



KEMENTERIAN KOORDINATOR *bidang*
PEMBANGUNAN MANUSIA dan KEBUDAYAAN

CHANDI SUMMIT 2025

Rejuvenating Culture in Digital & AI Age

Coordinating Minister
for Human Development and Cultural Affairs
Republic of Indonesia

Pratikno





Learning from Challenges and Cultural Values





Technology Disrupts Culture



Digital transformation & Artificial Intelligence

- ❖ Re-invent how knowledge is produced, preserved, and transmitted.
- ❖ Accelerates cultural innovation **while reshaping everyday life.**



Opportunities:

Democratizing access,
preserving heritage,
expanding creativity.



Risks:

Concentration of digital
power, exclusion of
smaller languages &
traditions.



Emerging Challenge:

A “**crisis of cultural representation**” where
diverse voices risk
being overshadowed.



The Cultural Representation Crisis

Over **90% of global digital content** is produced in just **12 languages...**

(World Wide Web Technology Surveys, 2025)

...the impact



40% of the world's 7,000 languages are endangered. On average, one disappears every 2 weeks.

[\(Unesco, 2024\)](#).



About **90% generative AI training data** comes from **English** sources.

[\(UWA, 2025\)](#)



Top artists are mostly from America or South Korea, proving technology makes a **few cultures hyper-visible and others invisible.**

[\(IFPI, 2025\)](#)

Digital Content Distribution Based on Language



Top 12 Languages



All Other Languages



Four Essential Pillars to Answer The Digital Era Challenges

1



**Community Empowerment and
Data Sovereignty**

2



Inclusive AI Development

3



**Values-based Digital
Education**

4



**Human Centered Governance
Frameworks**



First Pillar: Community Empowerment & Data Sovereignty

Heritage Belongs to Communities



Living traditions are safeguarded by **indigenous** and **local** custodians.



Legal Protection



Indonesian Government Regulation No. 56/2022 on **Communal Intellectual Property**:

- Recognizes traditional knowledge as a community's moral right
- Requires Prior Informed Consent (PIC)
- Ensures Fair Benefit Sharing

Digital Age Imperative



Strengthen community-led digital archives to ensure:

1. **Dignity** in representation
2. **Ownership** of knowledge
3. **Justice** in value distribution



Second Pillar: Inclusive AI development



AI must reflect humanity's languages and cultures

- Indonesia has **over 700 local languages**, but only a **few represented** in global AI systems
- Many **excluded** from digital opportunities due to cultural appropriation and Western data's bias

Way Forward

- Global investment in **multilingual AI**
- Guided by cultural impact assessments to **respect diversity** and mitigate bias

Without inclusive AI development → risk of bias to Western's data



Third Pillar: Values-Based Digital Education

Education is about Values

Value-based digital and AI education at the heart of human development agenda



Our Approach

- **“For All, For Many, and For Few”**
- **Rooted in Pancasila**, our national philosophy
- **Accessible** to everyone, responsive to community needs

Outcome

- Citizens who are **competent, ethical, culturally grounded**
- Prepared to **face disruption with wisdom, responsibility, and identity**



Fourth Pillar: Human-Centered Governance Frameworks

Ethical approach to AI

Put people, culture, and talent at the center



Beyond Technology

- Improving human welfare
- Protecting cultural heritage
- Strengthening social cohesion
- Preparing future talent

Government Initiatives

- White Paper on the National AI Roadmap
- Draft Guidelines on AI Ethics (*under public consultation*)
- Multistakeholder involvement (users, sector actors, and policymakers)



Our goal is clear: Ensuring AI serves the nation, nurtures talent, and preserves the values and identity that define Indonesia



Call to Action



Preserving heritage is a moral imperative that requires collective action.



Build AI and advanced technologies that **speak all languages, preserve all stories, and serve all people.**



Design governance frameworks that put **human dignity, cultural diversity, and talent** at the center of technological progress.



Safeguard the culture our ancestors preserved for centuries; pass on their wisdom, develop **tools to keep it alive**



Ensure culture thrives in communities; the **digital realm must support** creative cultural spirit, **not replace.**

Bhinneka Tunggal Ika / Unity in Diversity — all represented, all rejuvenated



COORDINATING MINISTRY
FOR HUMAN DEVELOPMENT AND CULTURAL AFFAIRS



Thank You

Pratikno
Coordinating Minister for
Human Development and Cultural Affairs of the Republic of Indonesia

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