

Methodology

The study aims to highlight the entrepreneurial skills required by musicians and game developers in Indonesia to thrive in digital economy. The study also seeks to gain insight into their economic activities and identify potential areas for growth, to encourage a shift from linear to circular economy thinking.

The research was carried out using a qualitative approach. The author drew on a variety of sources and methods briefly explained here. General information on creative economy and the gaming and music sectors in Indonesia was retrieved from publicly available sources, including articles from local newspapers, online news portals, as well as the Ministry of Communications and Information (KOMINFO) and the Ministry of Tourism and Creative Economy. However, as the gaming sector is new in Indonesia, data on the sector is scarce, whilst in the music sector, data is not made available by aggregators and digital platforms.

The primary sources for the report are first-hand interviews and observations collected by the author from January to March 2023. The author met personally with musicians; songwriters; music entrepreneurs; publishers; music recording studios; representatives of collective management organisations; publisher organisations; Indonesian Game Association; Telkom Indigo Incubator programme; mentors; and game developers and studios in Jakarta, Malang, Bandung, and Semarang. Additional interviews were conducted over the phone with game studios in Yogyakarta and Tangerang.

The secondary sources were publicly available data and output from Peta Ekosistem Game 2021 KOMINFO publications, the Indonesian Game Association (AGI), 2016 EIBN Sector Gaming Industry Report, Ekonomi Kreatif: Rencana Pengembangan Industri Musik Nasional 2015–2019, Kementerian Pariwisata dan Ekonomi Kreatif RI, Indonesian Recording Association, International Federation of the Phonographic Industry 2022 Report, an Asian Development Bank report (*Creative Economy 2030*), Statistik Ekonomi Kreatif Tahun 2020, South East Asia Game Industry Report 2021, and academic publications. Information gaps were filled using various sources, detailed above. If, for any reason, the latest official data had not yet been made available to the public, the latest data on hand were used. The report was developed using data available in March 2023 and any data included is specifically mentioned in the report.