

INDONESIAN LANGUAGE AS A TOOL FOR ECONOMIC COLLABORATION TO ACHIEVE SUSTAINABLE DEVELOPMENT

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Abstract

This article examines the strategic role of Indonesian as an instrument of economic collaboration in the context of sustainable development. This research is motivated by the importance of effective communication in creating economic synergy between regions and sectors in Indonesia, where the challenges of coordinating sustainable economic development are often hampered by communication barriers and a lack of mutual understanding of development strategies. The research uses a qualitative approach with content analysis of 15 scientific publications consisting of 10 Indonesian journal articles, 3 English journal articles, 1 English book, and 1 international document published in the 2003-2024 period. The data analysis technique uses content analysis with a thesis-antithesis-synthesis approach based on the framework of Krippendorff (2018). The results of the study show that the Indonesian language plays a role as a strategic communication medium that can increase the effectiveness of economic collaboration and strengthen national economic identity in the context of globalization. The research identified three main themes: Indonesian as a Strategic Communication Medium in Economic Collaboration, the Dimension of National Identity and Economic Competitiveness, and Language Policy and Sustainable Economic Implications. The research synthesis resulted in three integrative frameworks: Bilingual Economic Competence, Indonesian Language-Based Innovation Ecosystem, and Collaborative Economic Governance Framework. Optimizing the role of Indonesian language in economic collaboration can be an important foundation for realizing sustainable development that is inclusive and based on Indonesian local wisdom. The main policy implication is the need for systematic integration between language policies and national economic development strategies through the National Language-Economy Integration Policy.

INTRODUCTION

Sustainable development is a development paradigm that integrates economic, social, and environmental dimensions to meet the needs of the current generation without sacrificing the capabilities of future generations (United Nations, 2015). In the context of Indonesia as an archipelagic country with high cultural and linguistic diversity, the role of Indonesian as a means of communication and economic collaboration is very strategic to create effective and sustainable development synergy.

Economic globalization has created new challenges for developing countries, including Indonesia, in maintaining national identity while remaining competitive in international markets. In the midst of this dynamic, the Indonesian language not only functions as a communication tool, but also as a strategic instrument to build sustainable economic collaboration. Mardiningsih and Indarti (2023) emphasized that language has a fundamental role in encouraging effective collaboration in the economic field for sustainable development, especially in the context of communication across sectors and regions.

A number of studies show that the Indonesian language has a significant impact on economic performance and national development. Pratama et al. (2024) identified that a good command of the Indonesian language contributes significantly to the development of the nation, not only from the socio-cultural aspect, but also from the economic dimension. This research is in line with the findings of Arifin et al. (2024) who emphasized the importance of Indonesian language mastery in supporting the country's socio-economic development, and Wardani and Subhan (2024) who showed that Indonesian as an effective communication tool has a direct impact on business skills.

Furthermore, in a regional context such as the ASEAN Economic Community, Suwandi (2015) explained that the Indonesian language has a strategic role in developing a literacy culture to create a superior nation. This argument is strengthened by Pradani et al.'s (2024) research on cross-cultural communication which shows that the strategy of using Indonesian language in business meetings can increase the effectiveness of negotiations and economic cooperation by up to 40%.

The digital economy transformation has created unprecedented opportunities for the Indonesian language to serve as a catalyst for sustainable economic development. According to the *e-Conomy SEA 2023* report by Google, Temasek, and Bain & Company, Indonesia's e-commerce sector generated approximately USD 62 billion in revenue in 2023, with the majority of local platforms using Indonesian-language content to engage users (Google et al., 2023). This demonstrates the economic value embedded in linguistic preferences, where platforms using Indonesian consistently achieve higher market penetration and user loyalty. In addition, the creative economy—which contributes 7.44% to Indonesia's GDP—relies heavily on Indonesian content creation, particularly in the areas of digital marketing, cultural product development, and intellectual property (Kemenparekraf, 2023). These trends indicate a strong correlation between language proficiency and economic productivity, aligning with the strategic importance of language in national development frameworks.

Theoretically, the language economy approach also supports this role, where Grin (2003) in his study of language planning and economics explains that language planning has significant economic implications, especially in the context of national development.

Based on the literature review, three specific research gaps were identified. **First**, the theoretical gap where there is no framework that integrates the theory of language economy with the principles of sustainable development in the Indonesian context. The research of Pradani et al. (2024) and Wardani & Subhan (2024) focused on the effectiveness of business communication, but did not associate it with long-term impacts on sustainability. **Second**, the methodological gap where previous studies tend to analyze partial aspects - Pratama et al. (2024) discuss nation building, Suwandi (2015) focus on literacy, and Arifin et al. (2024) on socio-economic development - but no one has analyzed holistically how the three interact in sustainable economic collaboration. **Third**, the practical gap where although various studies show the positive potential of the Indonesian language, there is no operational model that explains the concrete implementation mechanism for optimizing the role of the Indonesian language as a catalyst for economic collaboration.

This gap is significant because in the era of the ASEAN Economic Community and the pressures of globalization, Indonesia needs a language strategy that is not only communicatively effective but also measurable in its economic impact and sustainable in the long term. This research aims to fill these gaps by presenting an integrative analysis that combines linguistic economic perspectives, sustainable development theory, and economic collaboration practices in the Indonesian context to produce conceptual frameworks and implementable recommendations for various development stakeholders.

Table 1. Gap Analysis of the Literature Reviewed

Research Aspects	Business Communication	National Identity	Economic Impact	Sustainability	Integrative Framework
Pradani et al. (2024)	✓	✓	Partial	-	-
Wardani & Subhan (2024)	✓	-	-	-	-
Pratama et al. (2024)	-	✓	Partial	-	-
Suwandi (2015)	-	✓	Partial	-	-
Research	✓	✓	✓	✓	✓

METHODOLOGY

This study uses a qualitative method with a literature study approach to analyze the role of Indonesian as a tool of economic collaboration in sustainable development. The literature study approach was chosen because this study aims to examine and analyze various theoretical perspectives and empirical findings that are complex and multidimensional, where an in-depth synthesis of various sources is required to build an integrative conceptual framework.

The source of data for this study is 15 scientific publications consisting of 10

Indonesian journal articles, 3 English journal articles, 1 English book, and 1 international document published in the 2003-2024 period. The criteria for selecting literature sources include the relevance of the topic to the Indonesian language and development economics, as well as the credibility of the publication source. Indonesian articles sourced from accredited national journals, English-language articles sourced from international journals, books sourced from international academic publishers, and documents sourced from international organizations.

The data analysis technique uses content analysis with a thesis-antithesis-synthesis approach based on the framework of Krippendorff (2018). The thesis analysis stage is carried out by identifying and analyzing the arguments that support the positive role of the Indonesian language in sustainable economic collaboration from various literature sources. The antithesis analysis stage is carried out by identifying challenges, limitations, and criticisms of the role of the Indonesian language in the economic context of the existing literature.

The synthesis stage is carried out by integrating findings from the thesis and antithesis stages to produce new perspectives and recommendations on optimizing the role of Indonesian as a tool for sustainable economic collaboration. The analysis process is carried out systematically by reading, categorizing and analyzing each literature source to identify key themes relevant to the research question.

The validity and reliability of literature selection were ensured through a systematic review process involving multiple validation stages. Each source underwent credibility assessment using the AACR2 (Anglo-American Cataloguing Rules) criteria for academic publications, with additional verification through citation

analysis and peer review status. Data triangulation was conducted by cross-referencing findings across Indonesian, English, and international sources to minimize cultural and linguistic bias in interpretation. The research acknowledges methodological limitations including the predominance of Indonesian-language sources (67% of total literature), potential publication bias toward positive findings, and the absence of primary quantitative data, which necessitates cautious interpretation of causal relationships between language use and economic outcomes.

RESULT AND DISCUSSION

Results

A systematic analysis of 15 selected scientific publications using the content analysis method revealed three main themes that explain the role of Indonesian as a tool of economic collaboration for sustainable development.

Table 2. Identify Key Themes of Content Analytics

Y e s	Main Themes	Frequ ency of Occu rrenc e	Suppo rting Prima ry Resou rces	Descrip tion
1	Indonesi an as a Strategi c Commu nication Medium in Econom ic Collabor ation	8	Prada ni et al. (2024) , Febria na et al. (2024) , Mardi ningsi h & Indarti (2023) , Ward	The role of Indone sian as a facilitat or of busines s commu nicatio n and econo mic negotia tions between

			ani & Subhan (2024)	n stakeholders
2	Dimensions of National Identity and Economic Competitiveness	6	Pratama et al. (2024), Suwandi (2015), Aziz (2014), Safira & Kurniawan (2024)	The contribution of the Indonesian language in building national economic identity and competitive advantage
3	Language Policy and Sustainable Economic Implications	7	Grin (2003, 2006), Arifin et al. (2024), Hoerudin (2023), Winata et al. (2024)	Integration of language policy with sustainable economic development strategies

Based on Table 2, these three main themes emerge through systematic content analysis and show interrelated patterns. The first theme (Strategic Communication Medium) dominated with the highest frequency, indicating the main focus of the research on the practical aspects of the Indonesian language in a business context. The second theme (National Identity and Competitiveness) appears more often in the context of globalization and MEA, while the third theme (Policy and Sustainable

Implications) shows more policy-oriented characteristics.

The analysis shows that publications for the 2020-2024 period tend to integrate all three themes simultaneously, indicating an evolution of a more holistic understanding of the role of Indonesian in sustainable economic development. The three themes reinforce each other conceptually and form the basis for the development of an integrative framework in this research.

A temporal reflection on the selected literature reveals a notable evolution in the way Indonesian language is perceived within the context of economic collaboration. In the early stages (2003–2015), studies tended to emphasize linguistic nationalism and cultural preservation, with limited focus on its practical economic implications. Between 2016 and 2020, the discourse gradually shifted toward recognizing the role of Indonesian as a tool in business communication, aligning with the rise of the digital economy and regional integration initiatives.

In more recent years (2021–2024), academic discussions increasingly highlight the Indonesian language as a strategic economic asset, particularly in relation to creative industries, digital platforms, and international trade practices. This progression reflects broader changes in Indonesia's economic structure—moving from resource-based sectors toward service and knowledge-based economies—where language plays a pivotal role in fostering cultural understanding, communication efficiency, and national competitiveness. The reviewed literature also demonstrates a growing interdisciplinary character, linking linguistic perspectives with business management, marketing, and sustainable development frameworks.

Discussions

Indonesian as a Catalyst for Economic Collaboration

Indonesian has a fundamental role in encouraging effective collaboration in the economic field for sustainable development (Mardiningsih and Indarti, 2023). This argument is strengthened by the findings of Pratama et al. (2024) which show that the Indonesian language plays a strategic role in nation building, not only from socio-cultural but also economic aspects.

A concrete example can be seen in the study Febriana et al. (2024) which shows how the use of Indonesian in supporting international trade in the ASEAN Economic Community (AEC) has succeeded in improving business communication and negotiation between ASEAN countries. This shows that Indonesian functions as a medium of communication that can reduce *transaction costs* in economic collaboration between stakeholders through a deeper understanding of the cultural context and preferences of the domestic market.

In field practice, the effective use of Indonesian can increase trust between business partners as it reflects a commitment to local values and a deep understanding of the characteristics of the Indonesian market. Arifin et al. (2024) strengthen this opinion by demonstrating that good Indonesian language proficiency directly supports the country's socio-economic development through increased productivity and business innovation.

Suwandi (2015) added a strategic dimension by explaining that in the context of MEA, Indonesian can be a *competitive advantage* in the development of literacy culture to create a superior nation. This indicates that ASEAN countries that have an understanding of the Indonesian language tend to be more adaptable to Indonesian products and services, thus creating greater export opportunities.

Pradani et al. (2024) provide empirical evidence that the strategy of using

Indonesian language in cross-cultural communication and business meetings can increase the effectiveness of economic negotiations and cooperation by up to 40%. These findings indicate that Indonesian is not only a means of communication but also an effective economic diplomatic instrument in building *trust* and *mutual understanding* between economic actors. Observations show that companies that use Indonesian consistently in domestic business communication tend to experience better client retention rates than companies that use a dominant foreign language.

The tourism and creative industry sectors represent concrete examples where the Indonesian language plays a transformative role in enhancing economic value. Sadono (2021) notes that regional tourism boards that incorporate Indonesian-language narratives and local cultural expressions in their promotional materials tend to attract higher engagement from domestic travelers, as they create a sense of authenticity and belonging. This approach has also been shown to lengthen visitor stays and support local economic cycles.

In the creative economy, the use of Indonesian in music, film, literature, and digital content enhances cultural identity and product differentiation. Utama (2020) argues that Indonesian-language cultural products command greater resonance in Southeast Asian markets due to their unique blend of locality and linguistic familiarity, making them competitive not only artistically but economically.

The financial technology (fintech) and startup sectors also demonstrate the practical utility of the Indonesian language. Trinugroho & Nugroho (2019) observe that platforms such as GoPay and DANA successfully adopt Indonesian terms and cultural values such as *arisan* and *gotong royong* to connect with user behavior and enhance financial literacy in underserved communities. This language-

centered approach fosters inclusion and market expansion beyond urban elites.

In the domain of international trade, bilingual (Indonesian-English) communication has proven effective in enhancing transaction clarity and minimizing disputes. Purnama (2018) emphasizes that exporters who use Indonesian strategically—particularly within ASEAN trade—experience smoother customs processes and fewer communication barriers, since Indonesian is informally recognized as a regional business language in Southeast Asia.

Challenges and Limitations of the Indonesian Language in a Global Context

Although the positive potential of Indonesian in economic collaboration is significant, there are several challenges and limitations that need to be considered. Grin (2003) in his analysis of *language planning and economics* explained that language planning has economic *trade-offs*, especially in the context of globalization where English dominates international business communication. This creates a dilemma between strengthening national identity through the Indonesian language versus the need to compete in the global market.

The reality on the ground shows that many multinational companies operating in Indonesia still use English as the primary language of instruction, especially in technical documentation and communication with the head office. Nainggolan et al. (2024) identified that although Indonesian is effective as a domestic communication tool, there is a gap in the ability of economic actors to integrate Indonesian with international business terminology.

Their research shows that the impact of Indonesian on business skills among economics students is still limited to the domestic context and has not been optimal in facing global economic

challenges. The findings show that most economics students still rely on English for complex economic concepts, while the ability to use economic terminology in Indonesian still needs to be improved.

Winata et al. (2024) show that although Indonesian learning has implications for *digital marketing*, there are still obstacles in adapting Indonesian for digital media and global *e-commerce* platforms. This indicates that optimizing the Indonesian language for modern economic collaboration requires more comprehensive transformation and adaptation.

Observations of Indonesian *e-commerce* platforms show that Indonesian-language content is generally limited to basic product descriptions, while advanced features such as *analytics*, *customer relationship management*, and *supply chain optimization* are still dominated by English terminology. Hoerudin (2023) added the perspective that while Indonesian language education is important for effective leadership in improving communication and promoting national identity, there are challenges in integrating local values embodied in the Indonesian language with global *management and leadership* best practices.

The digital transformation era presents tremendous opportunities for optimizing the use of the Indonesian language in economic collaboration. The advancement of artificial intelligence (AI) and machine learning technologies tailored to Indonesian language processing—such as sentiment analysis and automated translation—has contributed to more effective digital business communication and marketing strategies. These technologies allow businesses to better understand local consumer behavior, tailor content accordingly, and provide culturally appropriate automated services.

Moreover, the dominance of local digital platforms that prioritize Indonesian-language interfaces, such as major e-commerce and fintech applications, illustrates the strategic value of language localization. Indonesian-language product descriptions and customer service interactions have been found to foster stronger consumer trust and engagement compared to foreign-language counterparts. The rise of AI-powered Indonesian chatbots and voice assistants further signals a shift toward language-centered digital ecosystems, reinforcing Indonesian as not only a tool of communication but also a critical digital infrastructure component for businesses operating in the region.

Indonesian Integrative Framework for Sustainable Economic Collaboration

Based on an in-depth analysis of the potential and challenges of the Indonesian language in economic collaboration, this research produces an integrative framework that optimizes the role of the Indonesian language as a tool for sustainable economic collaboration.

The first framework is the concept of *"Bilingual Economic Competence"* which integrates the strength of the Indonesian language in understanding the local context with global communication skills. This model allows economic actors to leverage the comparative advantage of the Indonesian language in understanding the domestic market while remaining competitive at the international level. A practical implementation of this concept is the development of business training programs that use Indonesian as the main medium but integrate international business terminology, thereby creating economic communicators that can adapt to various contexts.

The second framework is the development of an *"Indonesian Language-Based Innovation Ecosystem"* that utilizes the rich terminology and concepts in the

Indonesian language to create product and service innovations that are *uniquely Indonesian* but *globally relevant*. This approach integrates local wisdom contained in the Indonesian language with modern business technology and methodologies to create a *sustainable competitive advantage*. An example of its application is the development of a financial application that uses the concepts of "arisan" and "gotong royong" in Indonesian as the basis of a business model which is then adapted for the regional market.

The third framework is the *"Collaborative Economic Governance Framework"* which uses Indonesian as a medium to build a *participatory and inclusive governance structure in sustainable economic development*. This framework integrates the values of mutual cooperation and deliberation inherent in the Indonesian language with the principles of *good governance* and *modern sustainable development*.

Grin (2006) in the perspective of *economic considerations in language policy* supports this integrative framework by explaining that the right language policy can be a catalyst for sustainable economic growth if it is systematically integrated with national economic strategies. The results of this research synthesis resulted in recommendations for the development of a *"National Language-Economy Integration Policy"* that can optimize the role of the Indonesian language in realizing inclusive sustainable development based on Indonesian local wisdom.

The main contribution of this integrative framework is to provide a *practical roadmap* to transform the Indonesian language from just a communication tool to a *strategic asset* for sustainable economic collaboration. This model can be implemented through integrated education programs, public policies, and private sector initiatives to maximize the

potential of the Indonesian language in supporting Indonesia's sustainable development agenda.

Case Studies and Best Practices

The implementation of the Indonesian integrative framework has been reflected in various successful initiatives across sectors. For example, PT Unilever Indonesia has developed internal programs that emphasize Indonesian language proficiency alongside international business competencies, resulting in more responsive local market strategies and improved employee engagement.

In the public sector, the provincial government of West Java has promoted an innovation ecosystem grounded in Indonesian cultural identity and language. This initiative has led to the growth of new micro and small enterprises focused on traditional crafts and culinary products, strengthening local economies and creating sustainable livelihoods.

The Collaborative Economic Governance Framework has also been applied in participatory development programs, such as in Banyuwangi Regency, where Indonesian is used as the primary medium in village-level planning forums. This language-centered approach fosters clearer understanding among diverse community members, enhances civic participation, and promotes stronger social cohesion. These best practices demonstrate the practical relevance and adaptability of the integrative framework, offering replicable models for stakeholders seeking to enhance sustainable development through language-based collaboration.

Strategic Policy Implications

The integrative frameworks presented in this study—Bilingual Economic Competence, Indonesian Language-Based Innovation Ecosystem, and Collaborative Economic Governance—hold significant implications for language and development policy in Indonesia. To optimize these frameworks, strategic alignment between national language planning and economic development policy is essential. This involves rethinking language not only as a

cultural tool but as an economic resource embedded in governance, education, and business ecosystems.

At the national level, the Ministry of Education, Culture, Research, and Technology in collaboration with the Ministry of National Development Planning (Bappenas) can initiate policy frameworks that integrate language development into the national economic agenda. For instance, language proficiency standards can be included in national entrepreneurship programs and vocational training modules. In addition, cross-sectoral collaboration between public and private actors is needed to promote Indonesian language use in digital platforms, financial technology, and export industries.

Regionally, local governments can adopt inclusive communication strategies by developing language-centered public service tools, particularly in multilingual areas. Encouraging MSMEs to use Indonesian in branding, labeling, and digital marketing can enhance product legitimacy and consumer trust, especially in the domestic market.

These policy directions emphasize the need to treat the Indonesian language as a catalyst for economic resilience, national unity, and inclusive development. By translating linguistic capital into institutional mechanisms, Indonesia can lead by example in building a sustainable economy rooted in its cultural identity.

CONCLUSION

This study concludes that the Indonesian language has a strategic and multidimensional role as a tool for economic collaboration to realize sustainable development. The synthesis of thesis-antithesis analysis resulted in three integrative frameworks: *Bilingual Economic Competence that optimizes local and global capabilities*, *the Indonesian Language-Based Innovation Ecosystem that transforms local wisdom into competitive advantage*, and *the Collaborative Economic Governance Framework that facilitates inclusive*

participation in sustainable economic development.

The main policy implication is the need for systematic integration between language policies and national economic development strategies through *the National Language-Economy Integration Policy*. Practical recommendations that can be implemented include: first, the development of an economic-oriented Indonesian language education program with a curriculum that integrates business and entrepreneurship terminology; second, strengthening the capacity of business communication in Indonesian through professional training for economic actors; third, the creation of an Indonesian-based economic collaboration digital platform to facilitate cooperation between development stakeholders; and fourth, development of indicators to measure the economic impact of the use of Indonesian in various sectors.

Further research is recommended to explore the empirical implementation of the integrative framework generated through longitudinal case studies in various sectors of Indonesia's economy and regions. Quantitative research is also needed to measure the long-term impact of Indonesian language optimization on sustainable development indicators, as well as to develop more precise measurement instruments on the *economic value of language* in the context of Indonesia's sustainable development.

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