

REGULATION OF THE MUNICIPALITY OF SURABAYA
NUMBER 5 OF 2025
ON
DEVELOPMENT OF THE CREATIVE ECONOMY

BY THE BLESSINGS OF ALMIGHTY GOD

MAYOR OF SURABAYA,

- Considering : a. that the development of the national economy under Pancasila and the 1945 Constitution of the Republic of Indonesia needs to be implemented to create a just and prosperous Indonesian society as one of the objectives of nationhood and statehood;
- b. that creative economy activities in Surabaya have an important and strategic significance in supporting the economic resilience of the community, realizing the economic growth and serving as a means for the creation of employment opportunities, poverty alleviation, and a fair distribution of income;
- c. that based on the provisions of Article 35 of Government Regulation Number 24 of 2022 on Implementing Regulation of Law Number 24 of 2019 on Creative Economy, the Local Government has the responsibility for the development of the creative economy, therefore it is necessary to issue a regional regulation as a form of such responsibility of the local government;
- d. that from the considerations as referred to in point a, point b, and point c, it is necessary to issue a Regional Regulation of the Municipality of Surabaya on Development of the Creative Economy.
- Observing : 1. Article 33 section (4) of the 1945 Constitution of the Republic of Indonesia;
2. Law Number 12 of 1950 on Establishment of Regencies within the Province of East Java (State Bulletin of the Republic of Indonesia of 1950 Number 41), as amended by Law Number 2 of 1965 on Amendment to the Regional Borders of the Municipality of Surabaya and Level II Region of Surabaya by amending Law Number 12 of 1950 on Establishment of Major Cities within the Provinces of East Java, Central Java, West Java and Special Region of Yogyakarta (State Gazette of the Republic of Indonesia of

- 1965 Number 19, Supplement to the State Gazette of the Republic of Indonesia Number 2730);
3. Law Number 5 of 1999 on Prohibition of Monopolistic Practices and Unfair Business Competition (State Gazette of the Republic of Indonesia of 1999 Number 33, Supplement to the State Gazette Republic of Indonesia Number 3817);
 4. Law Number 20 of 2008 on Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia of 2008 Number 93, Supplement to the State Gazette of the Republic of Indonesia Number 4866);
 5. Law Number 10 of 2009 on Tourism (State Gazette of the Republic of Indonesia of 2009 Number 11, Supplement to the State Gazette of the Republic of Indonesia Number 4966);
 6. Law Number 17 of 2012 on Cooperatives (State Gazette of the Republic of Indonesia of 2012 Number 212, Supplement to the State Gazette of the Republic of Indonesia Number 5355);
 7. Law Number 28 of 2014 on Copyright (State Gazette of the Republic of Indonesia of 2014 Number 266, Supplement to the State Gazette of the Republic of Indonesia Number 5599);
 8. Law Number 13 of 2016 on Patents (State Gazette of the Republic of Indonesia of 2016 Number 176, Supplement to the State Gazette of the Republic of Indonesia Number 5922);
 9. Law Number 20 of 2016 on Trademarks and Geographical Indications (State Gazette of the Republic of Indonesia of 2016 Number 252, Supplement to the State Gazette of the Republic of Indonesia Number 5953);
 10. Law Number 24 of 2019 on Creative Economy (State Gazette of the Republic of Indonesia of 2019 Number 212, Supplement to the State Gazette of the Republic of Indonesia Number 6414);
 11. Government Regulation Number 9 of 1995 on the Implementation of Savings and Loan Business Activities by Cooperatives (State Gazette of the Republic of Indonesia of 1995 Number 19, Supplement to the State Gazette of the Republic of Indonesia Number 3591);
 12. Government Regulation Number 38 of 2007 on the Division of Government Affairs between the Government, the Provincial Government, and the Regency/Municipal Governments (State Gazette of the Republic of Indonesia of 2007 Number 82, Supplement to the State Gazette of the Republic of Indonesia Number 4737);
 13. Government Regulation Number 107 of 2015 on Industrial Business Licensing (State Gazette of the Republic of Indonesia of 2015 Number 329, Supplement to the State Gazette of the Republic of Indonesia Number 5797);
 14. Government Regulation Number 7 of 2021 on Ease, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (State Gazette of the Republic of Indonesia of 2021 Number 17, Supplement to the State Gazette of the Republic of Indonesia Number 6619);

15. Government Regulation Number 24 of 2022 on Implementation of Law Number 24 of 2019 on Creative Economy (State Gazette of the Republic of Indonesia of 2022 Number 151, Supplement to the State Gazette of the Republic of Indonesia Number 6802);
16. Presidential Regulation Number 200 of 2024 on Creative Economy Agency (State Gazette of the Republic of Indonesia of 2024 Number 397);
17. Regulation of the Minister of Industry Number 41/M-Ind/Per/6/2008 on Provisions and Procedures for Granting Industrial Business Licenses, Expansion Licenses, and Industrial Registration Marks (State Bulletin of the Republic of Indonesia of 2008 Number 13) as amended by Regulation of the Minister of Industry Number 81/M-Ind/Per/10/2014 of 2014 on Amendment of Regulation of Minister of Industry Number 41/M-Ind/Per/6/2008 on Provisions and Procedures for Granting Industrial Business Licenses, Expansion Licenses, and Industrial Registration Marks (State Bulletin of the Republic of Indonesia of 2014 Number 1500);
18. Regulation of the Minister of Tourism and Creative Economy/Head of Tourism and Creative Economy Agency Number 7 of 2021 on Norms, Standards, Procedures, and Criteria for Risk-Based Business Licensing in the Creative Economy Sector (State Bulletin of the Republic of Indonesia of 2021 Number 681);
19. Regulation of the Province of East Java Number 6 of 2011 on Empowerment of Micro, Small, and Medium Enterprises (Regional Gazette of the Province of East Java Number 6 of 2011 Series D, Supplement to the Regional Gazette of the Province of East Java Number 6);
20. Regulation of the Governor of East Java Number 10 of 2023 on the Development of the Creative Economy (Regional Bulletin of the Province of East Java of 2023 Number 10 Series E).

With the Joint Approval of
THE HOUSE OF REPRESENTATIVES
OF THE MUNICIPALITY OF SURABAYA
and
THE MAYOR OF SURABAYA

HAS DECIDED:

To issue : REGIONAL REGULATION ON DEVELOPMENT OF THE
CREATIVE ECONOMY

CHAPTER I GENERAL PROVISIONS

Article 1

In this Regional Regulation:

1. Region means the Municipality of Surabaya.

2. Local Government means the Government of the Municipality of Surabaya.
3. Mayor means the Mayor of Surabaya.
4. Regional Apparatus (*Perangkat Daerah*) hereinafter abbreviated as PD means the Regional Apparatus of the Municipality of Surabaya
5. 5.Local Budget (*Anggaran Pendapatan dan Belanja Daerah*) hereinafter abbreviated as APBD means the local budget of the Municipality of Surabaya.
6. Creative means the ability or intellectual capacity to produce creative works and/or products that have the nature of innovation or new creation based on intelligence and imagination.
7. Creative Economy means an embodiment of added value
8. of intellectual property originating from human creativity
9. based on cultural heritage, knowledge, and/or technology.
10. Creative Industry means an Industry that originates from the utilization of creativity, skills, and talents of individual and/or community groups to create welfare and employment opportunities through the creation and utilization of the creative capacity and intellectual capacity of those individuals and/or community groups.
11. Creative Economy Entrepreneur means an individual or group of individuals who manage a business and/or empower Creative Economy products.
12. Creative Economy Actor means an individual or a group of individuals who are Indonesian citizens or a business entity whether incorporated or unincorporated established under Indonesian law that engages in Creative Economy activities for a maximum period of 3 (three) years after obtaining legal entity status.
13. Beginning Creative Economy Actor means an actor who conducts activities and/or businesses in the Creative Economy sector for a maximum period of 3 (three) years after obtaining legal entity status.
14. Business Climate means the condition fostered by the Government and the Local Government to develop the Creative Economy synergistically through the enactment of various legislation and policies in various aspects of economic life.
15. Development means the efforts carried out by the Local Government, the Business Sector, and the public to empower the Creative Economy through the provision of facilities, guidance, assistance, and support to enhance and improve the capacity and competitiveness of the Creative Economy.
16. Business Protection means all efforts to ensure legal certainty in providing protection to businesses to prevent monopolistic practices and the concentration of economic power by business actors.
17. Creative Business Network means a group of businesses engaged in Creative Economy activities that are interconnected and share common interests.
18. Fostering means the efforts carried out by the Government, the business sector, and the public through

the provision of guidance and support to enhance and improve the capacity of Creative Economy Actors.

19. Partnership means a business cooperation between Small Enterprises and Medium Enterprises and/or Large Enterprises accompanied by fostering and development by Medium Enterprises and/or Large Enterprises taking into account the principles of mutual need, mutual strengthening, and mutual benefit.
20. Coordination means proper adjustment and arrangement in order to achieve harmony and synergy in the Development of the Creative Economy.
21. Corporate Social and Environmental Responsibility (*Tanggung Jawab Sosial dan Lingkungan Perusahaan*) or by another name already implemented by the company hereinafter abbreviated as TSLP means the company's commitment to participate in sustainable development in order to improve the quality of life in the economic, social and environmental domains benefiting the company itself, the local community, and the public in general.

CHAPTER II PRINCIPLES, OBJECTIVES AND SECTORS DEVELOPMENT OF THE CREATIVE ECONOMY

Article 2

The implementation of the Development of the Creative Economy is carried out based on the following principles of:

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

Article 3

The Regional Regulation on the Development of the Creative Economy has the following objectives to:

- a. encourage all aspects of the Creative Economy in accordance with the development of culture, technology, creativity, innovation of the community in the Region, and changes in the global economic environment;
- b. improve the people welfare of the Region and increase revenue of the Region;
- c. create a globally competitive Creative Economy ecosystem;
- d. create new employment opportunities that uphold the artistic and cultural values of Indonesia and utilize local economic resources; and
- e. optimize the potential of Creative Economy Actors.

Article 4

Sectors of the Development of the Creative Economy consist of the following business activity Sub-Sectors as follows:

- a. application and game developer;
- b. architecture;
- c. interior design;
- d. visual communication design;

- e. product design;
- f. fashion;
- g. film, animation and video;
- h. photography;
- i. crafts;
- j. culinary;
- k. music;
- l. publishing;
- m. advertising;
- n. performing arts;
- o. fine arts; and
- p. television and radio.

CHAPTER III HUMAN RESOURCES

Article 5

Human Resources include Creative Economy Actors and/or Creative Economy Entrepreneurs.

Article 6

Creative Economy Actors and/or Creative Economy Entrepreneurs are entitled to:

- a. create, innovate, and be inventive;
- b. obtain equal opportunities to grow and develop Creative Economy activities;
- c. receive transparent information on policies for the development and empowerment of the Creative Economy from the Local Government;
- d. obtain legal protection; and
- e. receive guarantees, support, and facilities from the Local Government.

Article 7

Creative Economy Actors and/or Creative Economy Entrepreneurs are entitled to:

- a. uphold religious, ethical, moral, and cultural values of the nation;
- b. conduct business professionally and obey the existing Legislation; and
- c. participate in advancing and developing the economy and improving the welfare of the community.

CHAPTER IV BUSINESS DEVELOPMENT

Part One General

Article 8

- (1) Business development is carried out on Creative Economy Businesses and/or Industries.
- (2) Business development as referred to in section (1) includes:
 - a. facilitation of business development; and
 - b. implementation of business development.

Article 9

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

- a. research development;
- b. education development;
- c. facilitation of funding and financing;
- d. provision of infrastructure;
- e. development of marketing systems;
- f. provision of incentives;
- g. facilitation of intellectual property; and
- h. protection of creative works.

Part Two

Research Development

Article 10

- (1) The Local Government is responsible for the development of Creative Economy research as referred to in Article 9 point a.
- (2) The development of research as referred to in section (1) can be carried out by research and development institutions, higher education institutions, and/or the community.
- (3) The results of research development as referred to in section (2) are used as a basis for policymaking in the field of Creative Economy.

Part Three

Education Development

Article 11

- (1) The Creative Economy education development system as referred to in Article 9 point b is designed to create and enhance the quality of Creative Economy Actors capable of competing at a global scale.
- (2) Creativity, innovation, and entrepreneurship education in the field of Creative Economy is developed based on the national education system through:
 - a. intra-curricular, co-curricular, or extracurricular activities within formal education; and
 - b. intra-curricular and co-curricular activities within non-formal education.

Part Four

Facilitation of Funding and Financing

Article 12

- (1) Funding and financing of the Creative Economy as referred to in Article 9 point c may be sourced from:
 - a. APBD; and/or
 - b. other legitimate funds in accordance with the provisions of legislation.
- (2) Financing as referred to in section (1) point a may be carried out in accordance with the financial capacity of the region.

- (3) Financing is distributed through banking and non-banking financial institutions.
- (4) Financing sourced from other legitimate funds as referred to in section (1) point b is non-binding and in accordance with the provisions of legislation.

Article 13

In order to enhance financing sources for the Creative Economy, the Local Government is authorized to:

- a. develop dedicated funding sources for the Creative Economy from banking credit and non-bank financial institutions;
- b. develop alternative funding sources outside the financing institution mechanisms;
- c. develop specialized Creative Economy venture capital institutions; and/or
- d. facilitate intellectual property-based financing schemes for Creative Economy Actors.

Article 14

- (1) Alternative financing as referred to in Article 13 point b may take the form of:
 - a. joint funding services based on information technology; and/or
 - b. securities offerings through crowdfunding services based on information technology.
- (2) Joint funding services based on information technology and securities offerings as referred to in section (1) must obtain approval from the Financial Services Authority.

Article 15

- (1) Intellectual Property-Based Financing Schemes as referred to in Article 13 point d through Banking and Non-Banking Financial Institutions are carried out through:
 - a. utilization of economically valuable Intellectual Property, including:
 - 1. facilitation in the process of applying for recording or registration of Intellectual Property in accordance with the provisions of legislation in the field of intellectual property; and
 - 2. optimization of the use of Intellectual Property as collateral for debt.
 - b. assessment of intellectual property, consisting of at least:
 - 1. education; and
 - 2. training.
- (2) The requirements for applying for Intellectual Property-Based Financing must at a minimum consist of:
 - a. financing proposal;
 - b. ownership of a Creative Economy;
 - c. business having agreements related to the intellectual property of Creative Economy products; and
 - d. having a recording letter or intellectual property certificate.

Part Five
Provision of Infrastructure

Article 16

The Local Government encourages the availability of sufficient infrastructure as referred to in Article 9 point d for the Creative Economy.

Article 17

Creative Economy Infrastructure as referred to in Article 16 consists of:

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

Article 18

- (1) Physical infrastructure as referred to in Article 17 point a is physical spaces and/or facilities that support the implementation of part and/or all of the Creative Economy ecosystem.
- (2) Information and communication technology infrastructure as referred to in Article 17 point b is composed of facilities in the form of technology for preparing, collecting, processing, analyzing, storing, and/or disseminating information.

Article 19

- (1) The Local Government may develop Creative Economy infrastructure as referred to in Article 17 in an integrated manner through the development of creative spaces.
- (2) The creative spaces as referred to in section (1) are equipped at a minimum with facilities and infrastructure for:
 - a. exhibition spaces;
 - b. training spaces; and
 - c. creativity spaces.
- (3) Facilities and infrastructure as referred to in section (2) may be in physical or virtual form.
- (4) Management of creative spaces may be carried out by:
 - a. the Local Government; and/or
 - b. other parties in accordance with the provisions of legislation.
- (5) Management of creative spaces is carried out professionally and may be commercialized.
- (6) The costs of managing creative spaces may be sourced from:
 - a. APBD; and/or
 - b. other lawful sources.
- (7) The costs of managing creative spaces as referred to in section (4) point a are implemented in accordance with the financial capacity of the region.
- (8) Commercialization as referred to in section (3) is carried out for activities of other parties that generate profit.
- (9) Revenues from the commercialization of creative spaces as referred to in section (6) may be used as development

funds for creative spaces and their implementation is in accordance with the provisions of legislation.

- (10) The use of creative spaces by Creative Economy Actors for non-profit purposes is not subject to any fees.
- (11) Further provisions regarding the management of creative spaces are regulated in a Mayor's Regulation.

Part Six Marketing System Development

Article 20

- (1) The Local Government facilitates the development of marketing systems as referred to in Article 9 point e for Creative Economy products based on intellectual property.
- (2) Intellectual Property-Based Marketing Systems for Creative Economy Products as referred to in section (1) are to be carried out through:
 - a. licensing;
 - b. franchising;
 - c. technology transfer;
 - d. co-branding;
 - e. assignment of rights; and/or
 - f. other forms of partnership.
- (3) In the event that intellectual property as referred to in section (1) is used commercially, the owner and/or rights holder receives compensation in the form of royalties or other forms in accordance with the provisions of legislation in the field of intellectual property.
- (4) Every Creative Economy product produced by Creative Economy Actors in the Region is to include a phrase representing the Region.
- (5) phrase representing the Region as referred to in section (4) are further regulated in a Mayor's Regulation.

Article 21

- (1) The facilitation provided by the Local Government as referred to in Article 20 section (1) may include:
 - a. technical guidance;
 - b. business licensing services and/or electronically integrated registration;
 - c. access to and/or financial assistance;
 - d. business information/consultation services;
 - e. marketing promotion assistance;
 - f. provision of a digital collective management system;
 - g. marketing access;
 - h. marketing incubation through designated institutions;
 - i. assistance in the calculation and evaluation of Intellectual Property; and/or
 - j. legal aid and assistance services.
- (2) In providing the facilitation as referred to in section (1), the Local Government may cooperate with other parties.

Article 22

The facilitation of technical guidance as referred to in Article 21 section (1) point a consists of:

- a. business legality;
- b. management of Intellectual Property;
- c. improvement of product quality in the form of tangible and intangible assets; and/or
- d. marketing of Creative Economy products based on Intellectual Property.

Article 23

The facilitation of business licensing services and/or electronically integrated registration as referred to in Article 21 section (1) point b consists of:

- a. risk-based business licensing and business licensing to support business activities in accordance with the provisions of legislation concerning the implementation of risk-based business licensing;
- b. applications for the registration and recording of intellectual property; and/or
- c. licensing and registration in the field of marketing Creative Economy products based on intellectual property.

Article 24

The facilitation of access to and/or financial assistance as referred to in Article 21 section (1) point c consists of:

- a. the provision of incentives; and/or
- b. the establishment of special financing schemes.

Article 25

The facilitation of business information/consultation services as referred to in Article 21 section (1) point d is in the form of providing a data access and business consultation portal related to the marketing of Creative Economy products based on intellectual property.

Article 26

- (1) The facilitation of marketing promotion assistance as referred to in Article 21 section (1) point e consists of:
 - a. providing marketing promotion support through various media conducted by the Local Government; and/or
 - b. providing programs to promote Creative Economy products based on intellectual property within the program planning of the Local Government.
- (2) The promotion as referred to in section (1) aims to attract investment both from within and outside the country.

Article 27

The facilitation of providing a digital collective management system as referred to in Article 21 section (1) point f consists of:

- a. inventorying Creative Economy products based on intellectual property in the form of digital content;

- b. preparing a list of criteria for Creative Economy businesses based on intellectual property;
- c. providing platforms for marketing Creative Economy products based on intellectual property; and/or
- d. integrating the electronic system of the Local Government with the electronic systems of Ministries/Institutions that facilitate the marketing of Creative Economy products based on intellectual property

Article 28

The facilitation of marketing access as referred to in Article 21 section (1) point g consists of:

- a. prioritizing the procurement of goods and services by the Local Government in accordance with the provisions of legislation concerning government procurement; and/or
- b. establishing a communication forum among creators, Intellectual Property managers, and business actors.

Article 29

- (1) The facilitation of marketing incubation through designated institutions as referred to in Article 21 section (1) point h includes providing resources and services to accelerate the delivery process.
- (2) The procurement of goods and services as referred to in section (1) aims to create a marketing ecosystem for Creative Economy products based on Intellectual Property.

Article 30

Facilitation of assistance in calculating the valuation of Intellectual Property as referred to in Article 21 section (1) point i is conducted on the value of intangible assets through:

- a. providing direct assistance in asset valuation through incidental mentoring programs; and/or
- b. establishing and/or designating institutions for the valuation of intangible assets in Creative Economy businesses based on Intellectual Property.

Article 31

Facilitation of legal aid and assistance services as referred to in Article 21 section (1) letter j includes:

- a. legal counselling;
- b. legal consultation; and/or
- c. mediation.

Part Seven

Provision of Incentives

Article 32

- (1) The Local Government may provide incentives as referred to in Article 9 point f to Creative Economy Actors.
- (2) The incentives as referred to in section (1) consist of:
 - a. fiscal; and/or
 - b. non-fiscal.
- (3) Fiscal incentives for Creative Economy Actors as referred to in section (2) point a are provided in the form of:

- a. local tax incentives; and/or
 - b. retribution incentives.
- (4) Non-fiscal incentives for Creative Economy Actors as referred to in section (2) point b are provided in the form of:
- a. simplification of import and export processes for raw materials and/or supporting materials of Creative Economy businesses;
 - b. simplified access to business locations for Creative Economy activities;
 - c. simplified business licensing services in the Creative Economy sector;
 - d. simplified business licensing services in the Creative Economy sector;
 - e. assistance and incubation for Creative Economy businesses; and
 - f. easier access to legal aid for Creative Economy businesses.

Part Eight Facilitation of Intellectual Property

Article 33

- (1) The Local Government facilitates the utilization of intellectual property as referred to in Article 9 point g for Creative Economy Actors.
- (2) The Local Government facilitates the recording of copyright and related rights as well as the registration of industrial property rights for Creative Economy Actors.

Part Nine Protection of Creative Works

Article 34

The Local Government protects creative works as referred to in Article 9 point h of Creative Economy Actors in the form of intellectual property.

CHAPTER V TSLP AND COOPERATION

Article 35

- (1) Local-owned enterprises and/or private business entities may provide TSLP funds to Creative Economy product centers.
- (2) TSLP funds provided by companies engaged in the internet sector are implemented by providing internet access services to Creative Economy product centers.
- (3) The mechanism for implementing the provision of TSLP funds as referred to in section (1) and section (2) is carried out in accordance with the provisions of legislation.
- (4) Creative Economy product centers receiving TSLP funds must submit a report on the use of the funds to each Office responsible for managing Creative Economy centers.

Article 36

- (1) In developing the Creative Economy, the Local Government may cooperate with the Central Government, Provincial Government, educational institutions, business sector, industries, community networks, and/or the media.
- (2) In developing the Creative Economy as referred to in section (1), the Local Government may engage in international cooperation.

CHAPTER VI
GUIDANCE

Article 37

- (1) The Local Government facilitates the establishment and empowerment of organizations or associations related to the Creative Economy.
- (2) Organizations or associations as referred to in section (1) serve as a forum for all Creative Economy stakeholders, functioning as partners of the Local Government in the guidance and development of the Creative Economy.
- (3) Further provisions regarding organizations or associations as referred to in section (2) are regulated in the Articles of Association and Bylaws of each respective organization or association.

Article 38

- (1) In the context of guidance and development of the Creative Economy, the Local Government may establish a guidance team involving elements from relevant PD, business sectors, educational institutions, financial institutions, and other related stakeholders.
- (2) The establishment of the Guidance Team as referred to in section (1) is determined by a Mayor's Decision.
- (3) The Guidance Team as referred to in section (2) functions to assist the Mayor in implementing policies and programs for the empowerment and development of the Creative Economy.

Article 39

- (1) Guidance for Creative Economy enterprises may be conducted by officials or supervisors from relevant PD and/or by an integrated working group.
- (2) The guidance as referred to in section (1) is carried out through:
 - a. establishment of technical guidelines;
 - b. dissemination and outreach;
 - c. training and technical guidance;
 - d. advocacy and consultation;
 - e. facilitation and assistance;
 - f. monitoring and evaluation;
 - g. enhancement of cooperation and partnership networks;
 - h. service/accessibility improvement; and/or
 - i. other forms of governmental policy intervention.

- (3) The Local Government conducts monitoring and evaluation of the guidance activities as referred to in section (2).
- (4) Monitoring and evaluation of the guidance as referred to in section (3) are further regulated in a Mayor's Regulation.

Article 40

- (1) The Local Government may grant awards to Creative Economy actors and entrepreneurs who have achieved outstanding performance and/or to individuals or institutions that have contributed to the development of the Creative Economy.
- (2) The awards as referred to in section (1) may be given in the form of certificates, monetary prizes, and/or other forms.
- (3) The procedures for granting awards as referred to in section (2) are further regulated in a Mayor's Regulation.

CHAPTER VII PUBLIC PARTICIPATION IN THE CREATIVE ECONOMY DEVELOPMENT

Article 41

- (1) The community may participate in the development of the Creative Economy.
- (2) The community participation as referred to in section (1) may take the form of:
 - a. giving appreciation to Intellectual Property produced by Creative Economy Actors; and
 - b. preserve and protect Intellectual Property produced by Creative Economy Actors.

CHAPTER VIII TRANSITIONAL PROVISIONS

Article 42

At the time this Regional Regulation comes into force, all provisions related to the Creative Economy in the Region remain effecton to the extent not contrary to the provisions of this Regional Regulation.

CHAPTER IX CLOSING PROVISIONS

Article 43

The implementing regulations of this Regional Regulation are prepared by the PD handling the Creative Economy together with the PD handling legal affairs no later than 6 (six) months as of the date this Regional Regulation is promulgated.

Article 44

This Regional Regulation comes into force on the date of its promulgation.

In order that every person may know of it, it is ordered to promulgate this Regional Regulation by its placement in the Regional Gazette of the Municipality of Surabaya.

Issued in Surabaya
on 1 August 2025

MAYOR OF SURABAYA,

signed

ERI CAHYADI

Promulgated in Surabaya
on 1 August 2025

ACTING REGIONAL SECRETARY
OF THE MUNICIPALITY OF SURABAYA,

signed

Rachmad Basari, SE, MM, CGCAE

REGIONAL GAZETTE OF THE MUNICIPALITY OF SURABAYA OF 2025 NUMBER
5

Jakarta, 16 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,



DHANANA PUTRA

ELUCIDATION OF
REGULATION OF THE MUNICIPALITY OF SURABAYA
NUMBER 5 OF 2025
ON
DEVELOPMENT OF THE CREATIVE ECONOMY

I. GENERAL

The creative economy is an economic concept that emphasizes the intensive use of information and creativity. It relies on ideas derived from human resources (HR) as the main production factor in its economic activities. The creative economy can serve as a driver of sustainable economic growth because ideas and creativity are resources that can continuously be renewed. Creativity can be understood as the capacity or effort to produce something unique in creating solutions to problems.

The development of the creative economy, as part of the national economy, is implemented based on the principles of democratic economy, upholding togetherness, equitable efficiency, sustainability, environmental awareness, independence, and balance between progress and national economic unity for the welfare of all Indonesian people. The development of the creative economy is carried out as an integral part of national economic development involving all elements of society to achieve public prosperity. It is systematically pursued through continuous and sustainable creative economy development efforts to establish a strong and self-reliant economy. The principles of developing the creative economy are implemented with due regard to the protection, preservation, and maintenance of the environment. The potential of the creative economy in Surabaya is considerably high, supported by the presence of many higher educations and schools contributing to this sector. Moreover, there are numerous communities related to the creative industries. However, this potential has not yet been fully optimized. This Regional Regulation is expected to increase awareness and understanding among creative actors regarding the economic value of creative products, as well as to foster clear and integrated synergy among government institutions in addressing related issues. With the enactment of this Regional Regulation, it is expected to provide legal certainty in the development of the Creative Economy in the Region.

II. ARTICLE BY ARTICLE

Article 1

Sufficiently clear.

Article 2

Point a

What is meant by the principle of faith and devotion to the God Almighty is that the implementation of the Creative Economy is based on faith and devotion to the God Almighty.

Point b

The term “principle of benefit” means that the implementation of the Creative Economy is intended to provide the greatest possible benefit for the welfare of the people.

Point c

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

Point d

The term “principle of sustainability” means that the implementation of the Creative Economy is carried out systematically, planned, and continuously.

Point e

The term “principle of national identity” means that the implementation of the Creative Economy should reflect and develop the local wisdom of the community while taking into account religion, ethnicity and groups, specific regional characteristics, and culture in social, national, and state life.

Article 3

Sufficiently clear.

Article 4

Sufficiently clear.

Article 5

Sufficiently clear.

Article 7

Sufficiently clear.

Article 8

Sufficiently clear.

Article 9

Sufficiently clear.

Article 10

Sufficiently clear.

Article 11

Section (1)

Sufficiently clear.

Section (2)

Point a

The term formal education pathway means limited to the level of education under the authority of the Local Government.

Point b

Sufficiently clear.

Article 12

Section (1)

The term Funding and Financing of the Creative Economy means funding and financing intended for Creative Economy Actors with the following criteria:

- a. business domicile is within the Region involving a significant number of local workers, talents, or supporters, prioritizing those included in the Poor Family Data;
- b. business processes have goals and/or contributions to economic growth of the Region;
- c. business and/or production:
 1. fulfills legal aspects;
 2. has been operating for at least 3 (three) years, as evidenced by a digital footprint or event activation; and
 3. has product lines and/or prototypes that have been accepted by the market.

Section (2)

Sufficiently clear.

Section (3)

Sufficiently clear.

Section (4)

Sufficiently clear.

Article 13

Sufficiently clear.

Article 14

Sufficiently clear.

Article 15

Sufficiently clear.

Article 16

Sufficiently clear.

Article 17

Sufficiently clear.

Article 18

Sufficiently clear.

Article 19

Sufficiently clear.

Article 20

Sufficiently clear.

Article 21
Sufficiently clear.

Article 22
Sufficiently clear.

Article 23
Sufficiently clear.

Article 24
Sufficiently clear.

Article 25
Sufficiently clear.

Article 26
Sufficiently clear.

Article 27
Sufficiently clear.

Article 28
Sufficiently clear.

Article 29
Sufficiently clear.

Article 30
Sufficiently clear.

Article 31
Sufficiently clear.

Article 32
Section (1)
The term the provision of incentives to Creative Economy Actors is subject to the following criteria:
a. business domicile is within the Region involving a significant number of local workers, talents, or supporters, prioritizing those included in the Poor Family Data;
b. business processes have goals and/or contributions to economic growth of the Region;
c. business and/or production:
1. fulfils legal aspects;
2. has been operating for at least 3 (three) years, as evidenced by a digital footprint or event activation; and
3. has product lines and/or prototypes that have been accepted by the market.
Section (2)
Sufficiently clear.
Section (3)
Sufficiently clear.
Section (4)
Sufficiently clear.

Article 33
Sufficiently clear.

Article 34
Sufficiently clear.

Article 35
Sufficiently clear.

Article 36
Sufficiently clear.

Article 37
Sufficiently clear.

Article 38
Sufficiently clear.

Article 39
Sufficiently clear.

Article 40
Sufficiently clear.

Article 41
Sufficiently clear.

Article 42
Sufficiently clear.

Article 43
Sufficiently clear.

Article 44
Sufficiently clear.

SUPPLEMENT TO THE REGIONAL GAZETTE OF THE MUNICIPALITY OF
SURABAYA NUMBER 5