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A JURIDICAL REVIEW OF AUTOMATION TECHNOLOGY WITHIN THE LEGAL FRAMEWORK OF THE CREATIVE ECONOMY: EMBRACING OPPORTUNITIES OR FACING CHALLENGES?

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Abstract

This study aims to provide a juridical analysis of the integration of automation technology within the legal framework of the creative economy in Indonesia, with a specific focus on the use of Point of Sale and Enterprise Resource Planning systems. Automation technology is increasingly recognized as a vital tool for enhancing efficiency, transparency, and professional business management in the creative industry. However, the rapid advancement of such technologies has not been fully matched by adequate legal certainty, particularly within the existing creative economy regulations. This research employs a normative legal method with a conceptual and statutory approach, supported by content analysis of relevant policy documents and literature. The findings indicate that, although the regulatory framework acknowledges the importance of technological utilization, normative gaps remain concerning the governance of digital automation particularly in areas such as data protection, system-based labor relations, and equitable access to technology. Using the lens of law and economics, this study emphasizes the need for regulations that promote innovation while maintaining a balance between economic efficiency and social justice. The results have practical implications for policymakers, especially in designing responsive implementing regulations that accommodate digital transformation within the creative economy sector. The study recommends the formulation of specific legal instruments for automation technologies and the enhancement of digital literacy programs for creative economy actors as strategic measures to address future challenges.

Keywords : *Automation Technology, Creative Economy, Digital Transformation, Juridical Review*

A. Introduction

In striving for a just and prosperous society capable of promoting the general welfare, Indonesia must optimize all economic resources, particularly by enhancing the creativity of human resources based on cultural heritage, science, and technology.[1] Normatively, the foundation for administering Indonesia's economic system must align with the framework of

[1] Penjelasan Peraturan Nomor 24 Tahun 2022 Tentang Peraturan Pelaksanaan Undang-Undang Nomor 24 Tahun 2019 Tentang Ekonomi Kreatif (*Explanation of Regulation Number 24 of 2022 concerning the Implementing Regulation of Law Number 24 of 2019 on the Creative Economy*)

Pancasila and the 1945 Constitution of the Republic of Indonesia.[2] The development of creativity and innovation through the use of information technology which has disrupted various aspects of life on a global scale, including economic competition is a manifestation of the ongoing waves of the industrial revolution. The utilization of artificial intelligence (AI), the internet of things (IoT), human-machine interfaces, as well as the widespread emergence of the sharing economy, has made innovation and creative output the forefront in the effort to win global economic competition being the very product of disruption itself. The creative economy, as one of the strategic issues arising from this industrial revolution phenomenon, deserves mainstreaming as a viable option for winning global competition. This is reflected in the continued development of creativity and innovation to increase economic value through the capitalization of creative ideas.[3]

Indonesia is a country rich in biodiversity as well as art and culture, which constitute the nation's local wealth. Therefore, the potential of this local wealth can serve as one of the key factors in advancing the creative economy in Indonesia. By incorporating local riches into creative economy products, these products will reflect distinctive Indonesian characteristics, thus forming a strong foundation for competing on the international stage. With the growth of the creative economy, Indonesia can become a prosperous nation based on creative economy products. One of the strategies to achieve this goal is to strengthen the foundations of the creative economy, which include local strengths, environmental and social awareness, as well as the enhancement of innovation and creativity. These efforts must also be supported by three main pillars: research, capacity building, and business development.[4]

The Creative Economy Law has a broad objective of promoting all aspects of the creative economy in line with the development of Indonesian culture, technology, creativity, and innovation, as well as changes in the global economic environment, through a globally competitive creative economy ecosystem. This aims to optimize the potential of creative economy actors, thereby improving the welfare of the Indonesian people and increasing state revenue as a form of support for national development. The rapid advancement of technology today, which permeates all aspects of life, also gives the creative economy a significant role in utilizing available technologies. The utilization of technology in accordance with ongoing

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[2] Bayu Mogana Putra dan Muh. Ilham Akbar, "Implikasi Peniaadaan Peraturan Pemerintah Terhadap Undang-Undang Ekonomi Kreatif," Jurnal APHTN-HAN, Vol. 1, No. 2 (2022), hlm. 290–308.

[3] Carunia Mulya Firdausy, Strategi Pembangunan Ekonomi Kreatif di Indonesia, (Jakarta : Yayasan Pustaka Obor Indonesia, 2017)

[4] Tim Penyusun, Naskah Akademik Rancangan Undang-Undang Ekonomi Kreatif (*Academic Paper for the Draft Bill on the Creative Economy*), Komite III Dewan Perwakilan Daerah Republik Indonesia (*Committee III of the Regional Representative Council of the Republic of Indonesia*) , 2015

developments has generated significant impacts on the creative economy industry. On the one hand, technological advancements facilitate and enhance human productivity and, within the economic context, contribute to greater efficiency in production costs. On the other hand, the rapid progress of technology in economic activities raises concerns regarding the potential displacement of human labor by machines, which may result in the reduction of employment opportunities. This article contributes an analytical perspective on the role of technology as both an opportunity and a challenge in economic activities, particularly within the creative economy sector. Therefore, the main issue addressed in this academic work is a juridical analysis of the integration of automation technology within the legal framework of Indonesia's creative economy, with a focus on the use of Point of Sale systems and Enterprise Resource Planning. Automation technology is seen as a vital instrument in supporting efficiency, transparency, and the professional management of creative enterprises.

B. Research Methods

The research method employed in this study is normative legal research, utilizing a statutory approach and a conceptual approach. The legal materials used consist of Primary Legal Materials and Secondary Legal Materials. Primary Legal Materials refer to laws and regulations related to the creative economy, while Secondary Legal Materials include literature sources relevant to the main subject of this study. Therefore, the analysis in this academic work focuses on the content of policy documents and relevant literature sources

C. Discussion

The central and regional governments are responsible for developing the capacity of Creative Economy Actors through training, technical guidance, and mentoring to enhance their technical and managerial capabilities. They are also tasked with providing facilitation support to help them adapt to technological advancements in the business world, as well as promoting business standardization and professional certification in the creative economy sector. Additionally, the central and regional governments are responsible for developing the Creative Economy Ecosystem through research development, education advancement, facilitation of funding and financing, provision of infrastructure, marketing system development, provision of incentives, facilitation of intellectual property rights, and protection of creative works.[5]

[5] Undang-Undang Nomor 24 Tahun 2019 Tentang Ekonomi Kreatif (*Law Number 24 of 2019 Concerning Creative Economy*)

The central and regional governments encourage the availability of adequate Creative Economy infrastructure. Creative Economy infrastructure consists of physical infrastructure and information and communication technology infrastructure.[6] Physical infrastructure refers to physical spaces and facilities that support the implementation of part or all of the Creative Economy ecosystem, including exhibition spaces, performance halls, recording studios, and cinemas. Meanwhile, information and communication technology infrastructure refers to technology-based facilities used to prepare, collect, process, analyze, store, and/or disseminate information. This includes software, hardware, networks, and supporting services, such as internet networks, cloud computing, digital marketplaces, and data centers.[7]

The increasingly rapid growth of the economy has contributed to the emergence of economic law, which functions to limit and regulate a country's economic activities even those that cross national borders while still taking into account the interests and rights of the public. The protection of the rights and interests of citizens is the government's obligation in order to achieve the goal of a welfare state.[8] Those who are concerned about automation and employment quickly emphasize that historical interactions between automation and the labor market cannot resolve the debate over how these two elements may interact in the future.[9] The development of automation technology still provides significant opportunities for humans and the economy. Automation technology can increase production efficiency and productivity, reduce production costs, and improve product quality. This technology can also be used to assist humans in production processes, such as the use of robots in the manufacturing sector.[10]

In relation to strengthening information and communication technology infrastructure, which serves as a crucial foundation for implementing digital systems such as Point of Sale and Enterprise Resource Planning, these technologies are now widely utilized by creative economy actors to enhance efficiency and operational integration. The Point of Sale system facilitates real-time transaction analysis, while Enterprise Resource Planning consolidates various business functions such as finance, inventory, and resource management into a single integrated platform. Consequently, the presence of these systems not only accelerates business

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[6] *Ibid.*
[7] Penjelasan Undang-Undang Nomor 24 Tahun 2019 Tentang Ekonomi Kreatif (*Explanation of Law Number 24 of 2019 Concerning the Creative Economy*)
[8] Dwi Ratna Indri Hapsari, "Hukum dalam Mendorong Dinamika Pembangunan Perekonomian Nasional Ditinjau dari Prinsip Ekonomi Kerakyatan," LEGALITY Jurnal Ilmiah Hukum, Vol. 26, No. 2 (2018), hlm. 238–252
[9] David H. Autor, "Why Are There Still So Many Jobs? The History and Future of Workplace Automation," Journal of Economic Perspectives 29, no. 3 (2015): 3–30.
[10] Demas Chandra Permana, Radinald Ferdiansyah, Fayza Putri Safira, Zayid Thoriq Ali Gumilang, Ariya Jembar Pangestu, dan Rama Wijawa Abdul Rozak, "Revolusi Industri 4.0 dan Otomatisasi: Antara Produktivitas, Risiko, dan Etika Sosial," Kontan: Jurnal Ekonomi, Manajemen dan Bisnis 4, no. 1 (2025)

processes but also facilitates data-driven decision-making based on accurate and up-to-date information.

The Point of Sale system is a system composed of hardware and software that is designed according to specific needs and can be integrated with various supporting devices to help accelerate the transaction process. Companies operating in the field of trade commonly use the Point of Sale system to support their business activities. In general, the Point of Sale is a system that enables transactions, which includes the use of cash registers. Within the Point of Sale framework, the cash register does not function independently but is part of a system that includes supporting software and additional equipment. The Point of Sale system functions not only as a tool for buying and selling transactions but can also be integrated with features for accounting calculations, goods and stock management, employee payroll modules, accounts payable and receivable, as well as various other functions. Modern Point of Sale systems are also equipped with integrated management reporting systems. More broadly, the Point of Sale system refers to the transaction service process in a retail store. The Point of Sale machine emphasizes the use of technology to improve transaction efficiency, particularly in terms of speed, accuracy, and the completeness of reporting.[11]

The Point of Sale is a crucial function in sales, facilitating a fast and convenient payment process. It enhances customer convenience during purchases by offering various payment methods such as cash, digital payment applications, and credit cards. For marketers, the Point of Sale is a primary focus point due to consumers' tendency to make purchasing decisions for high-margin products or services at strategic locations. The Point of Sale system can be integrated with advanced technologies, both in hardware and software form. Its operational functions include automating transaction processes (sales to customers and purchases from suppliers), tracking essential sales data, collecting daily sales information, providing alerts on items that need to be reordered, offering product data that allows customers to check stock availability, and generating sales information in the form of sales invoices either displayed on-screen or printed on paper.[12]

In the increasingly evolving era of digitalization, the creative economy industry is required to adopt technology to improve operational efficiency and market competitiveness. One of the widely implemented technologies is the Point of Sale system, which not only

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[11] Hendry ST, Membangun Aplikasi Point of Sale dengan VB 6.0, MySQL, dan PHP, (Jakarta: PT Elex Media Komputindo, 2010)

[12] Yuniar Supardi and Shandhi Arishandhi, Program Lengkap Database POS dengan Python, (Jakarta: PT Elex Media Komputindo, 2025)

functions as a transaction tool but also includes various managerial and analytical features that support comprehensive business processes. To understand the impact and effectiveness of the implementation of the Point of Sale system in the creative economy industry, it is necessary to analyze various aspects of its use. The following table presents the key aspects of the Point of Sale system along with its strengths and weaknesses, serving as a strategic consideration for creative business actors in utilizing this technology.

Table 1: Strengths and Weaknesses of Point of Sales

Aspect	Advantages of Using Point of Sales	Disadvantages of Using Point of Sales
Transaction Efficiency	Increases speed and accuracy of transactions in the creative economy industry.	Technical disruptions can halt transactions and impact creative economy activities.
Stock & Inventory Management	Real-time stock tracking helps creative economy actors efficiently manage their creative business operations.	Data input errors can lead to misleading reports and misaligned analysis with the actual creative economy ecosystem.
Sales Reporting & Analytics	Provides daily sales reports to support data-driven business decisions, aiding industry and creative economy ecosystem growth.	Requires training for creative economy actors to understand and utilize data optimally for effective analysis.
Flexible Payment Methods	Supports various payment methods (Cash, Card, E-Wallets), offering flexibility for creative economy actors to serve consumers effectively.	Digital transaction security must be strictly maintained to ensure maximum protection for creative economy actors.

Source: Author's Work

Enterprise Resource Planning is an integrated information system designed to manage and automate various core business functions within an organization, including finance, human resources, production, distribution, inventory management, and others. Enterprise Resource Planning unifies all departments and divisions within an organization into a single centralized platform, enabling real-time data exchange across different business processes. As such, Enterprise Resource Planning helps organizations operate more efficiently, reduces data redundancy, and enhances coordination between departments. The primary goal of implementing Enterprise Resource Planning is to create a more efficient and effective system for managing organizational information and resources. Below are several specific objectives of implementing Enterprise Resource Planning within an organization:

1. Business Process Integration, Enterprise Resource Planning aims to integrate various business processes within an organization into a single coherent platform. Without

Enterprise Resource Planning, each department or function tends to operate separately using its own system, which can lead to data duplication, inconsistent information, and slow business processes. With Enterprise Resource Planning, data that flows into and out of different parts of the organization is integrated in real-time, allowing all departments to work with the same information and accelerating decision-making.

2. Improving Operational Efficiency, One of the main reasons organizations implement Enterprise Resource Planning is to enhance operational efficiency. Enterprise Resource Planning automates many administrative tasks that were previously performed manually, such as data processing, report generation, and inventory management. Through automation, organizations can reduce human errors, speed up time-consuming processes, and optimize resource allocation.
3. Enhancing Decision-Making, Enterprise Resource Planning provides direct access to consistent and accurate data across various organizational functions, supporting faster and more data-driven decision-making. Managers and executives can view relevant information in real time and make more informed decisions regarding financial planning, human resources, and other operational areas.
4. Reducing Operational Costs, By integrating various systems and automating many processes, Enterprise Resource Planning can help organizations reduce operational costs. For example, inventory management becomes more efficient, thus reducing storage costs and minimizing inventory waste. In addition, Enterprise Resource Planning helps lower costs related to managing fragmented data across different departments.
5. Improving Customer Satisfaction, Enterprise Resource Planning enables organizations to provide faster and more responsive customer service. System integration allows companies to track customer requests, monitor delivery status, and process orders more efficiently. As a result, customers receive the products or services they want on time, which increases customer satisfaction and loyalty.
6. Enhancing Compliance and Data Security, Enterprise Resource Planning systems can be equipped with features to help organizations meet compliance standards, whether related to financial regulations, healthcare, or personal data protection. Furthermore, Enterprise Resource Planning provides better data security by ensuring that only authorized users have access to specific information, reducing the risk of data theft and human error.

7. Scalability and Flexibility, Enterprise Resource Planning offers the flexibility organizations need to grow and expand. Modern Enterprise Resource Planning systems allow companies to add new modules or extend functionalities according to evolving needs, for example, when entering new markets or launching new products. In addition, many Enterprise Resource Planning systems are cloud-based, enabling organizations to access the system from various locations, supporting global business models and wider geographical distribution.[13]

Enterprise Resource Planning has several advantages, including integration across different functional areas to ensure proper communication, productivity, and efficiency; an engineering-based approach; order tracking from receipt to fulfillment; management of interdependencies within complex material billing processes; accurate three-way matching between purchase orders, inventory receipts, and financing; as well as accounting for all tasks tracking income, costs, and profits at the core level.[14]

In the context of the highly dynamic creative economy industry, which demands a high level of efficiency, the implementation of an Enterprise Resource Planning system has become an important strategy to support integrated and data driven business management. Enterprise Resource Planning not only helps unify various functions and departments into a single cohesive system, but also provides a technological foundation for more accurate decision making, operational efficiency, and more responsive customer service. However, like any technological innovation, the use of Enterprise Resource Planning comes with both advantages and disadvantages that must be critically analyzed especially when implemented in a sector that relies on creativity, flexibility, and rapid market adaptation. The following table presents an analysis of various aspects of Enterprise Resource Planning, highlighting their respective strengths and weaknesses within the context of the creative economy industry.

Table 2: Strengths and Weaknesses of Enterprise Resource Planning

Aspect	Advantages of Using Enterprise Resource Planning	Disadvantages of Using Enterprise Resource Planning
Business Process Integration	Integrates creative, production, finance, and distribution processes into a centralized system, facilitating collaboration between design, production, and marketing teams.	Initial implementation is difficult due to system complexity and high costs, which may hinder creative economy actors without formal or digitalized business structures.

[13] Ali Impron et al., Enterprise Resource Planning: Implementasi dan Manajemen, (Bandung: Widina Media Utama, 2025)
[14] Yeni Kustiyahningsih, Firli Irhamni, and Laras Suciningtyas, Enterprise Resource Planning (ERP): Konsep, Aplikasi dan Implementasi Sistem ERP, (Malang: Media Nusa Creative, 2024)

Aspect	Advantages of Using Enterprise Resource Planning	Disadvantages of Using Enterprise Resource Planning
Operational Cost Reduction	Efficient inventory and production process management reduces raw material, logistics, and manual labor costs, allowing creative economy actors to be more productive.	Licensing and maintenance costs of Enterprise Resource Planning systems are expensive.
Customer Satisfaction	Faster order processing and service delivery enhances customer loyalty to local and digital creative products.	Enterprise Resource Planning systems may reduce the personalized customer experience that characterizes the creative industry.

Source: Author's Work

Thus, if we examine this from the perspective of economic law as an analytical tool, we can understand that Law and Economics represent a set of norms established by stakeholders or authorities—in this case, the government as the personification of society—to regulate economic life by balancing individual interests and the public interest. Within these norms, the government seeks to introduce provisions that emphasize the public interest, even if it means limiting individual rights and interests. Economic law is a causal relationship or interconnection of economic events that are mutually related in the everyday economic life of society, or in other words, the emergence of economic law is driven by the growth and development of a society's economy. On the other hand, Rochmat Soemitro defines economic law as part of the overall norms established by the government or ruling authority, as a personification of society, to regulate economic life where public interests confront one another. Although the legal framework for the creative economy has recognized the importance of technology utilization, there remains a normative gap in the governance of digital automation, including data protection, system-based employment relations, and equitable access to technology.

Table 3: Legal Issues Requiring Regulation

Aspect	Legal Issues (Normative Gaps)	Regulatory Needs (Legal Interventions)
Data Protection	No sectoral regulations specifically protect creative economy actors managing consumer data using Point of Sales and Enterprise Resource Planning systems.	Requires technical regulations under the Creative Economy Law to govern data security standards in systems using Point of Sales and Enterprise Resource Planning.
System-Based Work Relations	Legal status of digital workers in the creative economy related to Point of Sales and Enterprise Resource Planning	Requires digital labor regulations to govern system-based work agreements, algorithmic management, and social security.

	automation systems remains unregulated.	
Equal Access to Technology	No affirmative policies or incentives ensuring inclusive access to Point of Sales and Enterprise Resource Planning technology for all creative economy actors.	Requires state intervention through technology support, training by sector, and regulations ensuring equitable infrastructure access.

Source: Author's Work

The regulatory substance of the creative economy in the Creative Economy Law remains at a theoretical level and lacks a clear executorial scheme. This necessitates sectoral implementing regulations that are more executorial in nature and equipped with clear schemes,[15] particularly in matters of digital automation governance.

The legal vacuum concerning the governance of digital automation in the creative economy requires serious attention from policymakers. Issues such as data protection, system-based employment relations, and equitable access to technology indicate that the adoption of technologies like Point of Sale and Enterprise Resource Planning has not yet been accompanied by comprehensive and responsive regulations. Without a clear and adaptive legal framework, digital transformation intended to enhance efficiency and inclusiveness may instead create new inequalities and vulnerabilities for creative industry actors. Therefore, strategic steps are needed in the form of sectoral regulatory development, strengthening of digital capacity, and fair state intervention to ensure that digitalization in the creative economy aligns with the principles of social justice and economic sustainability.

D. Conclusion

Based on the analysis of the use of Point of Sale and Enterprise Resource Planning systems in the creative economy industry, it can be concluded that both play a strategic role in improving operational efficiency, business process integration, service flexibility, and data-driven analytical capabilities. These systems clearly support the growth of creative entrepreneurs in responding to a fast-paced and competitive market. However, their implementation also faces several weaknesses, such as vulnerability to technical disruptions, the need for intensive training, high licensing and maintenance costs, and limited system customization for the unique characteristics of the creative industry. In addition, there is a

[15] Bayu Mogana Putra, "Legal Politics of Government Regulation on Creative Economy Implementation in Indonesia," Prosiding Seminar Hukum Aktual Fakultas Hukum Universitas Islam Indonesia, Vol. 2, No. 2 (Maret 2024), hlm. 225-233

significant legal vacuum concerning the governance of digital automation, particularly in the areas of data protection, system-based labor relations, and equitable access to digital technology. Without adaptive and sector-specific regulatory support, the adoption of these technologies risks widening access gaps, increasing legal uncertainty for digital workers, and undermining trust in the systems used. Therefore, Point of Sale and Enterprise Resource Planning systems should not be viewed merely as technological tools but as integral parts of a digital transformation that requires inclusive, fair, and sustainability-oriented legal and policy support.

To address these challenges, it is recommended that the government promptly draft derivative regulations that specifically govern the use of Point of Sale and Enterprise Resource Planning systems within the creative economy ecosystem, focusing on data protection, system transparency, and the governance of digital labor relations. In addition, affirmative policies are needed, such as technology subsidies and digital literacy training for micro, small, and medium-sized enterprises, to ensure that digital transformation occurs inclusively and equitably. The government should also promote the development of more flexible, affordable, and adaptive Point of Sale and Enterprise Resource Planning systems that cater to the needs of the creative industry, through collaboration with local technology providers. Through these measures, the use of information technology will not only accelerate the growth of the creative economy but also strengthen the legal and social foundations for a fair and sustainable digital ecosystem.

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