

## ABSTRAK

Pandemi COVID-19 memberikan dampak signifikan terhadap perekonomian global, termasuk industri kreatif yang sangat bergantung pada interaksi sosial dan distribusi produk budaya. Kajian literatur sistematis (Systematic Literature Review/SLR) ini menganalisis strategi pemerintah dan pelaku usaha di Indonesia serta Korea Selatan dalam menghadapi dampak pandemi terhadap industri kreatif pada periode 2020–2023. Industri kreatif Indonesia mencakup 17 subsektor yang berkontribusi penting terhadap PDB dan lapangan kerja. Pandemi mengakibatkan penurunan produksi, permintaan, dan distribusi, terutama pada subsektor padat karya seperti fesyen, kriya, dan kuliner. Sebagai respons, pemerintah berfokus pada pemulihan berbasis UMKM melalui bantuan finansial, pelatihan keterampilan digital, serta promosi produk lewat platform daring. Strategi ini menekankan penyelamatan usaha kecil sebagai mayoritas pelaku industri kreatif. Sebaliknya, Korea Selatan yang memprioritaskan tujuh subsektor utama—game, musik, film, animasi dan penyiaran, fesyen, kuliner, dan seni pertunjukan—memiliki ketahanan lebih kuat berkat infrastruktur digital dan kebijakan terpusat. Popularitas *Hallyu* memperkuat daya saing global, sementara strategi pelaku usaha berorientasi pada digitalisasi tingkat lanjut, pemanfaatan AR/VR, konser virtual, serta kolaborasi lintas sektor. Diversifikasi model bisnis, termasuk *merchandising* dan konten digital global, memperluas peluang pendapatan. Perbandingan menunjukkan Indonesia menekankan pemulihan UMKM dan digitalisasi dasar, sedangkan Korea Selatan fokus pada inovasi teknologi tinggi dan ekspansi pasar global. Meskipun berbeda pendekatan, keduanya menghadapi tantangan kesenjangan akses sumber daya, khususnya bagi pelaku usaha kecil dan wilayah non-perkotaan. Studi ini menegaskan perlunya kebijakan inklusif, inovasi digital berkelanjutan, dan diplomasi budaya untuk memperkuat daya tahan industri kreatif pasca pandemi.

The COVID-19 pandemic had a significant impact on the global economy, including the creative industries, which heavily rely on social interaction and cultural product distribution. This systematic literature review (SLR) analyses the strategies employed by governments and businesses in Indonesia and South Korea to address the pandemic's impact on the creative industries between 2020 and 2023. The creative industry in Indonesia encompasses 17 subsectors that contribute significantly to GDP and employment. The pandemic caused declines in production, demand, and distribution particularly in labor intensive subsectors such as fashion, craft, and culinary arts. In response, the government focused on MSME-based recovery through financial assistance, digital skills training, and online product promotion strategies aimed at rescuing the small enterprises that constitute the majority of creative sector players. By contrast, South Korea, which prioritized seven main subsectors gaming, music, film, animation and broadcasting, fashion, culinary arts, and performing arts demonstrated stronger resilience, thanks to its digital infrastructure and centralized policy coordination. The global popularity of the Hallyu (Korean Wave) boosted international competitiveness, while businesses leaned into advanced digitalization, utilizing AR/VR, hosting virtual concerts, and engaging in cross-sector collaborations. Their business model diversification including merchandising and global digital content expanded revenue opportunities. The comparison reveals that Indonesia emphasized MSME recovery and basic digitalization, whereas South



**Analisis Strategi Industri Kreatif Indonesia dan Korea Selatan selama Pandemi Covid-19 :  
Systematic  
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Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Korea focused on high-tech innovation and global market expansion. Despite these differing approaches, both countries faced challenges related to disparities in resource access, especially among small-scale actors and those in non-urban areas. The study underscores the importance of inclusive policies, continuous digital innovation, and cultural diplomacy to strengthen the resilience of the creative industries in the post-pandemic era.