

ABSTRACT

This study aims to determine how does the strategy made by Joko Widodo's administration to develop creative economy in facing ASEAN Economic Community (AEC) 2015-2018. This research completed using qualitative by providing a relevant data and/or information respectively, and looking for references related to the cases discussed. The author uses the regional integration and creative economy theory. The result of this study indicate that Joko Widodo's administration creates some strategies such as forming creative economy agency called Badan Ekonomi Kreatif (BEKRAF), Establishing bilateral partnership by BEKRAF in collaboration with Indonesian Ministry of Foreign Affairs and Government of Singapore and reducing final income tax to support SMEs to be able to export goods with large quantities of goods with low tax.

Keywords: ASEAN, ASEAN Economic Community, Indonesia, Creative economy