

#### **CHANDI SUMMIT 2025**

## Rejuvenating Culture in Digital & Al Age





### **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).



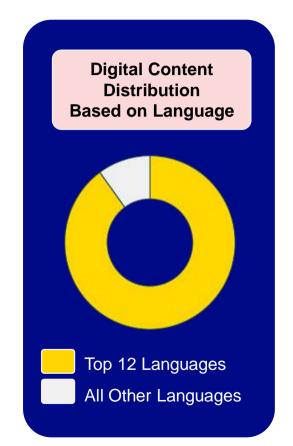
About 90%
generative Al
training data
comes from
English sources.

(UWA, 2025)



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

(IFPI, 2025)





# Four Essential Pillars to Answer The Digital Era Challenges











# 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**



# Al must reflect humanity's languages and cultures

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

### **Way Forward**

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

Without inclusive Al 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 Al**

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 Al Roadmap
- Draft Guidelines on Al 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





# Thank You

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

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