

## National Economic Transformation Strategy Towards Indonesia Emas 2045 Based on Digital Technology and Creative Economy

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### ABSTRACT

This study explores Indonesia's strategic pursuit of digital transformation and the creative economy to achieve the vision of Indonesia Emas 2045. Using a qualitative approach through literature review, it analyzes government policies, academic insights, and industry reports to understand current initiatives and challenges. The findings indicate that digital technology and the creative economy significantly contribute to increasing productivity, fostering innovation, and creating employment, especially for youth and entrepreneurs. However, barriers such as skill gaps, infrastructural limitations, and unequal access hinder full realization. Recommendations include strengthening digital infrastructure, expanding digital literacy, incentivizing startups, and fostering public-private collaborations to ensure inclusive growth. The implications suggest that integrated efforts in policy support, human resource development, and infrastructure are vital for Indonesia's resilience and competitiveness, ultimately guiding the country toward sustainable and innovative development by 2045. Future research should evaluate policy effectiveness and socio-economic impacts for continuous improvement

## **INTRODUCTION**

The rapid development of digital technology and globalization has significantly transformed national economies worldwide, and Indonesia is no exception. As the country aspires to reach its vision of "Golden Indonesia 2045," strategic planning and innovative approaches to economic transformation have become imperative. The current era is characterized by an unprecedented reliance on digital platforms, innovative entrepreneurship, and creative industries, which are recognized as key drivers for economic growth and competitiveness. These elements are essential in shaping Indonesia's future trajectory, especially when considering the ambitious target of achieving a prosperous, modern, and sustainable nation by mid-century. To realize this vision, the Indonesian government and stakeholders must develop and implement effective transformation strategies that leverage the power of digital technology and the expansive potential of the creative economy.

The significance of the creative economy has been emphasized in recent academic and policy discourses, notably by Sulistyowati et al. (2025), who argue that in the era of digital and global integration, creative industries serve as a forefront sector capable of creating new business opportunities, generating employment, and elevating a nation's competitive edge in the international arena. Entrepreneurship, as the main driver of the creative economy, plays a critical role in transforming innovative ideas into high-value products and services. Combining creativity with technology and appropriate business strategies allows this sector to make substantial contributions not only to national economic growth but also to global economic integration. The ability to adapt and innovate through digital channels has become a vital element for entrepreneurs and small-to-medium enterprises (SMEs), which constitute the backbone of Indonesia's economic landscape.

Furthermore, digital transformation is perceived as a vital element to accelerate Indonesia's progress toward its long-term development goals encapsulated within the National Long-Term Development Plan 2025-2045, known as "Golden Indonesia 2045," as articulated by Ramadhan (2024). To achieve this, Indonesia must establish smart leadership capable of implementing inclusive policies that foster technological innovation, entrepreneurship, and economic resilience. Critical to this effort is the creation of an enabling environment where digital infrastructure and human capital development go hand in hand to support the country's transition into a digitally empowered economy. The digital revolution is poised to increase efficiency, productivity, and economic diversification, opening new avenues for growth that were previously inaccessible.

However, the journey toward Indonesia's digital and creative economic transformation faces numerous challenges and opportunities, as discussed by Wihardjo et al. (2025). The development of a digitally skilled workforce and quality human resources (HR) remains a central pillar for this transformation. Education, which plays a fundamental role in preparing future generations, needs to be aligned with technological advancements and innovation strategies. As Nadiem Makarim emphasizes, investing in superior human capital is the

cornerstone of national progress. Therefore, strategies that integrate technology and innovative pedagogies are critical in producing a generation capable of navigating the complexities of a globalized, digital economy. These efforts are crucial for creating a resilient workforce that can adapt to rapid technological changes and meet the evolving demands of the industry.

In this context, the government and industry sector are actively designing and implementing various competency-based training programs, often in collaboration with private enterprises, to bridge the skills gap and improve workers' employability. As Mustari et al. (2025) highlight, initiatives such as the BIMMA application demonstrate how digital innovation can expand access to employment information and skills training, especially in remote or underserved regions. Nevertheless, many obstacles persist, including disparities in digital literacy, the inability of certain populations to meet the requirements of training programs, and a tendency for workers to stay in their traditional local settings despite opportunities elsewhere. These issues hinder the effectiveness and inclusivity of the national transformation efforts, emphasizing the need for a comprehensive and integrated approach to human resource development.

The economic impacts of such strategies have also been examined in recent studies, notably by Veronika and Mafruhah (2022), who found that economic growth can have complex implications for employment, especially for educated workers. Their research reveals a negative and significant relationship between economic growth and educated unemployment, indicating that without nuanced job creation strategies, economic expansion might inadvertently increase unemployment rates among the educated populace. This highlights the importance of designing growth policies that are inclusive and capable of generating sufficient quality employment opportunities aligned with the skills of the workforce. Addressing this problem is crucial for sustainable development and social stability, which are prerequisites for Indonesia's long-term vision.

The role of youth and entrepreneurial engagement has also been identified as central to the country's transformation agenda. As Kartini et al. (2024) suggest, effective promotional strategies have successfully increased the motivation and discipline among youth and emerging entrepreneurs, fostering a more dynamic business environment. Encouraging young entrepreneurs to participate actively in the digital economy and creative industries can serve as a catalyst for innovation, job creation, and economic diversification, ultimately supporting the broader vision of Indonesia Emas 2045. Strengthening this sector is vital, particularly through capacity-building, access to digital tools, and policy environments conducive to startup growth and creative ventures.

In addition to fostering entrepreneurship, a supportive ecosystem that facilitates innovation requires coordinated efforts between various stakeholders, including government institutions.

## **LITERATURE REVIEW**

### **Digital Technology**

Digital technology refers to the use of digital tools, systems, and platforms that enable the creation, processing, storage, and dissemination of information through electronic means. This encompasses a wide range of innovations such as the internet, mobile devices, cloud computing, big data, artificial intelligence, and the Internet of Things (IoT). In the context of Indonesia's vision for 2045, digital technology plays a crucial role as a catalyst for economic transformation and national development.

By 2045, Indonesia aims to become a developed, prosperous, and inclusive nation, dubbed "Indonesia Emas 2045." To achieve this vision, harnessing digital technology is essential as it offers opportunities to boost productivity, improve governance, expand access to education and healthcare, and foster innovation across sectors. Digital transformation enables Indonesia to leapfrog traditional development stages by integrating advanced technologies into daily business operations, government services, and social activities, creating a more efficient and competitive economy.

Furthermore, digital technology supports Indonesia's goal of developing a robust creative economy by providing entrepreneurship opportunities, improving market accessibility, and connecting local producers with international consumers. For Indonesia to realize its full potential by 2045, embracing innovation in digital technology is imperative, as it can drive economic growth, create new job sectors, and elevate the country's position in the global digital economy. Overall, digital technology is not just a tool but a strategic enabler that will facilitate Indonesia's transition toward a resilient, sustainable, and technologically advanced nation by 2045.

### **Creative Economy For Indonesia Emas 2045**

The creative economy refers to the sector of the economy that is driven by creativity, innovation, and intellectual property. It includes industries such as arts, crafts, media, design, fashion, music, film, digital content, and other cultural products and services. In the context of Indonesia Emas 2045, the creative economy is recognized as a vital driver for sustainable growth, national identity, and global competitiveness.

Indonesia's vision for 2045 aims to transform the nation into a developed, advanced, and prosperous country, where innovation and cultural strength play central roles. The creative economy supports this aspiration by fostering entrepreneurship, creating employment opportunities, and enhancing Indonesia's unique cultural expressions to reach international markets. As the country continues to develop, leveraging its rich cultural diversity and creative talents becomes essential for building a resilient and dynamic economy that sustains growth beyond traditional sectors like manufacturing and resource extraction.

By integrating creativity with technology, Indonesia can expand its creative industries into digital platforms, increase export potential, and strengthen its soft power on the global stage. The creative economy also aligns with Indonesia's goals of inclusivity and social equality, providing opportunities for local communities and young entrepreneurs to participate in national

development. As Indonesia aims to become a leading creative hub in Southeast Asia and beyond, developing policies and infrastructure that support innovation, intellectual property rights, and access to new markets is crucial.

In conclusion, the creative economy is a cornerstone for Indonesia's sustainable development and cultural preservation in the vision of Indonesia Emas 2045. It embodies the nation's spirit of innovation, diversity, and resilience, serving as a powerful vehicle to achieve long-term prosperity and global recognition by 2045.

## **METHODOLOGY**

The research methodology employed in this study is qualitative, emphasizing a literature review approach. This method involves gathering, analyzing, and synthesizing information from various written sources to deepen understanding of the research topic. The primary data collection technique is through the systematic review of relevant literature, including books, journals, articles, and research reports pertinent to the themes of digital technology, creative economy, and Indonesia's vision for 2045. The aim is to obtain comprehensive insights into existing knowledge, theories, and policy perspectives which can support the development of well-informed arguments and conclusions.

In this approach, the researcher carefully selects reputable and official sources to ensure data credibility and relevance. Official sources such as data from the Central Statistics Agency (BPS), government documents, policy reports, and publications from recognized research institutions are used as primary references. These sources provide reliable statistical data, contextual information, and official perspectives that help anchor the study's findings within a factual and authoritative framework.

The purpose of using a literature review method is to achieve an in-depth understanding of the complex relationship between digital technology, the creative economy, and Indonesia's long-term development goals. By analyzing and synthesizing information from diverse academic and policy sources, the researcher aims to construct a coherent narrative that highlights key trends, challenges, and opportunities within the national transformation strategy. This qualitative approach allows for a flexible and interpretive investigation, facilitating a comprehensive exploration of the research topic, ultimately supporting the formulation of meaningful conclusions aligned with Indonesia's vision for 2045.

## **RESULTS AND DISCUSSION**

Digital transformation has become a fundamental strategy in Indonesia's efforts to achieve its long-term national goals, particularly in realizing the vision of Indonesia Emas 2045. As emphasized by Sulistyowati et al. (2025), the rapid expansion of digitalization and globalization has positioned the digital economy as a key sector capable of fostering economic resilience and competitiveness. The integration of digital technology into various sectors is viewed as an essential catalyst for boosting Indonesia's Gross Domestic Product (GDP) and overall economic growth. Digitalization facilitates increased efficiency, automation, and connectivity, which lead to higher productivity levels across industries and services. These improvements are crucial for Indonesia to compete on the global stage, especially as nations worldwide accelerate their digital transformation initiatives.

The impact of digital technology on increasing productivity and expanding knowledge is profound, as tools such as cloud computing, big data, and artificial intelligence empower businesses and individuals to operate more effectively and make data-driven decisions. Hermawan (2025) states that digital innovation is vital for Indonesia's acceleration toward its goal of becoming a developed nation by 2045. The adoption of digital platforms and technologies enhances skill acquisition, streamlining processes, and fostering a knowledge-based economy. This aligns with the broader agenda of creating a highly skilled workforce that is capable of adapting to the rapidly changing digital landscape, which Nadiem Makarim (2025) emphasizes as critical for Indonesia's progress. A digitally literate population and workforce are imperative to meet the demands of Industry 4.0, ensuring Indonesia remains competitive and innovative.

Creating new job opportunities is a significant benefit of the digital economy. The rise of startups, e-commerce, digital marketing, and technology firms opens pathways for employment, especially among the younger generation and entrepreneurs. Kartini et al. (2024) highlight that promotional strategies, particularly targeting youth and new entrepreneurs, have successfully increased motivation and engagement in managing digital-based enterprises. The expansion of digital platforms allows for more inclusive participation in economic activities, reducing geographical and infrastructural barriers, particularly in rural or underserved areas. Digital jobs range from software development and digital content creation to online education and remote customer service, thereby diversifying Indonesia's employment landscape.

Furthermore, digital transformation fuels innovation, encouraging companies to develop novel products and services that meet consumer needs more effectively. As noted by Sulistyowati et al. (2025), the dynamic nature of the digital environment drives companies to think creatively and adopt cutting-edge solutions, which sustainable economic growth and industry competitiveness depend on. Innovation through digital means not only enhances existing industries but also breeds entirely new sectors that contribute significantly to national GDP. These technological advancements also support the strengthening of the creative economy, which plays a vital role in Indonesia's economic landscape.

The creative economy, according to Sulistyowati et al. (2025), has already shown significant contributions to Indonesia's GDP and is projected to become a central pillar of the national economy. This sector encompasses fields such as arts, crafts, entertainment, fashion, design, digital content, and cultural industries, all of which have the potential to expand globally through digital channels. The creative economy embodies Indonesia's rich cultural diversity and innovative spirit, making it an attractive sector for international collaboration, exports, and tourism development. Digital platforms enable creative entrepreneurs to reach a broader audience, facilitating economic inclusion and cultural preservation simultaneously.

Inclusivity and sustainability are key advantages of the creative economy. By emphasizing cultural expression, innovation, and local talents, this sector offers opportunities for marginalized communities and young entrepreneurs to participate actively in the economy. Wihardjo et al. (2025) emphasizes that strategic initiatives in education and human resource development, supported by technology and innovation, are fundamental for preparing Indonesia's future workforce to thrive in the creative and digital sectors. Improving education through digital and technological integration helps cultivate skills essential for sustaining a flourishing creative economy, aligning with the goal of an inclusive and sustainable future.

Supporting economic growth, the creative economy is recognized for its resilience and capacity to adapt to changing global trends. It fosters a culture of innovation and entrepreneurial spirit that can drive diversification and reduce dependency on traditional resource-based industries. Ramadhan (2024) notes that the development of a strong creative economy intertwined with digital transformation is vital for Indonesia's long-term growth and stability, particularly in achieving the broader vision of "Golden Indonesia 2045." Broad-based support through policy, infrastructure, and education is necessary to sustain its momentum.

However, despite these opportunities, challenges remain. Mustari et al. (2025) highlight barriers such as skill gaps, infrastructural limitations, and disparities in access to digital resources, which hinder the full realization of digital and creative economy potential. The effectiveness of programs like skill training and digital innovations, such as the BIMMA application, depends on addressing these challenges to ensure inclusive participation across all regions and socioeconomic groups. Without concerted efforts to bridge these gaps, the envisioned growth trajectory could be impeded.

## **CONCLUSION AND RECOMMENDATION**

In conclusion, digital transformation and the development of the creative economy are pivotal strategies for Indonesia to achieve its vision of Indonesia Emas 2045. The integration of digital technology across various sectors enhances productivity, fosters innovation, creates employment opportunities, and promotes economic inclusivity and sustainability. The creative economy, with its capacity to showcase Indonesia's rich cultural diversity and stimulate global engagement, serves as a substantial contributor to national GDP and long-term economic resilience. However, challenges such as skill gaps, infrastructural limitations, and unequal access to digital resources must be addressed to fully realize these opportunities. To effectively steer Indonesia's transition toward the envisioned golden era, the government must prioritize policy reforms aimed at strengthening digital infrastructure, expanding digital literacy, and supporting innovation ecosystems. For instance, investing in education and training programs that focus on digital skills and creative entrepreneurship is crucial, as emphasized by Wihardjo et al. (2025). Additionally, providing incentives for startups and creative industries to flourish through grants, tax breaks, and access to digital platforms can foster a thriving entrepreneurial environment. Collaboration between the public sector and private enterprises is essential to scale up programs like digital skills training and to develop inclusive initiatives that target rural and underserved communities. The private sector, on its part, should leverage digital technology and innovate continuously to adapt to global trends, create new business models, and expand market reach through digital channels. Industry players must collaborate with the government to develop infrastructure, share expertise, and promote digital literacy initiatives. Both government and private actors need to work towards bridging the digital divide, ensuring equitable access to technologies, and fostering an innovation-friendly culture. Ultimately, a combined effort focused on policy support, infrastructure development, human resource capacity-building, and inclusive innovation will be key to transforming Indonesia into a competitive, resilient, and sustainable nation by 2045.

## **FUTHER STUDY**

The next phase of research should focus on evaluating the effectiveness of current government initiatives in advancing Indonesia's digital infrastructure and creative economy sectors. Future studies could analyze the impact of policies and programs aimed at expanding digital literacy, fostering innovation, and bridging the digital divide, particularly in rural and underserved areas. Additionally, research could explore the role of private sector collaboration in scaling digital skills training and supporting entrepreneurial growth. Investigating barriers faced by startups and creative industries – such as access to funding, technological infrastructure, and talent – would provide valuable insights for policy improvement. Furthermore, longitudinal studies measuring the socio-economic impacts of digital and creative economy developments on employment, income equality, and regional growth can inform strategies for sustainable national transformation toward Indonesia Emas 2045. This research will help create more targeted, inclusive, and effective policies to ensure Indonesia's resilience and competitiveness in the digital era.

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