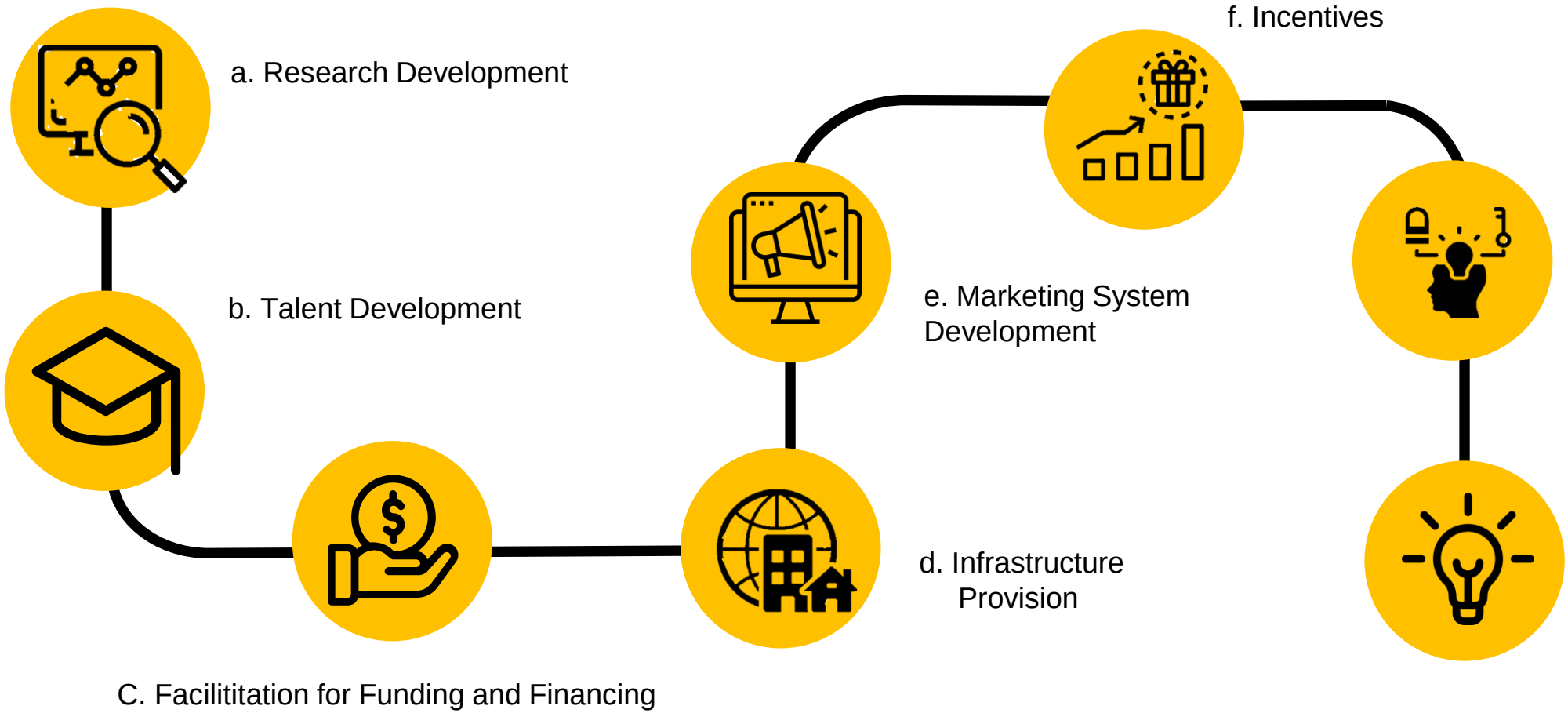
D1 – Deputy for Strategic Policy
D2 – Deputy for Resources and Institutions
D3 – Deputy for Destination and Infrastructure Development
D4 – Deputy for Industry and Investment
D5 – Deputy for Marketing
D6 – Deputy for Tourism Products and Activities Organizer
D7 – Deputy for Digital Economy and Creative Products

CREATIVE ECONOMY ECOSYSTEM



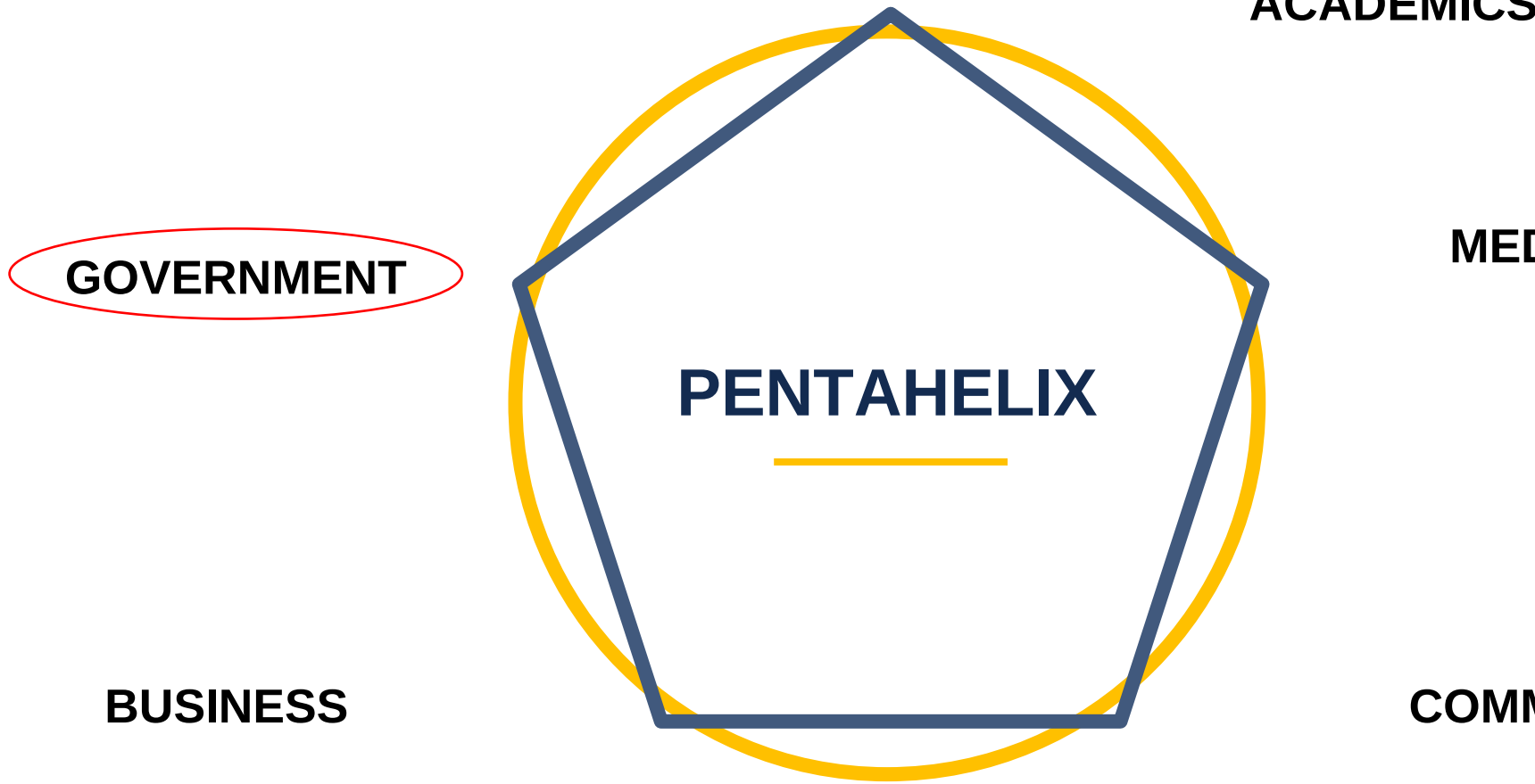
- **Talent**
  - **Creative Economy**
  - **Digital**
- **Market**
  - **Domestic**
  - **Overseas**
  - **Online**
  - **Offline**
- **Culture**
  - **Language**
  - **Art**
- **Policies & Regulations**
  - **Law:** (a) Information and Electronic Transactions, (b) Creative Economy
  - **Government Regulation:** (a) Implementation of Electronic Systems and Transactions, (b) e-Commerce, (c) Law Number 24 of 2019 Implementation
  - **Presidential Decree:** Master Plan for the development of the National Creative Economy
- **Product (IP Based)**
  - **Goods and Services**
  - **Tangible dan intangible**
  - **Physical and Digital**
  - **Creative Product IP Based**
- **Infrastructure & Technology**
  - **Blockchain**
  - **VR/AR**
  - **IoT**
  - **Big Data**
  - **AI**
  - **Metaverse**
  - **NFT**
  - **3D Printing**
  - **Cloud Computing**
  - **5G**
  - **Cyber Security**
- **Financing**
  - **Creative Business Financing**
    1. Conventional – Bank
    2. Non-Conventional – Venture Capital, Business Angel, and Crowdfunding/Sourcing
  - **IP Financing**

CREATIVE ECONOMY DEVELOPMENT



Based: Law Number 24 2019 about Creative Economy

CREATIVE ECONOMY DEVELOPMENT



Baparekraf Developer Day (BDD)

BDD is held to bridge local developers with cutting-edge technology platforms to develop digital products, particularly in the sub-sectors of applications, games, and web, as well as the Internet of Things (IoT). In this event, participants will receive knowledge transfer from skilled practitioners who have succeeded in application and game development through inspiration sessions and talk shows.

Held Offline in Bandung, March 9, 2024

TOPICS:

1. Android Developer
2. Front-end Web Developer
3. Machine Learning
4. Developer d
5. Multi Platform App Developer e
6. Back-end Developer
7. Data Scientist

- **1.000 Participants Attended Offline**
- **5. 628 Total Total Registrants**

Don't miss the next BDD on October 6, 2024, in Yogyakarta!!

Baparekraf for Startup (BEKUP)

Kemenparekraf has initiated a program that supports and promotes Indonesia's digital startup ecosystem to realize national economic optimism in 2024, called BEKUP (Baparekraf for Startup). This program provides opportunities for all Indonesian entrepreneurs to support digital startups in growing and driving Indonesia's vast economic potential by offering **a series of intensive mentoring sessions** targeting **Ideate & StartGrowth** startups.

STAGE:

1. **Starter Camp-Scouting**:An offline mentoring session that will scout outstanding startups and bring new innovations.
2. **Startup Ideate:** A program level dedicated to helping startups develop a Minimum Viable Product (MVP).
3. **StartGrowth:** A program level dedicated to startups that have already gained traction or achieved product-market fit.

6 City

Medan
Bogor
Solo
Malang
Denpasar
Makassar

Target

120 Startups

Baparekraf Scale-Up Champions (BSC)

Baparekraf Scale-Up Champions is a **startup acceleration program** designed to support innovation and information technology, aimed at accelerating the development of the digital startup ecosystem in Indonesia. This program targets digital application-based startups that focus on the development of 17 Creative Economy Sub-sectors, through a series of activities such as **workshops, mentoring, and access to global partners.**

An initiative to further enhance global access and innovation for Indonesian local startups, aimed at **advancing and promoting Indonesian digital products on the international stage.**.

BSC

BAPAREKRAF SCALE-UP CHAMPIONS

10 STARTUP TERSELEKSI

5 STARTUP COUNTRY VISIT

50+ GLOBAL PARTNER & INDUSTRY PLAYERS

#1 WORKSHOP CLASS

Startup Support

1 Hannover Messe 2023

Kemenparekraf/Baparekraf bersama Kemenperin memberikan dukungan bagi empat startup asal Indonesia yang ikut berpartisipasi dalam ajang Hannover Messe di Hannover, Jerman.

Axotic Farm, Dreamaxtion, Jung Java, Nicslab Ops, Inc.

2 SXSW Austin 2023

Kemenparekraf/Baparekraf bersama Dinas Pariwisata dan Ekonomi Kreatif Provinsi DKI Jakarta memberikan dukungan bagi sembilan startup asal Indonesia yang ikut berpartisipasi dalam ajang SXSW (South By South West) 2023 di Austin, Texas, Amerika Serikat.

Alatte, Aruvana, Goplay, Horology Story, Lectro, Mythic Protocol, Ser Morpheus, Run System, Stechoq.

3 SXSW Austin 2024

Kemenparekraf/Baparekraf facilitated 10 top startup companies and 2 Indonesian music groups to participate in SXSW Austin 2024, the world-class creative industry exhibition

BubbMe, Petskita, Carte, Kita Care, Magalarva, Orderfaz, Risaikel, RUN System, Tina, dan Wifkain

Startup Support

Road To Indonesia Startup Ecosystem Summit 2023

The government, through cross-ministerial collaboration involving the Ministry of Cooperatives and SMEs, the Ministry of Trade, the Ministry of Communication and Information Technology, and the Ministry of Tourism and Creative Economy, organized the Road to Indonesia Startup Ecosystem Summit 2023 event on August 10-13, 2023, at Solo Technopark, as an effort to strengthen Indonesia's startup ecosystem.

Indonesia Startup
Ecosystem Summit
2023

Potential Collaboration with BRIN

We are currently exploring collaboration with BRIN (Badan Riset dan Inovasi Nasional) to initiate co-incubation programs. This effort aims to provide startups nurtured by Kemenparekraf with opportunities to access funding through BRIN's Pendanaan Riset dan Inovasi untuk Indonesia Maju (RIIM) Startup program.

RIIM Startup is funding program provided by BRIN to research-based startups, aimed at becoming independent startups capable of generating profits, with sustainable business development. Selected applicants will receive funding of up to IDR 300 million per year, with a maximum funding period of two years.

Let’s Connect !

THANK YOU