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The government is optimistic that after Covid-19, it will be a year of recovery for the creative economy sector globally. The government also mentioned that the right momentum to implement the planned global recovery is when the pandemic gradually recovers. Based on the Opus Creative Economy Outlook 2019, the creative economy sector contributed Rp1,105 trillion to Indonesia's Gross Domestic Product (GDP). This figure brings Indonesia to the third position in the world, for the amount of contribution of the creative economy sector to the country's GDP. The target is that after Covid-19, the stretching of the creative economy will be felt again, so that the contribution to the country's GDP can be more significant. One of the targets that must be met is the opening of jobs in the creative economy sector. Given that in 2019 the creative economy sector was able to absorb 17 million workers. This potential is very large to alleviate the problem of employment in Indonesia. Hopefully, this success can be achieved again along with the National Economic Recovery. Working hand in hand to create innovation is also one of the government's strategies to realise this target. Innovation is the breath of the creative industry in Indonesia. If innovation and creativity can go hand in hand, then economic recovery; especially the creative economy, will be easier to realise.

### 3.3 Creative Economy Pillars

Visi dan tujuan ekonomi kreatif Indonesia 2025 bergantung pada pertumbuhan dan perkembangan industri kreatif, dan pada gilirannya bergantung pada kekuatan lima pilar ekonomi kreatif. Di bawah ini adalah beberapa definisi dari lima pilar yang mendukung ekonomi kreatif [54]:

1. Resources  
In this context, "resources" refers to the inputs required in the value-added creation process; ideas and creativity possessed by human resources are critical to the success of creative businesses, but the availability of natural resources and land are also important factors.
2. Industry  
Simply put, industry encompasses all the actions taken by people to create, distribute, trade, and use goods and services produced in a particular region. The development of a market structure in creative industries with perfect competition that facilitates business in the intended sector is important. Creative new ideas, notions or innovations can be sold, providing another avenue for their creators to earn financial rewards.
3. Technology  
For this reason, the authors consider technology as one of the pillars, as it serves as a means to advance the basic principles of science. The technological advances that we feel have a huge impact on our lives and require us to always think creatively. There are many new technologies that make human life easier. The function of technology in this creative economy pillar is as a tool or device in building the basis of science. Through technology, humans can create, produce, collaborate, seek information, disseminate, and socialise.
4. Institution

The social order consisting of prevailing norms, practices, regulations, and laws is what we mean when we talk about institutions as a foundation for creative industry development. This social order can be formal, in the form of laws and regulations, or informal, in the form of value systems, customs, or norms. To ensure the continued success of the creative economy, it is important to have a system of rules to protect the many original works that have been produced. Registration of Intellectual Property Rights is one such example.

#### 5. Financial Institution

Institutions in the financial sector are responsible for distributing funds in the form of capital, equity, loans, and credit to businesses and other organisations that can put them to good use. One of the many things that help creative businesses thrive is the support of financial institutions that can help them fulfil their financial obligations. With the availability of these banking services, creative industry players can focus on their work without being constrained by lack of funds.

## 4. Conclusion

As a result of all that has been said to date, it can be concluded that the creative economy is a concept that aims to achieve sustainable economic development based on creativity. Human capital, social capital, cultural capital, and structural institutional capital are the four types of capital that form the foundation of the creative economy. To help create new jobs, it is important to utilize the resources and potential that are already available. A creative idea or concept that one has can be realized in many ways. Utilizing the assistance provided by the authorities is one option. To drive the country's economy forward, it is imperative that people work tirelessly to increase creative output. In addition, the existing creative economy players also have the responsibility to always pay attention to current trends and incorporate these trends into creative ideas to produce new innovations and changes that have an impact on the nation's economy.

The results of this study are expected to be an insight for the community to be more sensitive to opportunities in modern times. Because, one of the goals of the creative economy is not only to increase GDP, but also to create jobs. And last but not least, it can be used as a basis for making decisions to contribute to the creative economy.

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