



CHANDI 2025

Culture, Heritage, Art, Narrative, Diplomacy, and Innovation

Culture for the Future

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Keynote Speech by:

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Culture - Culture is a reflection of the values, traditions, and ways of life of a society as the basis of collective identity and the foundation of values in human development. This activity aims to strengthen the cultural identity of each country while encouraging the exchange of ideas and implementation in the preservation and development of culture.



Heritage - Cultural heritage is a collective memory that must be preserved, transformed and passed on from generation to generation. Understanding the protection of cultural heritage, both tangible (physical) and intangible (non-physical) through international collaboration. This activity aims to create global awareness about the importance of safeguarding cultural heritage as part of humanity's identity and history. In addition, the activity will also be a place for strategic discussions to answer how the preservation of cultural heritage can be done with a digital, participatory, and community-based approach.

A

Art - Art is a medium for expressing culture, heritage and creativity that reflects social dynamics and changing times. Art is an important medium in building intercultural dialog, celebrating diversity, and encouraging inclusive social transformation. Where each work of art can be a window to understanding perspectives that reflect values, norms and traditions. The event will feature various art forms, ranging from traditional art, performing arts, to visual arts.

N

Narrative - Cultural narratives are a series of stories, symbols, values and meanings that are shaped and passed down by a society to explain its identity, history and worldview. Narratives are not only in the form of texts, but also in the form of art, rituals, language, architecture, and daily habits that reflect how groups understand their origins, live their traditions, and determine future directions. Cultural narratives play an important role in building social solidarity, strengthening cultural roots in the midst of globalization, becoming a diplomatic tool to introduce the nation's values to the international world, and serving as a foundation in formulating strategies for heritage preservation, creative economic development, and character education.

D

Diplomacy – Cultural diplomacy is a dynamic effort carried out by using cultural content for the benefit of unity, national unity, and foreign recognition and respect through cultural cooperation and exchange. Cultural diplomacy activities will be a medium to improve Indonesia's image as a cultural superpower, build networks and cooperation between countries through cultural diplomacy and formulate strategies and policies to promote cultural values.



Innovation - Innovation in culture and the arts is key to facing global challenges and responding to disruptive times. Innovation is not just about technology or digitization, but also new approaches to cultural management, education, and human development. Innovation in culture and arts can bridge the younger generation with cultural roots through digital platforms, artificial intelligence, and blockchain technology to preserve cultural heritage and encourage the growth of the creative economy. The activity became a discussion forum to collaborate between culture and arts with technology that can bring positive, inclusive, and sustainable impacts related to innovation.

CHANDI 2025 is part of the commemoration of



**Bersatu Berdaulat
Rakyat Sejahtera
Indonesia Maju**


- 1. Advancing Cultural Diplomacy**
- 2. Exploring Innovative Strategies**
- 3. Promoting Sustainability and Community-based Approach**
- 4. Fostering Collaboration at Local, National, and International Level.**





CULTURE FOR THE FUTURE

Global platform to explore the
transformative power of culture in
shaping a more inclusive, peaceful,
and sustainable future.



Geopolitical tension

Climate change


Environmental degradation

Social inequalities

Rapid technological advances

CULTURE IS A POWERFUL TOOL TO UNITE
TRANSCENDING BORDERS, LANGUAGES, AND DIFFERENCES
CONNECT PEOPLE THROUGH SHARED
VALUES AND STORIES





*“Culture is not merely a reflection of the past
- it serves as a dynamic and transformative force for an **inclusive, creative, and sustainable future** on a global scale”*

THE POWER OF CULTURE

*Culture is a foundational pillar of **socio-economic development** and an instrument of **soft power** that strengthens **international relations** and fosters **mutual understanding** among nations.*





INDONESIA

MEGA-DIVERSITY

*1.340 ethnic groups, 718 regional languages,
tapestry of unique customs and local traditions*

**CULTURE MUST BE PROTECTED,
PROMOTED, DEVELOPED AND UTILIZED**



SOFT POWER

*"The state **advances Indonesia's national culture amid world civilization** by ensuring the freedom of society to preserve and develop its cultural values."*

Law No. 5 of 2017 on Cultural Advancement

Integrating culture into sustainable development policies.

CULTURE IS A CORE COMPONENT OF INDONESIA'S NATIONAL IDENTITY & RESILIENCE

*The role of
CULTURE...*

*Foundation of **national identity***

Binding power for unity

*Economic and **diplomatic** strength*

*Strategic pillar for the **national development***



THE OLDEST CIVILIZATION ON EARTH?

**PREHISTORIC CAVE PAINTINGS
LEANG-LEANG, SANGKULIRANG**

***HOMO ERECTUS* FOSSILS
SANGIRAN, TRINIL**

**STONE TOOLS
FLORES**

INDONESIA'S CULTURAL HERITAGE

Data: December 2024

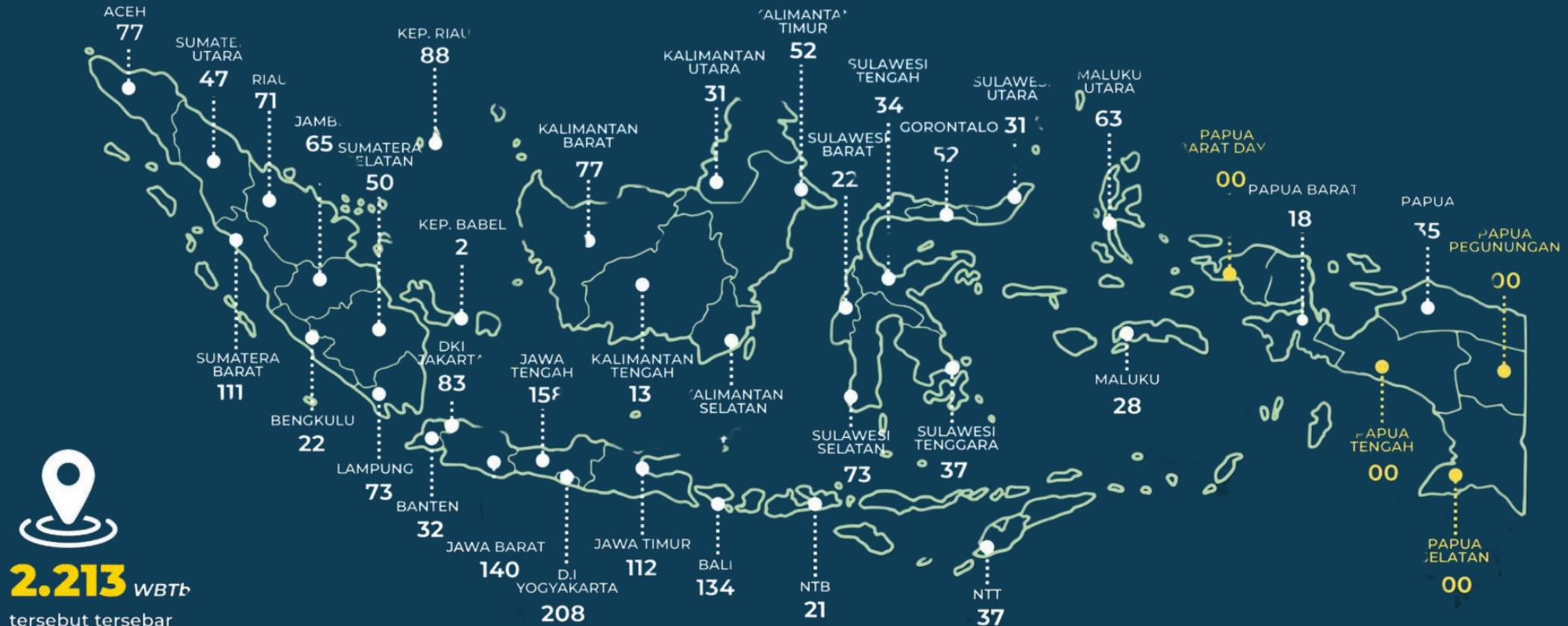
**listed at the national level*



INDONESIA'S INTANGIBLE CULTURAL HERITAGE

Data: December 2024

**listed at the national level*



2.213 WBTh

tersebut tersebar
di seluruh provinsi
di Indonesia dalam
5 domain WBTh



Gua Leang-Leang

(Leang-Leang Cave)



Leang-Leang Cave is not a single cave but a historic, archaeological site in South Sulawesi, Indonesia, known for its prehistoric cave paintings and hand stencils, some of the oldest in the world





Museum Manusia Purba Sangiran

The Homeland of Java Man

A map of Indonesia showing its numerous islands and provinces. The map is in shades of blue and white. Overlaid on the map is a semi-transparent light blue rectangle containing the main title text.

INDONESIA IS A MELTING POT OF INTERCIVILIZATIONAL EXCHANGE OF DIVERSE CULTURE

Bhinneka Tunggal Ika (Garuda)

Unity in Diversity

Gotong Royong (Cooperation) and Musyawarah (Deliberation)

Realizing an Indonesian society that is **politically sovereign, economically self-reliant, and culturally rooted in its own identity.**

1945 CONSTITUTION ARTICLE 32 (1)

*The state advances Indonesia's national **culture amidst the world civilization** by guaranteeing freedom of the society to maintain and to develop its cultural values.*

ASTA CITA POINT 8

*Harmonious alignment of life with the **environment, nature and culture** to build a just and prosperous society.*





In 2024, **more than 200 movies** were produced.

Indonesian cinemas also welcomed almost **59 million** viewers by July this year, with local films securing **70%** of the national box office.

Until May 2025, the number of audiences reached more than **33 million**, while the film production reached over **200 titles**.

By 2027, Indonesia's screen industry is projected to contribute **9.8 billion** USD to national GDP, with job creation expected to grow by **14%** annually.



Film Labs

Scriptwriting workshops

Matching Funds

Co-Production

**We are ready to welcome
international collaboration in the
movie sector with all of the
delegates of CHANDI 2025**

CULTURAL DIPLOMACY, CULTURAL COLLABORATION

The power of culture as a unique and powerful form of diplomacy — one that transcends language and politics, and speaks directly to the human spirit.

*In the face of geopolitical tensions, growing inequality, the climate crisis, and digital disruption—**culture** must serve as a unifying force, fostering solidarity, driving innovation, and guiding creative solutions.*



THANK YOU

