



ABSTRACT

The development of national movie industry shows positive trend since 2015. However, along with the development, industry competitiveness still low if compared to the imported movies competitiveness on screens and cinemas in Indonesia. Therefore, the government starting to design strategies and policies to increase competitiveness at domestic and international levels. Through concepts of creative economy, governance, and competitive advantage, this thesis will elaborate on government's efforts to increase industrial competitiveness from outside the production chain, namely interfering with policy interventional. For that, the government design the industry ecosystem by using upstream and downstream scheme. The use of this scheme is to map problems in industry and design policies as way out.

Keywords: Government's Roles, Creative Economy, Governance, Competitive Advantage, National Movie Industry, Competitiveness