



BLITAR MAYOR  
EAST JAVA PROVINCE  
BLITAR MAYOR REGULATION

NUMBER 23 OF 2024

ON

THE IMPLEMENTATION OF DIGITAL MEDIA IN THE FIELD OF CULTURE,  
TOURISM AND CREATIVE ECONOMY

BY THE BLESSINGS OF GOD ALMIGHTY

BLITAR MAYOR,

- considering :
- a. that the Blitar City Government has a wealth of cultural heritage that needs to be utilized as a product creating value-added through the development of the creative economy to advance public welfare as mandated in the 1945 Constitution of the Republic of Indonesia;
  - b. that the Regional Government is responsible in creating and developing a creative economic ecosystem that contribute to the national economy and increase global competitiveness in order to achieve sustainable development goals.
  - c. that based on the provisions of Article 24 of Government Regulation Number 24 of 2022 concerning the Implementing Regulations of Law Number 24 of 2019 concerning the creative economy, the Regional Government provides marketing promotion support through various media;

- d. that based on the considerations as referred to in point a, point b, and point c, it is necessary to stipulate a Mayoral Regulation on the Implementation of Digital Media in the Field of Culture, Tourism and Creative Economy

- Observing :
1. Article 18 section (6) of the 1945 Constitution of the Republic of Indonesia;
  2. Law Number 17 of 1950 on The Establishment of Small City Areas within the Provinces of East Java, Central Java and West Java as amended by Law Number 13 of 1954 on Amendment to Law Number 16 and Number 17 of 1950 (Former Republic of Indonesia) on the Establishment of Large Cities and Small Cities in Java (State Gazette of the Republic of Indonesia 1954 Number 40, Supplement to the State Gazette of the Republic of Indonesia Number 551);
  3. Law Number 10 of 2009 on Tourism (State Gazette of the Republic of Indonesia 2009 Number 11, Supplement to the State Gazette of the Republic of Indonesia Number 4966);
  4. Law Number 23 of 2014 on Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587) as frequently amended and last by Law Number 6 of 2023 on the Stipulation of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation into Law (State Gazette of the Republic of Indonesia of 2023 Number 41, Supplement to the State Gazette of the Republic of Indonesia Number 6856);
  5. Law Number 24 of 2019 on the Creative Economy (State Gazette of the Republic of Indonesia 2019 Number 212, Supplement to the State Gazette of the Republic of Indonesia Number 6414);
  6. Law Number 6 of 2023 on the Stipulation of Government Regulation in Lieu of Law Number 2 of 2022 on Job Creation into Law (State Gazette of the

Republic of Indonesia 2023 Number 41, Supplement to the State Gazette of the Republic of Indonesia Number 6856);

7. Government Regulation Number 48 of 1982 on Changes in the Boundaries of the Blitar City Level II Region (State Gazette of the Republic of Indonesia 1982 Number 75, Supplement to the State Gazette of the Republic of Indonesia Number 3243);
8. Government Regulation Number 24 of 2022 on Implementing Regulations of Law Number 24 of 2019 on Creative Economy (State Gazette of the Republic of Indonesia Number 151 of 2022, Supplement to the State Gazette of the Republic of Indonesia Number 6802);
9. Blitar Mayor Regulation Number 21 of 2022 on the Position, Organizational Structure, Duties and Functions of the Culture and Tourism Office (Blitar Regional News 2022 Number 21);

DECIDES :

To stipulate : THE MAYOR'S REGULATION ON THE IMPLEMENTATION OF DIGITAL MEDIA IN THE FIELD OF CULTURE, TOURISM AND CREATIVE ECONOMY

## CHAPTER I GENERAL PROVISIONS

### Article 1

In this Mayor Regulation, the following terms are defined as:

1. Region is the City of Blitar.
2. Regional Government is the Head of Region as an element of the Regional Government organizer who leads the implementation of government affairs' authority of the autonomous region.
3. The Head of Region, hereinafter referred to the Mayor, is the Mayor of Blitar.

4. Regional Apparatus is an element that assists the Head of Region and the Regional People's Representative Council in organizing government affairs' authority of the region.
5. The Department of Culture and Tourism, hereinafter referred to as the Department, is the Department of Culture and Tourism of Blitar city.
6. Culture is everything related to the creativity, taste, will, and work of the community.
7. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government.
8. Creative Economy is the embodiment of value-added from intellectual property that comes from human creativity based on cultural heritage, science, and/or technology.
9. Copyright is the exclusive right of the creator that arises automatically based on the declarative principle after a creation is manifested in a tangible form without reducing restrictions in accordance to the provisions of laws and regulations.
10. A patent is an exclusive right granted by the state to the inventor for his invention in the field of technology for a certain period of time to carry out the invention himself or to give approval to another party to carry it out.
11. A trademark is a sign that can be displayed for free in the form of images, logos, names, words, letters, numbers, color arrangements, in 2 (two) dimensions and/or 3 (three) dimensions, sound, hologram, or a combination of 2 (two) or more of these elements to distinguish goods and/or services produced by a person or legal entity in the trading of goods and/or services.
12. Digital media is all forms of media that use or depend on electronic devices in its distribution such as computer programs or applications, gadgets,

video game applications, social media, online advertising, websites, and others.

13. Social media is a digital platform facilitates its users to interact with each other or share content in the form of writing, photos, videos, and is a digital platform provides facilities for each user to carry out social activities.

#### Article 2

The scope of this Mayoral Regulation includes:

- a. resources;
- b. Digital Media;
- c. publications and supporting activities; and
- d. accountability.

### CHAPTER II

### RESOURCES

#### Article 3

- (1). The resources as referred to in Article 2 point a include:
  - a. Human resources;
  - b. goods/services resulting from intellectual creations;
  - c. brands or symbols or means of building public perception/city branding; and
  - d. cultural, tourism and creative economic products.
- (2). The resources as referred to in section (1), consist of:
  - a. The Department's authority resources;
  - b. Other Regional Apparatus' authority resources within the Regional Government;
  - c. Other Agencies' authority resources; and
  - d. Individual/agency's authority Resources.
- (3). The resources as referred to in section (2), in the implementation of Digital Media in the Field of Culture, Tourism and Creative Economy are listed as sources of information in the context of protecting intellectual property rights.
- (4). Management of the resources as referred in section (3) is carried out by the Technical Team.

- (5). The technical team as referred to in section (4) is be in charge of:
- a. preparing information production's planning in the field of tourism and creative economy;
  - b. managing information; and
  - c. implementing publication of information has been managed.

### CHAPTER III

#### DIGITAL MEDIA

##### Part One

##### General Article

##### Article 4

Digital media as referred to in Article 4 point b consists of:

- a. News media; and
- b. Social Media.

##### Part Two

##### News Media

##### Article 5

(1). News media as referred to in Article 4 point a consists of:

- a. Official website of the Regional Government in the link [www.blitarkota.go.id](http://www.blitarkota.go.id);
- b. Websites supporting the Department's program and activities include [www.visitblitar.com](http://www.visitblitar.com) and others designated by the Mayor's decree; and
- c. Partners websites such as:
  - 1. Paguyuban Kangmas Diajeng Kota Blitar;
  - 2. Blitar Heritage Society;
  - 3. Persatuan Pedalangan Indonesia Kota Blitar; and
  - 4. Indonesian Hotel And Restaurant Association of Blitar City.

(2). News media as referred to in section (1) is implemented by coordination of the Department and Regional Apparatus in charge of communication and informatics affairs.

- (3). News media as referred to in section (1) point c, is implemented by the coordination or cooperation between the Department and the authorized party.

### Part Three

### Social Media

#### Article 6

- (1). Social media as referred to in Article 4 point b, consists of:
- a. Social media that is accessible to all such as, Youtube, Tiktok, Instagram, Facebook Portal, X or Twitter, Snapchat, Linkedin, Tumblr, Medium, Squarespace, Google My Business, Trip Advisor and similar apps; and
  - b. Social media that is accessible to a certain communities or between individuals who have special access such as, Whatsapp Group, Telegram, Short Messenger Service/SMS, Facebook Messenger, zoom, Google Meet, tim MS and similar apps.
- (2). Management of information resources and publications through social media as referred to in article (1) point a, is the Department's responsibility by the following provisions:
- a. Social media account that officially owned and controlled by the Department;
  - b. Information resources and publications have approved by the Head of the Department based on the Technical Team's recommendations.

### Part Four

### Digital Media Management

#### Article 7

Management, maintenance, utilization and development of resources through digital media are carried out through tourism principles by the Technical Team by prioritizing the protection of intellectual property rights and efforts to develop the creative economic ecosystem in the Region.

## CHAPTER IV

## PUBLICATIONS AND SUPPORTING ACTIVITIES

### Part One

#### Publications

#### Article 8

- (1). Publications as referred to in Article 6 point c, consist of:
  - a. Live broadcasts or Live Streaming/ Live Reports via social media that accessible to all;
  - b. Live broadcasts or Live Streaming/ Live Reports via social media that accessible to certain communities;
  - c. Delayed broadcasts or event recordings or delay reports via social media that accessible to all;
  - d. Rebroadcasts or repetitions of live broadcasts or Live Streaming/ Live Reports via social media that accessible to all;
  - e. Publications with a short duration/Short stories, advertisements, teasers, trailers and the like; and
  - f. Publication of reports, documentaries, literacy, podcast and similar publications that are documented aside from live broadcasts and delayed broadcasts.
- (2). Publication as referred to in section (1) is carried out based on the principles and principles of tourism by the Technical Team by prioritizing the protection of intellectual property rights and efforts to develop the creative economy ecosystem in the Region.
- (3). In implementing publication, the Technical Team can innovate, interact, build networks, serve transactions, process information, develop resources and the like.

### Part Two

#### Supporting Activities



## Article 9

- (1). Supporting Activities as referred to in Article 6 point c, in the context of protecting, utilizing and developing intellectual property rights in the Field of Culture, Tourism and the Creative Economy include:
  - a. City branding;
  - b. Patents;
  - c. Copyright;
  - d. Trademark Rights;
  - e. publishing;
  - f. promotion;
  - g. marketing and trading; and
  - h. licensing.
- (2). Implementation of Supporting Activities as referred to in section (1) is determined by the Head of the Department based on the recommendation of the Technical Team.
- (3). Technical Team's recommendation as referred to in section (2) is prioritized for the implementation of supporting activities that do not burden the Regional Revenue and Expenditure Budget.

## CHAPTER V

### GUARDING, MONITORING AND EVALUATION

## Article 10

- (1). Mentoring aims to improve the capacity, quality and continuity of the implementation of Digital Media in the Field of Culture, Tourism and Creative Economy.
- (2). Mentoring as referred to in section (1), is directed to the Technical Team and the person in charge of Digital Media in the Field of Culture, Tourism and Creative Economy.
- (3). In implementing mentoring as referred to in section (1) and section (2), the Head of the Department can execute through periodic meetings, capacity building, training and similar activity according to the needs.

Article 11

- (1). Monitoring and evaluation, aims to evaluate the recommendations of the implementation of Digital Media in the Field of Culture, Tourism and Creative Economy
- (2). The recommendations as referred to in section (1) are submitted by the person in charge of Digital Media to the Head of the Department as a basis for determining improvements and/or changes or sustainability in the following year.

CHAPTER VI

CLOSING PROVISIONS

Article 12

This Mayor's Regulation shall come into force on the date of its promulgation.

So that everyone knows, ordering the promulgation of the Mayor's Regulation with its placement in the Blitar Regional News.

Stipulated in Blitar  
on 13 June 2024  
MAYOR OF BLITAR,

Signed

SANTOSO

Promulgated in Blitar  
On 13 June 2024  
REGIONAL SECRETARY OF BLITAR CITY,

signed.

PRIYO SUHARTONO  
REGIONAL NEWS OF BLITAR CITY YEAR 2024 NUMBER 23