

LAW OF THE REPUBLIC OF INDONESIA
NUMBER 24 OF 2019
ON
CREATIVE ECONOMY

BY THE BLESSINGS OF ALMIGHTY GOD

PRESIDENT OF THE REPUBLIC OF INDONESIA,

Considering : a. that Indonesia has a wealth of cultural heritage that needs to be utilized as products that create added value through the development of the creative economy to promote the general welfare as mandated in the 1945 Constitution of the Republic of Indonesia;
b. that the Government and/or Local Governments are responsible for creating and developing a creative economy ecosystem so that it is able to contribute to the national economy and increase global competitiveness to achieve sustainable development goals;
c. that to provide a basis for legal certainty to the Government and/or Local Governments in creating and developing a creative economy ecosystem, it is necessary to regulate the creative economy;
d. that based on the considerations as referred to in point a, point b, and point c, it is necessary to enact a Law on Creative Economy;

Observing : Article 20, Article 21, Article 22D section (1), and Article 33 section (4) of the 1945 Constitution of the Republic of Indonesia;

With the Joint Approval of
THE HOUSE OF REPRESENTATIVES
and
THE PRESIDENT OF THE REPUBLIC OF INDONESIA

HAS DECIDED:
To enact : LAW ON CREATIVE ECONOMY.

CHAPTER I GENERAL PROVISIONS

Article 1

In this Law:

1. Creative Economy means an embodiment of added value of intellectual property originating from human creativity based on cultural heritage, knowledge, and/or technology.
2. Creative Economy Actors means an individual or a group of Indonesian citizens or a legal or non-legal business entity established under Indonesian law engaged in Creative Economy activities.
3. Creative Economy Ecosystem means an interconnected system that supports the value chain of the Creative Economy, including creation, production, distribution, consumption, and conservation, carried out by Creative Economy Actors to add value to their products so that they are highly competitive, easily accessible, and legally protected.
4. Central Government, hereinafter referred to as the Government, means the President of the Republic of Indonesia who holds the executive power of the government of the Republic of Indonesia, assisted by the Vice President and ministers as stipulated in the 1945 Constitution of the Republic of Indonesia.
5. Local Government means the regional heads, as the local government administrators, who lead the implementation of government affairs under the authority of the autonomous regions.

Article 2

The implementation of the Creative Economy must be based on Pancasila, the 1945 Constitution of the Republic of Indonesia, the Unitary State of the Republic of Indonesia, and Unity in Diversity.

Article 3

The implementation of the Creative Economy is based on the principles of:

- a. faith and devotion to the Almighty God;
- b. benefit;
- c. fairness;
- d. sustainability; and
- e. national identity.

Article 4

The Law on Creative Economy aims to:

- a. encourage all aspects of the Creative Economy by the development of culture, technology, creativity, innovation of the Indonesian people, and changes in the global economic environment;
- b. improve the welfare of the Indonesian people and increase the state revenue;
- c. create the Creative Economy Ecosystem with global competitiveness;

- d. create new job opportunities that are aligned with the Indonesian artistic and cultural values as well as local economic resources;
- e. optimize the potential of the Creative Economy Actors;
- f. protect the creative works of the Creative Economy Actors; and
- g. mainstream the Creative Economy in the National Development Plan.

CHAPTER II CREATIVE ECONOMY ACTORS

Article 5

Any Creative Economy Actor is entitled to get support from the Government and/or Local Governments through the development of the Creative Economy Ecosystem.

Article 6

Creative Economy Actors comprise:

- a. creator; and
- b. intellectual property manager.

Article 7

The Government and/or Local Governments carry out the capacity development of the Creative Economy Actors through:

- a. training, technical assistance, and mentoring to increase the technical and managerial capabilities of the Creative Economy Actors;
- b. facilitation support to face technology development in the business sector; and
- c. business standardization and professional certification in the field of Creative Economy.

Article 8

The capacity development of the Creative Economy Actors as referred to in Article 7 is implemented in accordance with the provisions of legislation.

CHAPTER III CREATIVE ECONOMY ECOSYSTEM

Part One General

Article 9

The Government and/or Local Governments are responsible for developing the Creative Economy Ecosystem.

Article 10

The development of the Creative Economy Ecosystem is carried out through:

- a. research development;
- b. educational development;
- c. funding and financing facilitation;
- d. infrastructure provision;

- e. marketing system development;
- f. provision of incentives;
- g. intellectual property facilitation; and
- h. creative works protection.

Part Two Research Development

Article 11

- (1) The Government and/or Local Governments are responsible for the research development of the Creative Economy.
- (2) The research development as referred to in section (1) may be carried out by research and development institutions, higher education institutions, and/or communities.
- (3) The outcomes of the research development as referred to in section (2) are used for policy-making in the field of Creative Economy.
- (4) The research development of the Creative Economy as referred to in section (2) is implemented in accordance with the provisions of legislation.

Part Three Educational Development

Article 12

The educational development system of the Creative Economy is designed to create and increase the quality of Creative Economy Actors to be able to compete on a global scale.

Article 13

The education in creativity, innovation, and entrepreneurship in the field of Creative Economy is developed based on the national education system through:

- a. intracurricular, co-curricular, or extracurricular in the formal education; and
- b. intracurricular and co-curricular in the nonformal education.

Part Four Funding and Financing Facilitation

Article 14

The funding for the Creative Economy activities is sourced from:

- a. the state budget;
- b. the local budget; and/or
- c. other legal funds in accordance with the provisions of legislation.

Article 15

- (1) The financing of the Creative Economy is sourced from:
 - a. the state budget;
 - b. the local budget; and/or
 - c. other legal sources.

- (2) The financing as referred to in section (1) point a and point b is channelled through banking and non-banking financial institutions.
- (3) Financing sourced from the other legal sources as referred to in section (1) point c is non-binding and in accordance with the provisions of legislation.

Article 16

- (1) The Government facilitates intellectual property-based financing schemes for the Creative Economy Actors.
- (2) The provisions regarding intellectual property-based financing schemes as referred to in section (1) are regulated by the Government Regulation.

Article 17

In addition to facilitating financing schemes as referred to in Article 16, the Government and/or Local Governments may develop alternative sources of financing other than the financing institution mechanism.

Article 18

- (1) In the development of the Creative Economy, the Government or the Local Governments may establish a Public Service Agency.
- (2) The establishment of a Public Service Agency as referred to in section (1) is implemented in accordance with the provisions of legislation.

Part Five

Infrastructure Provision

Article 19

The Government and/or Local Governments encourage the availability of an adequate Creative Economy infrastructure for the Creative Economy.

Article 20

The Creative Economy infrastructure as referred to in Article 19 comprises:

- a. physical infrastructure; and
- b. information and communication technology infrastructure.

Part Six

Marketing System Development

Article 21

- (1) The Government and/or Local Governments facilitate the marketing system development for intellectual property-based Creative Economy products.
- (2) The provisions regarding the marketing system development for intellectual property-based Creative Economy products as referred to in section (1) are regulated by the Government Regulation.

Part Seven
Provision of Incentives

Article 22

- (1) The Government and/or Local Governments may provide incentives to the Creative Economy Actors.
- (2) The incentives as referred to in section (1) include:
 - a. fiscal; and/or
 - b. nonfiscal.
- (3) Provision of the incentives as referred to in section (2) is implemented in accordance with the provisions of legislation.

Part Eight
Intellectual Property Facilitation

Article 23

- (1) The Government and/or Local Governments facilitate the recordation of copyrights and related rights as well as the registration of industrial property rights to the Creative Economy Actors.
- (2) The Government and/or Local Governments facilitate intellectual property utilization to the Creative Economy Actors.
- (3) The facilitation as referred to in section (1) and section (2) is implemented in accordance with the provisions of legislation.

Part Nine
Creative Works Protection

Article 24

- (1) The Government and/or Local Governments protect the creative works of the Creative Economy Actors in the form of intellectual property.
- (2) The protection as referred to in section (1) is implemented in accordance with the provisions of legislation.

CHAPTER IV
CREATIVE ECONOMY MASTER PLAN

Article 25

- (1) The Creative Economy is implemented based on the Creative Economy Master Plan.
- (2) The Creative Economy Master Plan as referred to in section (1) is developed by the Government.
- (3) The Creative Economy Master Plan as referred to in section (1) is an integral part of the National Long-Term Development Plan.
- (4) The Creative Economy Master Plan at least contains:
 - a. principles of Creative Economy development in accordance with the sustainable development goals;
 - b. vision and mission;
 - c. objective and scope; and
 - d. policy direction, goals, strategies, and stakeholders.

- (5) The Creative Economy Master Plan is developed for a period of 20 (twenty) years and may be reviewed every 5 (five) years.
- (6) Further provisions regarding the Creative Economy Master Plan are regulated by the Presidential Regulation.

Article 26

- (1) The Creative Economy Development is outlined in the Creative Economy Master Plan and serves as a guideline for the Government and the Local Governments.
- (2) The Creative Economy Development in the regions is integrated into the regional development planning documents.

Article 27

In developing the Creative Economy, the Government and/or Local Governments may cooperate with the educational institutions, the business sector, the industrial sector, the community networks, and/or the media.

Article 28

- (1) In developing the Creative Economy as referred to in Article 27, the Government and/or Local Governments may carry out international cooperation.
- (2) The cooperation as referred to in section (1) is implemented in accordance with the provisions of legislation.

CHAPTER V INSTITUTIONAL

Article 29

The government duties in the field of Creative Economy are implemented by the Government and the Local Governments in accordance with the provisions of legislation.

Article 30

- (1) The government duties in the field of Creative Economy are implemented by the ministry/agency.
- (2) Further provisions regarding the ministry/agency as referred to in section (1) are regulated by the Presidential Regulation.

CHAPTER VI TRANSITIONAL PROVISION

Article 31

At the time this Law comes into force, the implementation of government duties in the field of Creative Economy remains implemented by the agency established under the Presidential Regulation Number 6 of 2015 on the Creative Economy Agency as amended by the Presidential Regulation Number 72 of 2015 on Amendment to Presidential Regulation Number 6 of 2015 on the Creative Economy Agency, until the establishment of ministry/agency administering government affairs in the field of Creative Economy under this Law.

CHAPTER VII
CLOSING PROVISIONS

Article 32

At the time this Law comes into force, all legislation governing the Creative Economy remain in effect to the extent that they do not conflict with the provisions of this Law.

Article 33

The implementing regulations of this Law must be issued no later than 2 (two) years since the promulgation of this Law.

Article 34

This Law comes into force on the date of its promulgation.

In order that every person may know hereof, it is ordered to promulgate this Law by its placement in the State Gazette of the Republic of Indonesia.

Enacted in Jakarta
on 24 October 2019

PRESIDENT OF THE REPUBLIC OF INDONESIA,

signed

JOKO WIDODO

Promulgated in Jakarta
on 24 October 2019

MINISTER OF LAW AND HUMAN RIGHTS
OF THE REPUBLIC OF INDONESIA,

signed

YASONNA H. LAOLY

STATE GAZETTE OF THE REPUBLIC OF INDONESIA OF 2019 NUMBER 212

Jakarta, 12 December 2025
Has been translated as an Official Translation
on behalf of the Minister of Law
of the Republic of Indonesia
DIRECTOR GENERAL OF LEGISLATION,



DEWI PUTRA

ELUCIDATION OF
LAW OF THE REPUBLIC OF INDONESIA
NUMBER 24 OF 2019
ON
CREATIVE ECONOMY

I. GENERAL

The Preamble to the 1945 Constitution of the Republic of Indonesia mandates that the national goals of the Indonesian nation are to protect the whole Indonesian nation and the whole of Indonesia's homeland, to advance public welfare, to educate the life of the nation, and to participate in the establishment of a world order based on freedom, perpetual peace, and social justice.

Furthermore, Article 33 section (4) of the 1945 Constitution of the Republic of Indonesia mandates that "the national economy is organized based on economic democracy with the principles of togetherness, fairness-based efficiency with equity, sustainability, environment-oriented, independence, and by maintaining a balance of the progress and the unity of the national economy."

In achieving a just and prosperous society capable of advancing public welfare, Indonesia must optimize all economic resources, in particular by optimizing the creativity of human resources based on cultural heritage, science, and/or technology.

To optimize such human resources, it is necessary to manage the potential of the Creative Economy in a systematic, structured, and sustainable manner.

Therefore, it is necessary to mainstream the Creative Economy into national development plans through the development of a Creative Economy Ecosystem that adds value to Creative Economy products that are highly competitive, easily accessible, and legally protected.

In its implementation, the development of the Creative Economy faces several challenges, such as limited access to banking, promotion, infrastructure, the capacity development of the Creative Economy actors, and synergy among stakeholders.

Therefore, it is necessary to issue a comprehensive regulation on the Creative Economy based on Pancasila, the 1945 Constitution of the Republic of Indonesia, the Unitary State of the Republic of Indonesia, and Unity in Diversity, and based upon the principles of faith and devotion to the Almighty God, benefit, fairness, sustainability, and national identity. In general, the Law on Creative Economy regulates the subject matters concerning Creative Economy Actors, Creative Economy Ecosystem, Creative Economy Master Plan, and Institutional, as set out in the body of the Law on Creative Economy and its elucidation.

II. ARTICLE BY ARTICLE

Article 1

Sufficiently clear.

Article 2

Sufficiently clear.

Article 3

Point a

The term “principle of faith and devotion to the Almighty God” means that the implementation of the Creative Economy is based on faith and devotion to the Almighty God.

Point b

The term “principle of benefit” means that the implementation of the Creative Economy can provide the greatest benefits for people’s welfare.

Point c

The term “principle of fairness” means that the implementation of the Creative Economy guarantees equal opportunities for the Creative Economy Actors.

Point d

The term “principle of sustainability” means that the implementation of the Creative Economy is carried out in a systematic, planned, and continuous manner.

Point e

The term “principle of national identity” means that the implementation of the Creative Economy can reflect and develop the local wisdom of the local community, and consider religion, ethnicity and groups, specific regional conditions, as well as culture in the life of the community, the nation, and the state.

Article 4

Sufficiently clear.

Article 5

Sufficiently clear.

Article 6

Point a

The term “creator” means a person or a group of persons who works to present their creativity or engages in a creative process, or produces a work, design, or invention.

Point b

The term “intellectual property manager” means a party that commercializes intellectual property owned by itself or owned by another party under a specific agreement.

Intellectual property managers include music/film/game publishers, music/film/game distributors, cinemas, video streaming services, restaurants/cafes, advertising companies, theatre organizers, online portal operators, and online program operators.

Article 7

Sufficiently clear.

Article 8
Sufficiently clear.

Article 9
Sufficiently clear.

Article 10
Sufficiently clear.

Article 11
Section (1)
Research development in the field of Creative Economy includes research on products, Creative Economy Actors, local potential, and markets.
Section (2)
Sufficiently clear.
Section (3)
Sufficiently clear.
Section (4)
Sufficiently clear.

Article 12
Sufficiently clear.

Article 13
Sufficiently clear.

Article 14
Sufficiently clear.

Article 15
Sufficiently clear.

Article 16
Section (1)
An intellectual property-based financing scheme is a financing scheme that designates intellectual property as debt collateral for financial institutions to enable them to provide financing to the Creative Economy Actors.
Section (2)
Sufficiently clear.

Article 17
Sufficiently clear.

Article 18
Section (1)
The term “Public Service Agency” means an institution within the Government and/or Local Government established to provide services to the Creative Economy Actors, managed under the financial management pattern of a Public Service Agency, which grants flexibility in the form of discretion to apply sound business practices in order to improve public services without prioritizing profit-making, and based on the principles of efficiency and productivity in carrying out its activities.

Section (2)
Sufficiently clear.

Article 19
Sufficiently clear.

Article 20

Point a

The term “physical infrastructure” means a physical space and/or physical facility that supports the implementation of part and/or all of the Creative Economy Ecosystem, including exhibition halls, performance venues, recording studios, and cinemas.

Point b

The term “information and communication technology infrastructure” means a facility in the form of technology to prepare, collect, process, analyze, disseminate, and/or store information. Information and communication technology includes software, hardware, networks, and supporting services, including the internet, cloud computing, digital marketplaces, and data centers.

Article 21

Point (1)

The term “intellectual property-based marketing system for the Creative Economy products” means a marketing system that prioritizes the utilization of intellectual property, including licensing, franchising, technology transfer, co-branding, and/or rights transfer.

Section (2)

Sufficiently clear.

Article 22

Section (1)

Sufficiently clear.

Section (2)

Point a

The term “fiscal incentives” means a fiscal support for the Creative Economy Actors through revenue, expenditure, and/or financing.

Point b

The term “non-fiscal incentives” means the granting of facilitation to support the Creative Economy Actors in the form of physical and/or non-physical facilitation. Forms of non-fiscal incentives include expedited licensing processes, provision of land locations, services, and technical assistance.

Section (3)

Sufficiently clear.

Article 23

Section (1)

The term “facilitate” includes assistance in the form of conveniences, consultations, and mentoring in the process of recordation of copyright and related rights, as well as registration of industrial property rights for the Creative Economy Actors.

Section (2)
Sufficiently clear.
Section (3)
Sufficiently clear.

Article 24
Sufficiently clear.

Article 25
Sufficiently clear.

Article 26
Sufficiently clear.

Article 27
Sufficiently clear.

Article 28
Cooperation between the Government and/or Local Government with educational institutions, the business sector, the industrial sector, the community networks, and/or media at the international level is carried out based on the principles of mutual benefit and common good, prioritizing national interests to build national capacity, support the market penetration, assist in attracting foreign investment, and demonstrate Indonesia's role and leadership at the global level.

Article 29
Sufficiently clear.

Article 30
Sufficiently clear.

Article 31
Sufficiently clear

Article 32
Sufficiently clear.

Article 33
Sufficiently clear.

Article 34
Sufficiently clear.