



Optimising the Demographic Bonus for Cultural Resilience in Indonesia's National Identity in the Global Era

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Article Info:

Abstract

Keywords:

Demographic Bonus, Cultural Resilience, Youth Empowerment, Cultural Sustainability, Globalisation and Cultural Identity

Purpose: This study examines the strategic utilisation of Indonesia's demographic bonus to enhance cultural resilience. It explores how the youth population, as the largest productive demographic group, can be mobilised to preserve, adapt, and innovate traditional cultural practices amidst globalisation and societal transformations. The study also analyses how policy interventions, education, and digital advancements can ensure cultural sustainability and strengthen national identity for future generations.

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Study Design/Methodology/Approach: This research adopts a qualitative approach, employing a literature review and case study analysis. Data were collected through an extensive review of demographic trends, national policies, and cultural resilience strategies. Case studies from Indonesia and other nations that have successfully leveraged their demographic bonuses were examined to draw comparative insights

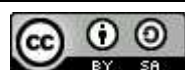
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Findings: The findings reveal that Indonesia's demographic bonus presents both opportunities and challenges in maintaining cultural resilience. Strategies such as integrating cultural values into education, empowering youth through creative industries, and leveraging digital platforms for cultural promotion are essential. The study highlights the importance of multi-sector collaboration, involving government policies, community engagement, and private sector support to create a sustainable cultural ecosystem.

Originality/Value: This study contributes to the growing discourse on cultural resilience by establishing a direct link between demographic dividend management and cultural sustainability. It offers innovative policy recommendations for integrating cultural education, digital engagement, and youth empowerment to ensure Indonesia's cultural heritage remains robust amid globalisation and social change. The study provides practical insights for policymakers, educators, and cultural stakeholders to optimise the demographic bonus as a strategic asset for national cultural development.

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INTRODUCTION

Indonesia, the fourth most populous nation globally, possesses considerable potential to utilise its demographic dividend to improve its competitiveness in the international market. A demographic bonus arises when the ratio of the working-age population (15-64 years) exceeds that of the non-productive population. This demographic transition presents several opportunities in economic, social, and cultural spheres. Ahmed et al. (2016) asserts that nations that effectively use their demographic dividend exhibit enhanced social stability and economic expansion. Nonetheless, in the absence of competent management measures, the demographic dividend does not inherently ensure economic and social advancement. The United Nations Development Programme (UNDP, 2020) asserts that community participation, education, and healthcare are critical elements in maximising the advantages of the demographic dividend for sustainable development.

Notwithstanding its considerable potential, Indonesia encounters difficulties in preserving its cultural identity during the progression of globalisation. The demographic dividend influences not just economic expansion but also socio-cultural conditions, including the potential risk of foreign cultural infiltration jeopardising national identity. A UNESCO research (2021) indicates that globalisation heightens the risk of cultural homogenisation, wherein prevailing global cultures progressively supplant local customs. This is further intensified by a change in youth inclinations, as younger generations exhibit more interest in global popular culture over traditional heritage. Although over 60% of Indonesia's youth acknowledge the significance of safeguarding local culture, their engagement in cultural activities is notably restricted, according to the National Statistics Agency (Badan Pusat Statistik) (2021). In the absence of policy measures and suitable educational strategies, the disparity between cultural knowledge and genuine engagement will persistently expand.

Numerous nations have effectively leveraged the demographic dividend to enhance their cultural identity. South Korea has leveraged cultural industrialisation, resulting in the Korean Wave (Hallyu), which functions as a tool for cultural diplomacy and a catalyst for economic progress (Saeji, 2022). Simultaneously, Japan has incorporated local culture into creative sectors and education to preserve its cultural resilience in the face of modernisation (Sugimoto, 2020). In contrast, nations that inadequately manage their demographic dividend frequently encounter cultural disarray and social division, resulting in diminished national cohesion.

Prior research has thoroughly examined the demographic dividend and its influence on economic growth; nevertheless, there is a deficiency of studies investigating the correlation between the demographic dividend and cultural resilience. Certain studies emphasise the significance of the creative economy in cultural preservation (Lee & Mason, 2011), whereas others investigate the impact of urbanisation on local cultural

identity (Zhou et al., 2023). Nevertheless, these studies fail to examine effective techniques for using the demographic dividend to sustain national culture, nor do they investigate how digital technology might promote innovation in cultural preservation.

This study aims to address the research gap by analysing culture-based policy measures to enhance Indonesia's demographic dividend. This study provides a novel aspect by examining the function of digital technology in enhancing cultural resilience in the context of globalisation. This research is innovative due to its multidisciplinary approach, combining cultural resilience theory, demographic studies, and the creative economy to build a youth-driven cultural sustainability model.

Cultural Resilience Theory posits that the sustainability of culture hinges on a society's capacity to preserve and adapt its traditional values (Holling, 2001). This study also references the Demographic Transition and Development Theory, which elucidates the impact of population structures on social and economic dynamics (Notestein, 1953). This study seeks to formulate a strategy framework that integrates these two theoretical approaches to optimise the demographic dividend as a crucial element in sustaining Indonesia's cultural resilience.

This study examines culture-based education, the significance of the creative economy, and the use of digital technologies in cultural preservation. The main goal is to find and assess effective policy measures for using the demographic dividend to strengthen cultural resilience. This project seeks to develop an efficient demographic bonus management strategy that guarantees the younger generation's active participation in cultural preservation.

The study aims to offer pragmatic advice for policymakers, scholars, and other stakeholders about the formulation of culture-oriented policies that protect national identity in the context of globalisation. By employing appropriate techniques, the demographic dividend may be utilised to enhance Indonesia's cultural resilience, ensuring that future generations stay aware of and proud of their cultural heritage. Nonetheless, this must be executed through meticulously crafted and strategic methodologies.

Literature Review

Definition of Maintaining Demographic Bonus

The demographic bonus is a condition in which the proportion of the working-age population (15–64 years) surpasses that of the non-productive population (under 15 and over 64 years old). This transition presents economic, social, and cultural opportunities that, if properly managed, can contribute to long-term national development (Bloom et al., 2011). According to the National Statistics Agency (2021), Indonesia is predicted to reach the peak of its demographic bonus between 2030 and 2040, during which approximately 70% of its population will be in the working-age category.

However, maximising the benefits of the demographic bonus is not solely about increasing labour participation rates but also ensuring high-quality human capital through education, vocational training, and healthcare investment. Ahmed et al. (2016) highlights that strategic investment in human capital enhances productivity, employment prospects, and income levels, which in turn accelerates economic growth. Furthermore, research by Lee & Mason (2011) demonstrates that nations with well-developed education and health systems are more likely to experience sustained demographic dividends.

Despite its potential benefits, Indonesia continues to face disparities in education and employment access, particularly in rural and marginalised regions. Limited access to quality education and vocational training hinders the ability of many young individuals to fully participate in economic and cultural development. In this regard, maintaining the demographic bonus requires an inclusive and holistic strategy that incorporates cultural literacy into human capital development, ensuring that younger generations are not only economically competent but also culturally aware.

The Importance of the Demographic Bonus for Cultural Resilience

Cultural resilience refers to a society's ability to preserve, adapt, and innovate its cultural identity amidst external influences, globalisation, and societal shifts (Adger, 2000). The demographic bonus provides a critical opportunity for young generations to become cultural agents, ensuring the continuation of traditional practices, arts, and languages in contemporary society.

Indonesia, with its rich cultural heritage, comprising over 300 ethnic groups and 700 regional languages (Ministry of Education and Culture, 2022), possesses significant potential to leverage its youthful population to reinforce national identity through education, community engagement, and cultural initiatives. The active involvement of young people in cultural preservation efforts ensures the transmission of indigenous knowledge, fostering intergenerational cultural continuity.

Several Indonesian regions have effectively engaged young people in cultural conservation efforts. For instance, in Bali, younger generations actively participate in traditional dance, music, and craft preservation, often combining modern artistic expressions with cultural heritage. This process demonstrates how the demographic bonus acts as a bridge between tradition and modernity, promoting cultural continuity while strengthening creative industries. Similarly, regional cultural initiatives in Java, Sumatra, and Sulawesi have encouraged youth participation in local art forms, language preservation, and historical documentation as part of broader national identity-building efforts.

Additionally, traditional social structures such as the Jagani tradition in Buton play a crucial role in family formation and value transmission, significantly influencing youth behaviour, marriage stability, and demographic sustainability (Fajrin et al., 2023). By

incorporating cultural frameworks into national family planning and education policies, cultural resilience can be strengthened, ensuring a sustainable approach to demographic dividend management.

Despite these efforts, challenges persist, particularly as globalised cultural influences reshape youth preferences and social behaviours. Exposure to foreign entertainment, consumer culture, and digital media has led to a gradual decline in local cultural engagement among younger generations (UNESCO, 2021). The widespread availability of global pop culture and Western entertainment industries often overshadows indigenous storytelling traditions, traditional performances, and linguistic heritage. Furthermore, the rise of digital platforms and urban migration patterns has accelerated cultural shifts, causing many young people to prioritise modern digital interactions over local traditions.

To address these challenges, policy interventions and community-driven initiatives are essential to create platforms that empower young people to embrace, innovate, and revitalise their cultural heritage. Strategies such as integrating cultural studies into formal education curricula, promoting digital storytelling of folklore and traditions, and incentivising youth-led cultural entrepreneurship can help sustain Indonesia's cultural identity amidst the rapid transformations of the 21st century. Additionally, the utilisation of digital archives and interactive virtual museums may enhance cultural accessibility, ensuring broader engagement among younger generations.

By implementing structured and inclusive policies, Indonesia can optimally harness its demographic bonus to reinforce cultural resilience, ensuring that future generations remain connected to their cultural roots while actively engaging with globalisation in a way that safeguards national identity.

Strategy to Utilize the Demographic Bonus in Increasing Cultural Resilience

In order to utilize the demographic bonus in order to increase cultural resilience, a planned and integrated strategy is needed. One strategy that can be implemented is strengthening culture-based character education. Character education that integrates local cultural values will help the younger generation understand and appreciate their cultural heritage. Extracurricular programs that focus on arts and culture, such as dance, music, and handicrafts, can also be an effective means of instilling a love for local culture.

Furthermore, collaboration between the government, community, and private sector is also very important. The government can provide support in the form of funding and facilities, while the community and private sector can contribute through training and development programs. For example, several companies have invested in corporate social responsibility (CSR) programs that support the preservation of local culture, such as supporting cultural festivals and arts training. In addition, the use of information technology and social media can also be an effective tool in introducing and promoting

local culture to the younger generation. By utilizing digital platforms, local culture can be accessed and learned more easily, even by people in remote areas. This can help create greater awareness and appreciation of local culture among the younger generation.

Finally, it is important to create policies that support the development of local culture. The government must provide incentives for communities that are active in preserving culture, as well as create regulations that protect the cultural rights of the community. Thus, the demographic bonus can be optimally utilized to increase cultural resilience in Indonesia.

Challenges in Maintaining Demographic Bonus and Cultural Resilience

Despite its potential benefits, maintaining the demographic bonus and cultural resilience presents several challenges. As seen in many developing nations, demographic transitions often lead to declining birth rates, an ageing workforce, and rising labour costs, which can diminish the demographic advantage (Zhou et al., 2023). Without proper policy interventions, these shifts can hinder long-term economic and cultural sustainability.

Urbanisation also poses a significant threat to cultural preservation, as rural-to-urban migration frequently leads to cultural detachment. National Statistics Agency (2021) reports that Indonesia's urbanisation rate reached 56.2% in 2020, a trend expected to rise further. As younger generations relocate to urban centres, they often become more influenced by global cultural trends, resulting in a weakened connection to their local heritage and traditions. This transition not only disrupts intergenerational cultural transmission but also reduces community engagement in traditional practices.

Additionally, inconsistent cultural policies and insufficient funding for cultural education and community-based initiatives further weaken cultural resilience. While many governmental programmes exist, their implementation is often fragmented, leading to ineffective results. In many cases, cultural preservation efforts lack coordination between national and regional authorities, resulting in limited outreach and impact. Addressing these challenges requires comprehensive policy coordination, ensuring that cultural preservation strategies align with demographic management policies to maximise the benefits of Indonesia's demographic bonus.

METHODS

This study utilises a qualitative research methodology with descriptive analysis to investigate how Indonesia's demographic dividend might be leveraged to enhance cultural resilience. The process encompasses a literature research, expert interviews, and case study analysis to attain a thorough knowledge. These tools provide a comprehensive examination of practices that promote cultural resilience during population shifts.

The data collection procedure encompasses three principal sources. A literature review was initially performed, examining academic journal articles, government papers, and international publications that concentrate on demographic transitions, cultural resilience, and creative economy policies. Secondly, semi-structured expert interviews were conducted with educators, policymakers, and cultural practitioners, chosen for their expertise in cultural policy, education, and demographic studies, their institutional affiliations (e.g., government agencies, universities, and cultural organisations), and their participation in policy implementation concerning cultural preservation and demographic planning. Finally, case studies from culturally significant areas, like Yogyakarta and Bali, were analysed to evaluate the effective integration of cultural heritage into education and economic growth.

The study is based on two overarching theories. Cultural Resilience Theory (Holling, 2001) elucidates how cultures adapt and preserve their cultural identity in the face of external forces, offering a framework for the integration of education, policy, and digital innovation in cultural sustainability initiatives. Demographic Transition Theory (Notestein, 1953) emphasises the influence of population patterns on economic and social systems, providing a theoretical framework to evaluate how Indonesia's evolving demographic environment might be utilised to promote cultural preservation. The research utilises content analysis to evaluate policy documents, scholarly sources, and expert opinions, subsequently conducting a comparative analysis with international case studies (e.g., South Korea's Hallyu wave and Japan's creative industries), employing triangulation to corroborate findings through diverse data sources.

The research findings intend to offer actionable policy recommendations in four primary domains: incorporating cultural values into education (via curriculum development and extracurricular activities), fostering creative economy initiatives to enhance cultural entrepreneurship, utilising digital technology for cultural preservation, and formulating community-based cultural sustainability models. This methodological approach facilitates a comprehensive understanding of the demographic bonus and its contribution to enhancing cultural resilience, so aiding in policy formation and promoting long-term cultural sustainability in Indonesia.

RESULT AND DISCUSSION

Result

Understanding Demographic Bonus and Its Importance for Indonesia

The demographic bonus refers to a condition in which the proportion of the productive age population (15-64 years) is greater than the non-productive population (aged under 15 years and over 64 years). According to data from the National Statistics Agency in 2020, Indonesia is expected to experience the peak of the demographic bonus

in 2030, where around 70% of the total population will be in the productive age range (Badan Pusat Statistik, 2020).

The existence of this demographic bonus provides a great opportunity for Indonesia to increase economic growth and strengthen cultural resilience. With a large workforce, Indonesia can maximize productivity and innovation. However, the challenge faced is how to manage and direct this potential so that it not only leads to economic growth, but also strengthens the nation's cultural identity. The importance of maintaining the demographic bonus lies not only in the economic aspect, but also in the social and cultural aspects. When the younger generation is actively involved in preserving culture, they will not only become economic actors, but also agents of change who can maintain and develop Indonesia's cultural heritage.

Therefore, the right strategy is needed to optimally utilize this demographic bonus. In this context, the government and society need to work together to create an environment that supports the development of skills and knowledge of the younger generation. The results of the study show that, particularly during periods of demographic transition, improvements in the quality of education have had a positive impact on economic growth (Zhou et al., 2023). Educational programs based on local cultural values must be strengthened so that the younger generation is not only ready to compete in the global market, but also has a love for their own culture. By utilizing the demographic bonus wisely, Indonesia can create a society that is not only economically productive but also rich in cultural values. This is very important to maintain the nation's identity amidst the increasingly strong current of globalization.

Challenges in Utilizing the Demographic Bonus

Although the demographic bonus provides great opportunities, there are a number of challenges that Indonesia must face. One of them is the high unemployment rate among young people. According to National Statistics Agency data, in 2021, the open unemployment rate among young people reached 19.1%, much higher than the national unemployment rate of only 6.26% (Badan Pusat Statistik, 2021). This figure shows that even though the number of workers is increasing, not all individuals can be absorbed into the workforce. Another challenge is the lack of skills that are relevant to market needs. Many higher education graduates do not have skills that match industry demand. Data from the Ministry of Education and Culture shows that only 30% of college graduates are ready to work, while the rest still need additional training to be able to contribute effectively in the world of work (Kemendikbud, 2021).

In addition, the shift in values and culture due to the influence of globalization is also a challenge in itself. The younger generation tends to be more influenced by foreign cultures that can erode local values. This can be seen from the decreasing interest in traditional arts and culture, such as dance, music, and handicrafts. Data from the National

Socio-Economic Survey (Susenas) shows that community participation in traditional cultural activities has declined in recent years (Badan Pusat Statistik, 2021).

To overcome this challenge, collaboration between the government, the private sector, and educational institutions is needed. Integrated training programs based on industry needs must be introduced to ensure that the younger generation has the skills needed to enter the job market. In addition, it is important to educate the public about the importance of preserving local culture to stay relevant amidst changing times.

Challenges in Utilizing the Demographic Bonus to Increase Cultural Resilience in Indonesia: 1) Changes in Cultural Values Due to Globalization. Globalization has had a major influence on people's lifestyles, thought patterns; 2) der and younger generations regarding cultural preservation can be a challand cultural values, especially the younger generation. Uncontrolled acculturation of foreign cultures can erode local values that become national identity; 3) Low level of local cultural education. Formal education systems often lack emphasis on local cultural values. The lack of integration of cultural lessons means that the younger generation does not understand the importance of preserving culture; 4) Lack of supporting infrastructure. Facilities and means to promote culture, such as cultural centers, museums and creative spaces, are often inadequate, especially in remote areas. This limits people's access to local culture; 5) Unemployment and Economic Challenges. The demographic bonus brings an increase in the workforce. However, if not managed well, hail can increase, which in turn reduces people's focus on cultural preservation because they are more concerned with economic needs; 6) Domination of Digital Technology. Digital technology brings challenges in the form of global content that shifts attention from local culture. Social media is often used to display foreign popular culture rather than local culture; 7) Low Local Community Involvement. The involvement of local communities in cultural preservation is often hampered by a lack of incentives and minimal support from the government and the private sector; 8) Development inequality between regions. Unequal development in Indonesia makes it more difficult for some regions to access technology, education and job opportunities that can encourage the development of local culture; 9) Intergenerational Conflict. Differences in perspectives between the olenge. The younger generation is often considered less caring, while the older generation is less flexible towards cultural innovation

Solutions to Overcome Challenges: 1) Integration of Local Cultural Values in Education. Strengthen the curriculum with local cultural content and introduce informal education programs that prioritize cultural preservation; 2) Utilization of Digital Technology for Local Culture. Increasing the use of technology to promote local culture through digital platforms such as social media, websites and applications; 3) Increased Investment in Cultural Infrastructure. The government and private sector need to collaborate to build cultural facilities, especially in remote areas; 4) Empowerment of Culture-Based Creative Economy. Encourage creative economic sectors based on local

culture, such as craft arts, music and culinary, to create jobs and increase the interest of the younger generation; 5) Strengthening Intergenerational Collaboration. Establish intergenerational programs that enable the transfer of cultural knowledge between the older and younger generations; 6) Locally Based Policy Development. Policies that focus on local cultural diversity can be a tool to strengthen cultural resilience, especially by providing incentives to cultural communities; 7) National Awareness Campaign. Promote a national campaign that instills a sense of pride in local culture and the importance of preserving traditional values.

By addressing these challenges, Indonesia can make the most of the demographic bonus and ensure that the younger generation is not only a productive workforce, but also a strong cultural preserver.

Model of Managing the Bonus Demographic

To effectively manage Indonesia's demographic bonus and strengthen cultural resilience, five key pillars form the foundation. Cultural-based education plays a crucial role in fostering cultural awareness among younger generations. The integration of local culture into both formal and informal education ensures that traditional values are embedded within learning frameworks, allowing students to develop a deep appreciation for their heritage. Furthermore, cross-generational programmes facilitate the transmission of cultural knowledge from older to younger generations, ensuring its continuity. Additionally, skills training in cultural crafts, music, dance, and culinary arts is essential in preserving and innovating traditional practices while creating economic opportunities for youth.

Another fundamental pillar is creative economy development, which leverages cultural assets to drive economic activities, such as tourism, fashion, and culinary industries. The support of start-ups that digitise and market local culture provides a platform for young entrepreneurs to engage with and promote cultural heritage. To further sustain these efforts, financial incentives for cultural entrepreneurs are necessary to encourage investment in creative industries, ensuring that culture remains a dynamic and evolving aspect of Indonesia's national identity.

The utilisation of digital technology is another key strategy for cultural preservation and promotion. The digitisation of cultural materials, such as e-books, documentaries, and educational applications, enables wider accessibility and engagement with cultural heritage. Additionally, social media campaigns serve as powerful tools for promoting traditional arts and customs to broader audiences, fostering cultural pride among younger generations. Moreover, the creation of online marketplaces dedicated to cultural products provides economic incentives for local artisans, ensuring their crafts remain relevant and valued.

Strengthening local cultural communities is vital for maintaining cultural resilience at the grassroots level. Empowering traditional communities to actively participate in cultural preservation ensures that heritage remains a living and evolving practice. Government collaboration with local communities is essential in providing funding and resources for cultural initiatives, supporting sustainable development. Furthermore, the organisation of regular cultural festivals fosters pride in local traditions and encourages greater community engagement in cultural activities.

Lastly, culture-based policies play a significant role in institutionalising cultural sustainability. The enactment of laws to protect cultural heritage provides legal safeguards for the preservation of traditions, languages, and historical sites. Additionally, policy incentives that encourage youth engagement in cultural activities help integrate cultural awareness into national development strategies, ensuring that younger generations remain actively involved in cultural sustainability, see picture 1.

Implementation Stages

To ensure the effective implementation of the demographic bonus for cultural resilience, a systematic and structured approach is required. The first step is potential identification, which involves mapping regions with significant cultural and youth potential. This allows policymakers to design targeted interventions that address the unique cultural needs of various communities.

The second stage is human capital and technology empowerment, which focuses on training programmes that equip youth with the necessary skills to preserve and promote culture using digital tools. This includes the use of online platforms, multimedia storytelling, and digital archiving to document and share cultural traditions.

The third stage involves cross-sector collaboration, integrating efforts from government agencies, private sectors, academic institutions, and local communities. Such collaborations ensure that cultural preservation initiatives are well-funded, effectively managed, and widely supported.

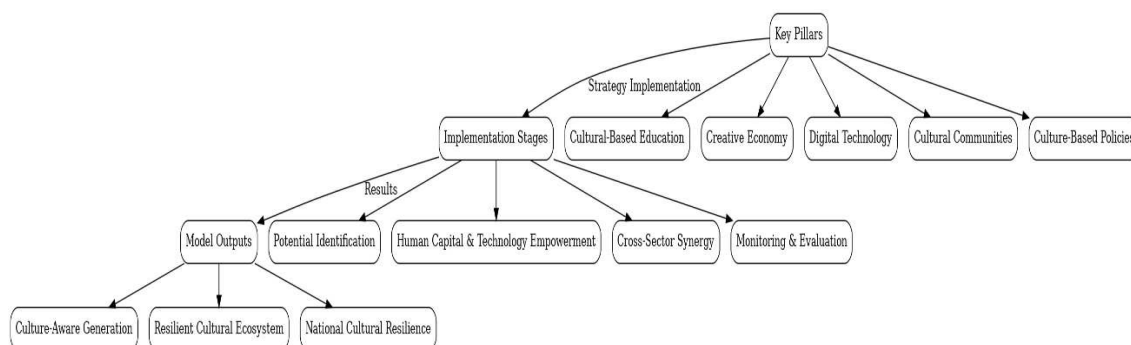
The final stage is monitoring and evaluation, which assesses the impact of these programmes by measuring indicators such as youth participation rates in cultural activities and the economic growth of cultural industries. This evaluation process ensures that strategies remain effective and adaptable to emerging challenges.

Model Outputs

The successful implementation of these strategies will result in three key outcomes. Firstly, the creation of a culture-aware generation ensures that young people develop deep cultural knowledge and skills necessary to sustain their heritage.

Secondly, a resilient cultural ecosystem will emerge, allowing cultural systems to adapt and thrive amid globalisation while maintaining their authenticity. Lastly, the strengthening of national cultural resilience will reinforce Indonesia's national unity and identity, positioning it as a culturally vibrant and globally recognised nation.

By leveraging these pillars and implementing a structured approach, Indonesia can optimally utilise its demographic bonus to create a sustainable model for cultural preservation, innovation, and economic growth.



Picture 1. Model Manajement of Bonus Demographi

The bonus demographic presents a critical opportunity for nations like Indonesia to leverage its youthful population for sustainable development. To ensure this potential is harnessed to bolster cultural resilience, a comprehensive and integrative model is proposed. This model involves three key components: pillars, implementation stages, and outcomes, each interconnected to create a systematic approach to managing this demographic advantage.

The model's foundation is built upon five interconnected pillars designed to maximize cultural awareness, economic development, and technological innovation:

About Cultural-Based Education, the education systems must integrate local cultural content into curricula. Programs focusing on traditional arts, languages, and history will instill pride and identity in young individuals. Intergenerational knowledge-sharing initiatives, such as mentorship programs involving elders, will ensure the preservation of cultural heritage.

The youth workforce can be engaged in industries derived from cultural assets, including handicrafts, traditional culinary businesses, and cultural tourism. By providing training and funding for young entrepreneurs, governments can cultivate a robust creative economy rooted in local traditions. This one includes in the Creative Economy Development.

The Digital Technology Utilization, the integration of digital platforms enables the global promotion of Indonesia's cultural assets. Young people can use social media to share cultural knowledge, while technology can digitize cultural artifacts for education

and global accessibility. And then a Strengthening Local Cultural Communities. Local communities play a vital role in cultural preservation. Empowering these communities with resources, recognition, and platforms to showcase their traditions will create a strong network for sustaining cultural practices. And the last is Culture-Based Policies. Policies must be developed to support the cultural economy and incentivize youth participation in heritage preservation. Laws protecting cultural artifacts, coupled with grants for cultural projects, will ensure institutional support for these efforts.

In the implementation Stages, to operationalize the model, a systematic approach involving four stages is outlined about potential identification, Human Capital and Technology Empowerment, Conduct a nationwide cultural mapping exercise to identify regions rich in youth potential and cultural resources. This includes data collection on traditional practices, local leaders, and unique cultural products. And offer training programs for young individuals to develop skills in digital tools, entrepreneurship, and cultural promotion. Collaborative worksh ops involving experts in culture and technology can create a new generation of culture-focused innovators.

Then the governments, private sectors, academic institutions, and NGOs must work together to align their efforts. For example, companies can sponsor cultural festivals, and universities can research effective preservation strategies. This one includes on the Cross-Sector Collaboration. Accordingly with monitoring and evaluation, establish mechanisms to monitor the progress of initiatives. Regularly assess indicators such as youth engagement in cultural activities, economic growth in creative sectors, and the preservation status of cultural practices.

When implemented effectively of model output, the model will lead to the following outcomes, consist of Culture-Aware Generation. Young people will develop a strong sense of cultural identity, equipping them to preserve and promote their heritage in a globalized world. Secondly, is resilient cultural ecosystem. Cultural practices will adapt to modern contexts while retaining their authenticity, creating a sustainable system of cultural resilience. And the last is a national cultural resilience. A unified cultural identity will emerge, strengthening national cohesion and contributing to the country's global cultural influence.

This model leverages the bonus demographic to enhance cultural resilience by integrating education, economy, technology, and policy. By empowering the youth as cultural ambassadors and creators, Indonesia can transform its demographic advantage into a resilient cultural foundation for future generations.

Strategy to Increase Cultural Resilience

Indonesia's demographic bonus calls for a multifarious approach to improve cultural resilience. Incorporating cultural values into the course of instruction is one smart strategy. Studies show that including local content—such as Indonesian folklore—into

classroom activities greatly enhances students's moral judgement and cultural identity (Rohman et al., 2022). Schools can help young generations to appreciate their heritage by including cultural education into their official curriculum and so slow down cultural loss brought about by outside influences.

Just as important is involving the younger generation in arts and cultural events. Local customs have been successfully introduced and preserved by cultural events with student participation. Such projects guarantee the passing on of cultural legacy to next generations and help to inspire pride. Increased young involvement in cultural events can be greatly facilitated by interactive learning environments including student-led cultural seminars and historic performance contests.

Maintaining cultural integrity depends much on using technology. Social media channels are now effective instruments for both documenting local culture and promoting it. Indonesia boasts about 167 million active social media users as of February 2022, so offering a large audience for the spread of culture (Statista, 2022). By means of e-learning and virtual tours, the integration of Information and Communication Technology (ICT) in cultural preservation has been demonstrated to favourably affect heritage preservation, so enabling worldwide access to cultural assets and so improving educational outreach (Rohman et al., 2022). An efficient indicator of long-term survival of local legacy is digitisation of traditional arts, oral histories, and cultural archives.

Furthermore essential is government support by means of policies encouraging cultural preservation. Giving money and tools to companies or people committed to preserving cultural events might inspire community-based projects. By encouraging a society strongly anchored in its cultural identity, such support not only protects cultural legacy but also improves national growth (Nadifatur Rifdah & Giriwati, 2024). Through integration of cultural content into national development plans, financial incentives for cultural entrepreneurs, and building of cultural infrastructure, policy-driven activities should give cultural sustainability first priority. These policies will help Indonesia to properly use its demographic bonus in order to protect its cultural riches for next generations.

The Role of the Younger Generation in Cultural Preservation

The younger generation has a very important role in cultural preservation. They are the successors who will carry and develop cultural values in the future. In the context of the demographic bonus, this large young generation can be a major force in maintaining and preserving local culture.

One way to involve the younger generation is through culture-based education. Schools can hold extracurricular programs that focus on local arts and culture, such as traditional dance, regional music, and handicrafts. Data from the Ministry of Education

shows that schools with active cultural programs experience an increase in student participation in cultural activities by up to 60% (Kemendikbud, 2021).

In addition, the younger generation can also act as agents of change by utilizing technology. They can use social media to promote and document local culture and invite their friends to get involved in preserving culture. For example, a campaign on social media that raises the theme of local culture can increase public awareness and interest in cultural heritage. The role of the younger generation can also be seen in the various arts and culture communities that have emerged in various regions. These communities are not only a place for the younger generation to express themselves, but also a place to learn and preserve culture. Data from the Ministry of Tourism shows that an active arts community can increase community participation in cultural activities by up to 50% (Kemenparekraf, 2021).

By actively involving the younger generation in cultural preservation, Indonesia can ensure that this rich cultural heritage not only survives, but also thrives and remains relevant in the modern era.

The results of the study show that there are several factors that influence the relationship between the demographic bonus and cultural resilience in Indonesia. First, the quality of education is a key factor in shaping cultural awareness among the younger generation. Data from the Ministry of Education and Culture (2021) shows that schools that integrate local cultural curriculum have higher levels of student participation in arts and cultural activities.

Second, the role of the government in creating policies that support cultural preservation is very important. The research indicated that the success of unique tourism attractions, including historic sites and cultural attractions, in attracting tourists and encouraging community involvement may be supported by government investment in funds, training, and improved facilities and infrastructure (Nadifatur Rifdah & Giriwati, 2024). This shows that the right policies can encourage people to be more active in preserving their culture.

Third, community participation in cultural activities also contributes significantly to cultural resilience. The results of interviews with several artists in Yogyakarta showed that communities that are active in cultural activities, such as art performances and skills training, have succeeded in maintaining their traditions and cultural values. Data from a survey conducted by the National Statistics Agency (Badan Pusat Statistik, 2021) showed that more than 70% of people in the area are proud of their local culture.

Fourth, the use of information and communication technology in cultural preservation is also an equally important factor. Research shows that digital platforms can be used to document and promote local culture to the younger generation (Hamdiah & Ahnaf, 2024). By utilizing social media and mobile applications, the younger

generation can more easily access information about their culture and participate in cultural activities.

Finally, the importance of collaboration between the government, society, and the private sector in maintaining cultural resilience cannot be ignored. Research shows that regions that successfully carry out this collaboration have a higher success rate in preserving culture. Therefore, policy recommendations resulting from this study will focus on strengthening collaboration between stakeholders to maintain the demographic bonus and increase cultural resilience in Indonesia.

Discussion

The results of this study show that the demographic bonus of Indonesia offers a major chance to increase cultural resilience by means of deliberate policies and community-driven projects. With 70% of the population expected to be in the productive age group by 2030 (Badan Pusat Statistik, 2020), Indonesia has a strong basis to use its human capital for both economic and cultural growth. Still, the data show that having a demographic advantage by itself does not ensure long-term development. The success of using the demographic bonus hinges on including cultural values into education, supporting creative businesses, and using digital technology to guarantee cultural preservation among globalisation and socioeconomic changes. The results corroborate Demographic Transition Theory (Notestein, 1953), which describes how population dynamics impact socioeconomic growth, and Cultural Resilience Theory (Holling, 2001), which holds that cultures must adjust to external changes while preserving cultural identity.

The high youth unemployment rate found in this study presents one of the main difficulties noted there. National Statistics Agency (2021) reports that the open unemployment rate among young people hit 19.1%, much higher than the national average of 6.26%. This disparity shows that many young people lack the required abilities to compete in the employment market even if their workforce is high. Moreover, just thirty percent of Indonesian university graduates are said to be job-ready (Kemendikbud, 2021), highlighting the discrepancy between industry expectations and education. The growing impact of global culture, which has changed young tastes away from traditional arts and local crafts, therefore reducing cultural engagement by means of a change in preference. Data from the National Socio-Economic Survey (Badan Pusat Statistik, 2021) shows that community involvement in traditional cultural events has dropped recently, therefore highlighting the necessity of intervention plans to revive cultural identity.

This study emphasises the need of an integrated strategy combining education, digital technology, and policy assistance in order to meet these obstacles. Including cultural values into official education programs can be quite important in raising young awareness of and involvement in cultural events. Moreover, cultural events including

student involvement have demonstrated to raise enthusiasm in traditional arts by 40% (Kemenparekraf, 2021). The results also help to justify the part digital platforms play in preserving culture. Information and communication technology (ICT) integration in cultural preservation has also been proven to facilitate digitisation, enhance access to education, and build national identity (Krisnanik et al., 2023). Indonesia can increase young participation with its legacy and guarantee that local customs remain relevant in the digital age by using digital channels for cultural development.

Beyond technology and education, policy support and financial incentives are very crucial for developing cultural resilience. Government action in grants for cultural communities, financial support for creative businesses, and investment in cultural infrastructure can build a sustainable ecology for preservation of cultural values. Studies by Nadifatur Rifdah & Giriwati (2024) show that government money, infrastructure, and training boost community involvement in cultural tourism and heritage preservation. Moreover, mentoring programs and cultural knowledge transfer projects help to foster intergenerational cooperation, therefore bridging the gap between the older and younger generations and guaranteeing that ancient customs stay relevant in modern society. Indonesia can maximise its demographic advantage not only for economic output but also for the preservation of its rich cultural legacy by putting thorough policies and encouraging cross-sector cooperation into action.

CONCLUSION

Indonesia's demographic bonus presents both opportunities and challenges in strengthening cultural resilience. With a significant proportion of the population in the productive age group, there is a vast potential to preserve, adapt, and innovate traditional cultural practices amidst the pressures of globalisation and social transformation. However, declining engagement with cultural heritage, youth unemployment, and the dominance of foreign cultural influences pose serious risks to Indonesia's cultural identity. If not addressed through strategic policies, these challenges may lead to cultural homogenisation, diminishing intergenerational knowledge transmission and weakening national identity.

To ensure that the demographic bonus is effectively harnessed for cultural resilience, a multi-dimensional strategy is required. Firstly, cultural education must be integrated into both formal and informal learning systems, enabling younger generations to develop a deep connection with local traditions while adapting them to contemporary contexts. Secondly, the digitalisation of cultural heritage should be prioritised, utilising social media, digital archives, and virtual platforms to make cultural knowledge more accessible and engaging. Thirdly, investment in the creative economy is essential, supporting youth-led cultural enterprises that promote economic sustainability alongside heritage preservation. These efforts must be reinforced through government policies that

incentivise cultural conservation, facilitate intergenerational collaboration, and provide financial and institutional support for cultural initiatives.

Ultimately, collaboration between the government, private sector, educational institutions, and local communities is crucial to ensure that Indonesia's cultural heritage remains resilient in an era of rapid global change. By leveraging education, digital technology, and strategic policy interventions, Indonesia can maximise the demographic bonus not only for economic growth but also for the long-term preservation of national identity. This approach will ensure that future generations inherit a dynamic and sustainable cultural landscape that continues to shape Indonesia's national development.

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