



Strengthening Culture and Creative Economy Development in Support of Digital Economy Development

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ABSTRACT

This article reviews the strengthening of culture and creativity based on the 1945 Constitution in the development of culture in Indonesia. It underscores the importance of Indonesia's cultural wealth derived from artistic manifestations, societal elements, and customs. During the Guided Democracy period (1959-1965), cultural issues were a primary focus, with the motto "personality in culture," as reflected in Article 32, paragraph 1 of the 1945 Constitution, which mandates the state to advance national culture amid world civilization. The article identifies key cultural development issues, including the degradation of human dignity before independence and subsequent mental and spiritual challenges. The 2011 Indonesian Cultural Bill outlines four main issues: imbalance between character and economic development, suboptimal cultural diversity management, declining national identity, and lack of commitment to cultural wealth management. Cultural development policies are detailed in the Cultural Advancement Law, which includes strategies to achieve national goals through PPKD documents in each region. The conclusion emphasizes that strengthening culture in Indonesia is expected to boost digital economy penetration via collaboration between creative industries and digital technology platforms. The 2025 Creative Economy Blueprint aims to leverage cultural potential for sustainable economic development. Cities like Pekalongan, Bandung, Ambon, and Surakarta joining the UNESCO Creative Cities Network is seen as a step towards making creativity a strategic factor in sustainable development, expanding markets, and increasing the creative economy's contribution to national growth.

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