

Mapping the Potential and Development Strategy of Digital Economy in Indonesia

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Abstract : This article aims to map the potential and strategy of digital economy development in Indonesia by using literature study and secondary data analysis. In the Indonesian context, the digital economy is attracting attention, especially amid the COVID-19 pandemic, which has brought substantial changes in economic activities. This research aims to provide new insights into the potential and development strategies of the digital economy in Indonesia. This article also evaluates the effectiveness and efficiency of digital economic development strategies implemented in Indonesia. A literature review concluded that Indonesia has great potential to develop the digital economy with favorable conditions, including a large population, improved ICT infrastructure, and relatively liberalized regulations. Using qualitative and quantitative approaches, this research covers the subject of the potential and strategies for developing a digital economy in Indonesia. This article presents the research results, which are then discussed in the context of the potential and strategy of digital economy development in Indonesia. This article is expected to contribute to understanding Indonesia's digital economy and stimulate further discussion to formulate a robust development strategy and appropriate regulatory framework.

Keywords : indonesia's digital economy, ICT infrastructure, development strategy, potential

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