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A Literature Study on Cultural Digitalization in Efforts to Enhance Product Value and National Image in the Creative Industry

Osin Marjelina Leho[1*], Ni Made Ary Widiastini[2], Ni Nyoman Yulianthini[3]
[1]Universitas Pendidikan Ganesha, Bali, Indonesia, lehoosin@gmail.com
[2]Universitas Pendidikan Ganesha, Bali, Indonesia, Ary.widiastini@undiksha.ac.id
[3]Universitas Pendidikan Ganesha, Bali, Indonesia, Nyoman.yulianthini@undiksha.ac.id

[*]Corresponding Author: Lehoosin@gmail.com[1]

Abstract: The study ains to examine how cultural digitalization is implemented within the creative industry sector and whether it contributes to enhancing product value and national image. This research employs a literature review method by analyzing 34 relevant articles obtained from Google Scholar, DOAJ, SINTA portal, and other academic scientific databases using the keywords "cultural digitalization," "digital transformation," "creative industry," "national image," and "product value." Although numerous studies have discussed cultural digitalization within the creative industry context, a significant gap remains. Specifically, there is no clearly integrated model that systematically links the stages of cultural digitalization to improvements in product value and national image. Therefore, this study proposes an integrated model approach consisting of five stages of cultural digitalization: digital data collection, cultural adaptation into digital platforms, creative marketing strategies, global self-image positioning strategies, and sustainable digital transformation. The findings suggest that integrating these stages into a comprehensive framework connects previous research outcomes, particularly in explaining the relationship between digital transformation, product value enhancement, and national image development. Future research is expected to further develop a sustainable cultural digitalization implementation model and conduct empirical analyses across creative industry subsectors to strengthen economic value and national image.

Keywords: Cultural Digitalization, Product Value, National Image.

INTRODUCTION

In contemporary life, cultural digitalization and digital tranformation have become essential elements. These developments have significantly influenced the way individuals think, generate new ideas, engage in creative acitivities, and express culture in tangible forms (Lazik, 2023). Within the creative industry sector, cultural digitalization plays a crucial role in maintaining national economic competitiveness while ensuring the sustainability of local culture by preserving its heritage and continuously prioritizing creativity and innovation (Delyana et al., 2023). Making good use of the digital ecosystem can strengthen and develop existing resources at the local and regional levels (Noviani et al.,2023).

Recent literature indicates that cultural digitalization is effective in generating products with enhanced economic value, particularly through the creation of innovative and creative works. These include music production, contemporary fashion trends, film and animation development, as well as the integration of cultural and technological elements within the tourism sector (Larasati, 2022). In addition, the combination of several cultural elements has been proven to increase the value of products that are competitive (Ketut et al., 2025). Utilizing new digital technology can make it easier for everyone to access local traditions globally (Hervansyah et al., 2025).

This perspective aligns with the theory proposed by Dewi (2023) regarding cultural branding and digital heritage, which emphasizes that cultural values must be embedded within digital platforms to strengthen cultural preservation and project a positive national image at the global level (Pramono, 2025). This effort is supported by the digital transformation of cultural heritage to ensure that society continues to remember its historical legacy (Nugroho et al., 2025).

Therefore, cultural digitalization has become a strategic instrument for strengthening efforts to showcase cultural values on the global stage. The creative industry has generated significant transformations in cultural expression and dissemination. However, considerable challenges remain. Many business actors experience difficulties in optimally integrating cultural values into digital concepts due to limited technological capabilities, inadequate digital literacy, and insufficient human resources (Suryani & Nugroho, 2022). The challenges related to infrastructure and policies to accelerate the ongoing process have become the main obstacles to the equitable distribution of digital transformation in Indonesia (Bangsawan, 2023). As a result, the enhancement of product value, national image, and competitive advantage has not been fully optimized in today's highly competitive environment.

In this study, the review of cultural digitalization literature reveals a significant gap, as most existing studies focus primarily on cultural promotion and preservation. Meanwhile, research examining the comprehensive process of cultural digitalization particularly its role in integrating digital technology across all stages of cultural value creation, documentation, and nation branding strategies remains limited (Utami & Hidayat, 2023). Furthermore, there is a lack of studies employing a theoretical and conceptual approach as a foundation for understanding the relationship between the stages of cultural digitalization, product value enhancement, and the sustainable formation of national image. In fact, this integration is essential to establish a cohesive and sustainable system that not only preserves and strengthens national identity but also enhances the creative economy. Thus, digitalization efforts should not merely be symbolic or procedural but strategically integrated.

Addressing this gap, the present study aims to examine and evaluate the existing literature on cultural digitalization within the creative industry and to propose a conceptual model consisting of five integrated stages of cultural digitalization. These stages include: (1) digital data collection, (2) cultural adaptation into digital platforms, (3) creative marketing strategies, (4) global self image positioning strategies, and (5) sustainable digital transformation. Through a comprehensive literature review, this study seeks to provide a clearer understanding of the interrelationship between digital cultural transformation, product value enhancement, and the formation of national image. The findings of this study are expected to serve as a strategic foundation for policymakers, creative industry actors, and cultural communities in leveraging digital technology to strengthen Indonesia's position on the global stage.

METHODS

This study uses a literature review approach with the aim of understanding the role of cultural digitalization in increasing product value and national image within the creative industry (Kraus et al.,2022). The researcher collects and analyzes scientific articles relevant to

the topics of cultural digitalization, product value, and national image. These articles are sourced from Google Scholar, DOAJ, Portal SINTA, and other reputable academic databases. The researcher collects data using the keywords "cultural digitalization," "digital transformation," "creative industry," "national image," and "product value." At the initial stage of reviewing the articles, several articles related to the research topic were identified, and further selection was carried out through a review of titles and abstracts to ensure their relevance to the focus of the study. The articles used as references are limited to publications from 2021–2025 in order to reflect the latest developments and remain relevant to the dynamics of digitalization (Page et al.,2021).

RESULTS AND DISCUSSION

Result

Article Review

Analysis of Cultural Digitalization and Creative Industry Literature. This literature review is based on several academic journalsavailable on Google Scholar, DOAJ, the SINTA portal, and otherreputable scientific academic databases, with a primary focuson articles examining the role of cultural digitalization, product value, and national image within the creative industry sector.

Table 1. Article Review

No	Article Title	Issue/Problem Identified	Key Implication
1	Empowering digital creative ecosystem using problem structuring method and a service perspektive : A case study in Cimahi and Bandung, Indonesia (Novani et al.,2023)	There is no digital platform available to support service	The importance of digital platforms for creative industry actors
2	The digitalization of investment impact on developing tourism industry (Julianti et al.,2024)	The digital system is not utilized optimally by industry actors	The importance of digitalization as a platform to facilitate investment efficiency in the tourism industry that has competitiveness at the global level
3	Integrating local culture into digital creativity (A study on digital creative economy actors in banda aceh) (Taufik et al.,2025)	Digital economic growth is not optimal because it fails to integrate cultural values into the creation of digital content	The importance of implementing the integration of a digital economy based on local culture
4	Legal optic on digitalization of cultural heritage thorough E-tourism and E-goverment to back up ecotourism in greater Malang Indonesia (Sukardi et al.,2022)	Digital transformation is not implemented in a structured and optimal manner because there is no law to protect the results obtained from cultural digitalization	The importance of a digitalization strategy for optimization supported by laws that can provide protection
5	The impact of digital transformation on corporate competitivines in indonesia's creative economy sector (Kurnianingsih,2025)	Digital transformation exists, but it is not utilized to apply local cultural values in the creative industry	The importance of cultural digitalization as part of a strategy to preserve and create new creative ideas to highlight identity
6	Digitalization improve the creative economy in islamic economic perspektive (Sutrisno, 2021)	There is an imbalance in the implementation of cultural digitalization with Islamic values	The importance of increasing the effectiveness and efficiency of cultural digitalization so that it can align with Islamic values
7	Policy for Accelerating Digital Transformation in	Digital technology is not utilized properly due to	The importance of utilizing digital technology with equal access and

	Indoensia : The Prospect and Challanges of Developing the Creative Economy (Bangsawan, 2023)	differences in access and limited infrastructure in the creative economy	infrastructure provision
8	Creative economy as a driver of economic growth in the digitalization era (Pingki et al., 2025)	In the creative industry sector, the utilization of digitalization is not optimal due to lack of understanding of digitalization and imbalance in infrastructure	The importance of digital literacy to improve ability and competitive advantage for the sustainability of the creative industry in the future
9	Bridging the innnovation gap : strategi digitalisasi transformation in indonesia's creative industries (Doly et al., 2021)	MSMEs as creative industry actors in the culture-based culinary sector experience gaps when generating innovation or new ideas that limit their ability to adapt and compete in this digitalization era	The importance of digital transformation for long-term and competitiveness of culture-based creative industries
10	A literatur based study on leveraging cultural elements to boost MSME product value (Arsa et al.,2025)	MSMEs experience inability in integrating cultural elements into product design more optimally and effectively	The importance of improving human resource management capabilities in design that focuses on strengthening competitiveness and sustainability of MSMEs in the future
11	Digitalization as a New Culture in Rural Development (Lestari, 2023)	The utilization of digital technology is not maximized in rural areas. In fact, digitalization is part of village development and reflects a new culture	The importance of implementing and maximizing digital technology such as digital literacy and infrastructure which are important parts of village development
12	Digitalization of Cultural Traditions through New Media Platforms (Hervansyah et al.,2025)	Digitalization and the process of transforming cultural elements into something that can be traded causes the traditional values and meanings to fade	The importance of strengthening digital literacy and moral awareness when implementing cultural digitalization in order to maintain values and cultural preservation
13	Digitalization and creative industries - trends and perspektives (Lazic, 2023)	There is an imbalance due to digitalization that emerged very rapidly in the creative industry after the emergence of COVID-19	The need to provide direction in creating an environment that supports a more open, innovative, and sustainable creative industry
14	Utilization of Digital Technology to Preserve and Promote Balinese Cultural Heritage Globally (Apriani et al.,2025)	There is a digital gap, resistance to new technology, and minimal digital literacy of the local community. These are the challenges	The need to strengthen collaboration between the government and the community to implement digitalization optimally in order to preserve local culture continuously in the future
15	Cultural Identity in the Digital Era (Rusfandi, 2024)	People are confused in recognizing their own identity due to the influence of digitalization and globalization that causes cultural shifts	The importance of providing understanding related to digital technology
16	Digital transformation of the cultural heritage of the mataram kingdom (Nugroho et al.,2025)	Human resources lack understanding of digital technology which can trigger limited efforts in preserving culture from generation to generation	The need to establish strong collaboration between the government, the community, and social media with the assistance of the pentahelix model to help improve technology based cultural preservation
17	Digital preservation and mitigation of cultural heritage : case studies on sekaran sites in the context	Toll road development as part of infrastructure has an impact on cultural preservation because the utilization of	The importance of implementing digital technology optimally to help preserve local culture even in the process of infrastructure development

	of toll road development (Cuikitalia & Chanastalia, 2024)	digital technology is not maximized properly	
18	Digital Transformation and Its Impact on Organizational Culture (Fahmi, 2024)	There is resistance to digital technology change, adaptation of traditional cultural values, and different abilities of each employee which become the main challenges	Management needs to create effective and adaptive strategies related to cultural digitalization comprehensively in order for the implementation to run well
19	Digital innovative governance of the Indonesian creative economy : A govermental perspective (Dellyana, 2023)	There is concern felt in efforts to preserve the values and characteristics of local culture while encouraging commodities that have selling value and cultural integration	The importance of creating policies related to digitalization that can provide protection, preservation, and integration of local cultural values so that with the emergence of digital change, it does not disturb the characteristics of local culture and can excel in global competition
20	The impact of the digital economy on creative industries development : empirical evidence based on the china (Zhao et al., 2024)	Technological renewal, cultural elements, and long-term oriented development experience imbalance because the management of digital creative economy development is not optimal	The need for developing mechanisms in managing digital innovation from the government so that local cultural values are maintained flexibly and participatively
21	Preserving the cultural heritage of Indonesian society through digital preservation in libraries (Ilabakho et al., 2025)	Coordination between the government and industry actors towards local culture supported by digital technology facilitation is still not optimal so there is no significant development	The government needs to formulate and develop policies openly and continuously to encourage economic growth, maintain the characteristics of Indonesian culture, and improve the creative industry for business actors
22	Talent and technology in creative industries : introduction to the special issues (Gil et al.,2025)	There are disruptions when integrating several AI elements and streaming services into platforms that can threaten the creative industry in the long term	The importance of integrating AI and streaming services by developing policies and ethics applied in the online world, especially in the use of technology
23	Technology trends in the creative and cultural industries sector : A systematic literature review (Ospino et al.,2025)	The general overview of digital technology trends towards the culture of the creative industry is not well understood in the current era	The importance of the role of government, academics, business actors, and society in building culture through the implementation of industrial technology to develop the creative economy
24	Enhacing intangible cultural heritage dissemination through digital experience: An affective events theory approach (Yi et al.,2025)	Intangible Cultural Heritage is still very limited because there is no promotion carried out and society has minimal understanding	The importance of understanding and recognizing intangible cultural heritage that is assisted by technology in improving local cultural identity
25	Arts and culture as a national competitive advantage in Indonesia: A systematic literature review (Pramono et al.,2025)	National development still experiences obstacles because it does not implement the right strategy in integrating arts and culture into the creative industry	The importance of uniting cultural elements with arts as a strategy to strengthen the economy, negotiation, and national image to improve Indonesia's ability to compete at the global level
26	Digital transformation of local cultural heritage: maintaining and preserving local wisdom values in the Tomini Bay area (Basalama et al., 2024)	The existence of local culture from Teluk Tomini experiences disruption because people are more interested in modern lifestyles and access to technology is very limited due	The importance of developing digital technology such as the internet and social media to improve local cultural preservation more transparently and provide new opportunities to develop cultural imag

		to unstrategic and remote locations	
27	The effect of organizational culture on business strategy developmment : A qualitative study on creative industries (Labib, 2024)	Companies in West Java experience difficulties in adapting to technological changes because they have not implemented a collaborative and innovative work system and focus on customer service	The importance of implementing a collaborative work culture with technological adaptability, being innovative, and providing good service to customers
28	Digital inovative governance of the Indonesian creative economy : A govermental perspective (Labib, 2024)	Digital technological changes in the banking industry experience obstacles because human resources do not accept these changes	The importance of company openness to accept and adapt to digital transformation that can provide progress and development for the company and compete in the global arena
29	Digital transformation and branding for empowering the creative economy based on local wisdom (Yusup et al.,2025)	Digital changes in rural areas are not maximized properly due to limited digital literacy and inadequate infrastructure to support access	The importance of strengthening understanding of digital technology and providing infrastructure
30	Challanges and Strategies of Library Information Literacy in the Digital Era (Arta, 2025)	MSME actors cannot utilize available technology due to lack of digital literacy	The importance of strengthening digital literacy so that the use of technology can be utilized optimally
31	Digital marketing strategies to increase the competitiveness of creative economy actors (case study on the Balinese woven cloth business Dewi Sri Singaraja) (Dewi et al.,2025)	Promotion of Balinese woven fabric still uses conventional methods and does not utilize digital technology, making it difficult for them to compete amid current business changes	Business actors need to understand digital technology well in order to expand market reach
32	Optimizing Quality and Product Diversification with the System Web-Based Orders to the Fan Craftsmen Group Devil's Hand (Jayanegaraa et al.,2025)	Industry actors in Pegayaman Village still experience obstacles in developing product innovation, have limited digital marketing skills, and are not able to maximize local potential optimally in supporting their business growth	The importance of utilizing digital technology with innovation and creative industries in order to compete at the global level by expanding markets to maintain the sustainability of culture-based creative economy in the future
33	The role of behavioral finance in mediating the influence of human capital and financial literacy on financial performance in the creative ikat weaving industry in Bali province (Tirayani et al.,2023)	Human resources have limitations in understanding digital literacy and managing finances properly to support business sustainability	The importance of improving human resource capabilities to understand financial management and digital literacy in the creative industry in order to maintain long-term business success
34	Heritage: Strengthening the Glass Painting Business as a Product Nagasepaha Village's Featured (Sudatha et al.,2025)	Kamasan wayang painting art as a creative industry still uses conventional methods in promoting its products because they do not understand the use of digital technology in marketing products with existing innovation	The importance of using digital technology to market wayang painting art products so that they are better known by society and maintain long-term business sustainability

Sourced from reviewed articles (2021-2025)

The reviewed articles provide an illustration that cultural digitalization has an important role in increasing product value and maintaining national image in the creative industry. The articles emphasize the importance of utilizing cultural elements combined with digital technology as added value in the current digitalization era, not only limited to national image. With the utilization, conventional methods can be changed into more creative and modern ways so that they can be accessed easily and have a visually and emotionally attractive impression for anyone.

Design of the Cultural Digitalization Model

This study uses a qualitative approach by applying a literature review method to develop the concept of cultural digitalization in improving the creative industry and national image. The analysis process used is based on the qualitative analysis model applied by Miles and Huberman with a systematic process starting from data collection, data reduction, data presentation, and drawing conclusions.

Data collection began by conducting a literature review through scientific databases that are certainly appropriate and trustworthy while remaining focused on cultural digitalization in the creative industry to improve national image by selecting several relevant and credible articles as part of data reduction to support the research design process. From the results of this data reduction, the articles were then selected to be analyzed further in order to identify patterns, concepts, and approaches used in utilizing cultural elements based on digital technology. The results of the analysis were then grouped into several main categories, namely (1) perseving and collecting cultural heritage in digital form, (2) integrating local culture values into digital platforms, (3) accelerating the growth of the creative economy through digital marketing, (4) strategies for managing national image in the global sphere, and (5) management sustainability of the digital transformation process. These themes become the basis for designing an interconnected cultural digitalization model.

Table 2. Clasiffication of Article and Contributions

Classification	Article Title	Contribution
Preserving and collecting cultural heritage in digital form.	Digital transformation of the cultural heritage of the mataram kingdom (Nugroho et al.,2025)	Digitalization strategies as a foundation for preserving the culture of the Mataram Kingdom to maintain historical continuity
	Utilization of Digital Technology to Preserve and Promote Balinese Cultural Heritage Globally (Apriani et al.,2025)	The use of digital technology to collect local Balinese cultural heritage data so that it is easily accessible in the global sphere.
	Digital persevation and mitigation of cultural heritage : case study on sekaran site in the context of toll road development (Cuikitalia & Chanastalia, 2024)	Digital documentation as a mitigation method to protect historical data at cultural sites threatened by infrastructure development
	Preserving the cultural heritage of Indonesian society through digital preservation in libraries (Ilabakho et al., 2025)	Digital libraries as a platform to support, preserve, and store cultural data so that it is easily accessible
	Digital transformation of local cultural heritage: preservation and safeguarding of local wisdom values in the Teluk Tomini area (Basalama et al.,2024)	The role of digitalization as an initial step in maintaining values and culture for future generations
	Enhancing intangible cultural heritage dissemination through digital experience: An affective events theory approach (Yi et	The use of digital technology is able to document emotional values and cultural meanings more accurately and precisely.

	al.,2025)	
Integrating local cultural values into digital platforms.	Empowering digital creative ecosystem using problem structuring method and a service perspektive : A case study in Cimahi and Bandung, Indonesia (Novani et al.,2023)	Digitalization becomes the main strategy to strengthen the creative industry ecosystem that focuses on services
	Bridging the innnovation gap : strategi digitalisasi transformation in indonesia's creative industries (Doly et al., 2021)	Leveraging digital technology to overcome innovation constraints when adapting to local products.
	The impact of digital transformation on corporate competitivines in indonesia's creative economy sector (Kurnianingsih,2025)	Company competitiveness increases when integrating distinctive local cultural characteristics into digital transformation strategies.
	Digitalization improve the creative economy in islamic economic perspektive (Sutrisno, 2021)	Islamic economic perspective regarding the role of digitalization in developing the creative industry
	Policy for Accelerating Digital Transformation in Indonesia : The Prospect and Challanges of Developing the Creative Economy (Bangsawan, 2023)	Cultural innovation has a role in developing the national creative economy
	Digitalization and creative industries - trends and perspektives (Lazic, 2023)	Digital technology is utilized to increase cultural value and attractivenes
	Technology trends in the creative and cultural industries sector : A systematic literature review (Ospino et al.,2025)	Digitalization trends become the main role in bringing the development of the creative industry in the digital culture era
	The digitalization of investment impact on developing tourism industry (Julianti et al.,2024)	Digitalization plays a role as a strategic tool in encouraging investment efficiency and strengthening global competitiveness in the culture-based tourism sector
	Arts and culture as a national competitive advantage in Indonesia : A systematic literature review (Pramono et al.,2025)	Arts and culture become national advantages with the support of digital technology
Accelerating the growth of the creative economy through digital marketing	Integrating local culture into digital creativity (A study on digital creative economy actors in banda aceh) (Taufik et al.,2025)	Local culture combined becomes added value and distinctive characteristics in digital creativity
	Digital transformation and branding for empowering the creative economy based on local wisdom (Yusup et al.,2025)	Branding that builds product image through the utilization of digital technology can increase creative economy competitiveness
	A literatur based study on leveraging cultural elements to boost MSME product value (Arsa et al.,2025)	Increasing human resource management capacity in developing culture-based products is an important strategy to add value, strengthen competitiveness and maintain the sustainability of MSMEs in the future
	Heritage: Strengthening the Glass Painting Business as a Product Nagasepaha Village's Featured (Sudatha et al.,2025)	The use of digital technology in marketing traditional painting is important to expand the market, increase public recognition and maintain business sustainability.

	Digital marketing strategies to increase the competitiveness of creative economy actors (case study on the Balinese woven cloth business Dewi Sri Singaraja) (Dewi et al.,2025)	Businesspeople who master digital are the key to expanding market access and strengthening the competitiveness of the creative industry amidst global business dynamics.
Strategies for managing national image in the global sphere.	Digitalization of cultural traditions through new media platforms (Hervansyah et al.,2025)	Digital media as a new tool to showcase cultural excellence to the world.
	Cultural identity in the digital era (Rusfandi, 2024)	Strong cultural identity transformation makes Indonesia stronger in competitiveness as well.
	Talent and technology in creative industries : introduction to the special issues (Gil et al.,2025)	The integration of AI, streaming and digital ethical regulations is the key to maintaining the creative ecosystem and global competitiveness.
Management and sustainability of the digital transformation process.	Eacotourism in greater Malang Indonesia (Sukardi et al.,2022)	enhancing cultural heritag
	The impact of the digital economy on creative industries development : empirical evidence based on the china (Zhao et al., 2024)	The influence of the digital economy on the advancement of the creative industry in the global context
	Digitalization as a new culture in rural development (Lestari, 2023)	Digitalization becomes a new culture that influences social life, values, and development processes in villages
	Digital transformation and its influence on organizational culture: a systematic literature review (Fahmi, 2024)	Digital transformation influences organizational culture, workflow, and mechanisms within organizations
	Digital inovative governance of the Indonesian creative economy : A govermental perspective (Labib, 2024)	The role of government in managing digital innovation and its impact on the creative economy
	The effect of organizational culture on business strategy developmment: A qualitative study on creative industries (Labib, 2024)	Organizational culture in the digitalization era plays an important role in forming business strategies in the creative industry
	Digital inovative governance of the Indonesian creative economy : A govermental perspective (Labib, 2024)	The government has a role in supporting the development of digital innovation in the creative industry
	Optimizing Quality and Product Diversification with the System Web-Based Orders to the Fan Craftsmen Group Devil's Hand (Jayanegaraa et al.,2025)	Well-managed cultural heritage knowledge management can enhance digital product innovation while maintaining cultural value.
	Creative economy as a driver of economic growth in the digitalization era (Pingki et al., 2025)	Strong digital literacy and equal access to infrastructure are the right foundations to ensure the sustainability of the creative economy while improving its competitive position in the future.

	Digital innovative governance of the Indonesian creative economy : A govermental perspective (Dellyana, 2023)	Digitalization policies are prepared innovatively to protect legal aspects and cultural values, while supporting the competitiveness of creative commodities in the global market without losing their local character.
	The role of behavioral finance in mediating the influence of human capital and financial literacy on financial performance in the creative ikat weaving industry in Bali province (Tirayani et al.,2023)	Strong financial and digital literacy in HR is a strategic pillar to improve financial performance and ensure the sustainability of the creative industry in the future.
	Challanges and Strategies of Library Information Literacy in the Digital Era (Arta, 2025)	increasing digital literacy with the support of important institutions so that MSMEs can make maximum use of technology
	Legal optic on digitalization of cultural heritage thorough E-tourism and E-goverment to back up ecotourism in greater Malang Indonesia (Sukardi et al.,2022)	The role of law, e-government, and e-tourism in providing perspectives on tourism development and enhancing cultural heritage

Sourced from reviewed articles (2021-2025)

The analysis conducted provides an understanding that cultural digitalization in the creative industry has presented several interconnected thematic findings. The most frequently discussed theme is cultural digitalization as one of the main strategies in maintaining cultural preservation through digital media, updated digital platforms, and cultural values as intermediaries. From this, it can be seen the importance of the role of digitalization as a documentation tool and in maintaining cultural sustainability amid increasingly rapid technological dynamics. On destination image and perceived value. Furthermore, destination image and perceived value have a small effect on visit intention. Meanwhile, FGC and UGC have no effect on visit intention.

In this literature, digitalization shows its important role in developing the creative industry and economy. Cultural elements combined with digital creativity, cultural innovation, and the use of digital technology have maintained competitiveness and selling value. The study also shows that social, organizational, and managerial changes are fundamental to supporting the achievement of successful digitalization. Several studies underline the urgency of alignment.

Overall, this literature review provides an overview that the enhancement of cultural value in products and the maintenance of national image are realized through good collaboration among various dimensions, namely preservation efforts to the development of the creative economy as well as social and institutional changes. Therefore, cultural digitalization can provide real contributions, not merely symbolic ones.

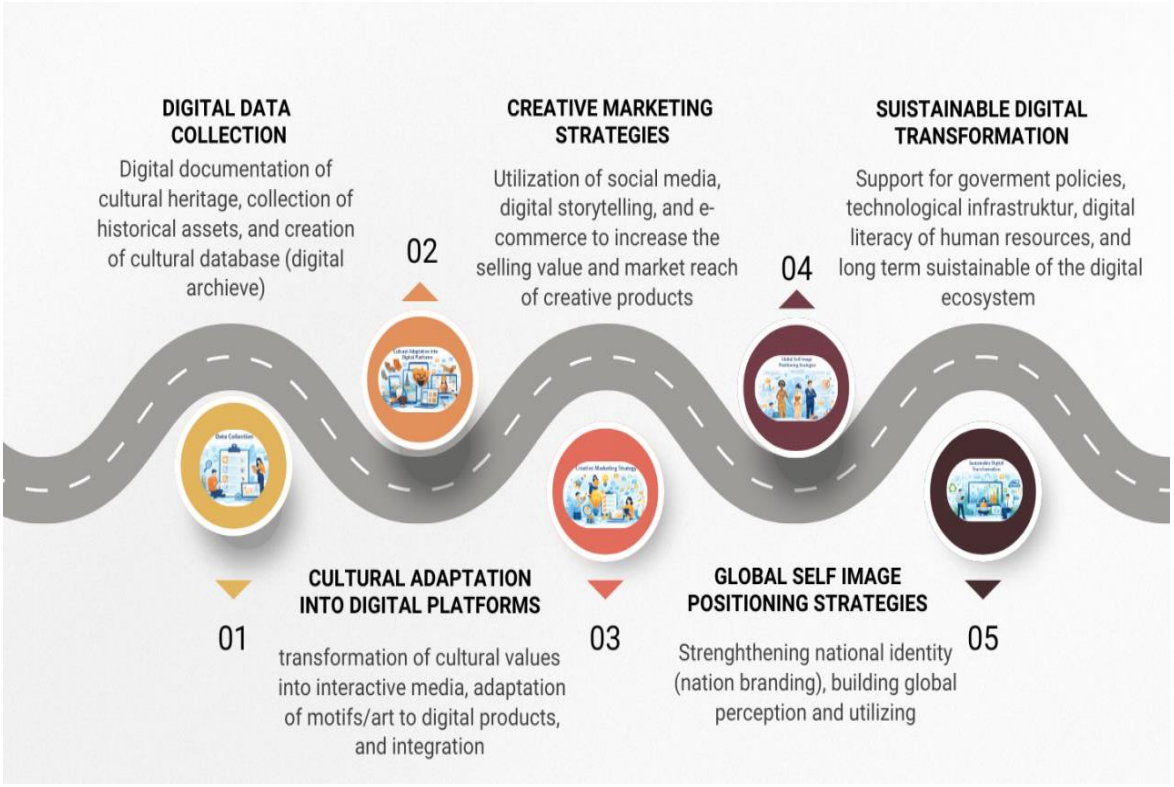


Figure 1. Cultural Digitalization Development Design in the Creative Industry

The image above shows the stages of the cultural digitalization process in the creative industry that take place repeatedly and are all interconnected. The first stage begins with digital data collection as the main foundation, which prioritizes the implementation of strategies focused on documentation and preservation of digital-based cultural heritage to maintain and preserve cultural values and identity. This effort is carried out to safeguard cultural assets so that they can be continuously processed.

The results of the digital data collection encourage the integration of cultural values into digitalization by creating proper and appropriate adaptations. As a result, the creative economy increases and creates innovation in products that have high creativity by utilizing technology. From this, the importance of digitalization is reflected not only in the aspect of preservation, but also as a strong foundation for maximum economic innovation and increased competitiveness in the creative industry. Companies have competitive ability due to digital transformation, which brings a positive influence on improving production efficiency, expanding market reach through social media or digital platforms, and encouraging innovation (Kurnianingsih, 2024).

The successful adaptation of technology implemented during digital transformation has brought changes to social practices and work models within an organization.

By utilizing social media and digital platforms, business actors can easily introduce, promote, and disseminate products or cultural content more easily to the global audience. Thus, the advantages of a product can be seen and evaluated by the public. This method has facilitated access to information and established broad collaboration to strengthen the digital ecosystem. This transformation provides an understanding that cultural digitalization plays an important role in both social and organizational structures (Noviani et al., 2023).

Then, from the progress of this transformation, it has given rise to a new form of cultural expression called cultural expression which is closely related to digital media and creative platforms. This expression enables society or organizations to easily access, disseminate, and

unite collaboration among all industry actors and to display national identity as a strong image in the eyes of the world. The change in digital transformation presents a new form of cultural expression that is closely linked to digital platforms, and disseminates content or works, as well as builds broad and directed collaboration to develop a digitally based digital ecosystem (Noviani et al., 2023).

These stages can also run effectively due to policy support and contributions from institutions in regulating, managing, and strengthening the system so that cultural digitalization continues to survive and develop sustainably in the future and amidst the growing digitalization of the present era. Government and institutional policies become one of the strengths in supporting, maintaining, and building an effective digital cultural ecosystem. The government has a strategic role in providing facilities for digital system development, designing efforts to protect cultural heritage, and optimizing the implementation of e-government and e-tourism as essential ways to strengthen the digital cultural ecosystem in the long term (Sukardi et al., 2023)

Thus, cultural digitalization is a system that continuously evolves and adapts to technological, economic, social, and cultural changes, involving the preservation of cultural values, the creation of economic innovation, changes in social practices, the emergence of digital cultural expressions, as well as support from policies and institutional bodies. All of this occurs simultaneously to maintain the nation's image in the creative industry.

Discussion

The Role Digitalization in Enhacing Product Value and National Image

From the results of the literature review and its categorization, there are five main interconnected stages that support cultural digitalization in the creative industry, namely digital data collection, cultural adaptation into digital platforms, creative marketing strategies, global self image positioning strategies and suistainable digital transformation. The analysis of the presented themes shows that digitalization is a transformation that helps in the formation of product value with reliable economic value, strengthens national image in the eyes of the world, and has strong competitiveness.

In the first stage, digitalization focuses on cultural preservation in the creative industry through the utilization of technology and documentation. This technology becomes the main medium in preserving culture and introducing it to society at large. Thus, local culture that is collaborated with digital technology can produce products that have distinctive, unique, and different characteristics due to the creativity and innovation applied. Of course, products with added value will increase industry competitiveness through product brand formation, restructuring of business processes, and the use of digital platforms such as social media. Therefore, cultural elements are not limited only to product functions, but digitalization is used as an appropriate strategy to strengthen product value and open global market opportunities sustainably.

In addition, the readiness of human resources is also required as a driving factor for the success of the process through digital skills, knowledge, and application. The benefits of digitalization are also visible through the emergence of new expressions through digital platforms. Thus, it becomes a fast way for a nation or country to show its identity to the world. This is because the world's perception of a country is greatly influenced by digital content that appears on all available platforms and by people's interactions on social media.

CONCLUSION

Based on the results of this literature review, the researcher concludes that cultural digitalization is one of the strategies to increase cultural value and national image so that they can be integrated and interconnected in maintaining competitiveness in the rapidly developing digitalization era. The review of 34 articles successfully provides an understanding that the

combination of cultural elements and digitalization has produced good product quality, increased competitiveness, and wider affordable market access through the presence of digital platforms. One of the very effective digitalization methods such as the use of social media, e-tourism, e-government, digital marketing, and AI helps introduce and promote the cultural characteristics of the creative industry to the global sphere. Thus, digitalization becomes a bridge between efforts to preserve traditional cultural values and innovation based on digital technology.

There are several challenges in the literature reviewed. One of them is that not all individuals have equal ability in using digital technology, individuals do not have sufficient understanding of technological knowledge and skills, there is resistance to change, and legal policies have not operated optimally to protect digital cultural assets. Therefore, collaboration between the government, creative industry actors, academics, cultural communities, and society needs to be strengthened to build a digital ecosystem that adapts quickly and generates sustainable creative and innovative ideas.

Therefore, the success of technological transformation is realized through the presence of human resources, the availability of adequate infrastructure, government policy support, and optimal management. The limitation of this study lies in the use of literature review which has not been adjusted to direct testing in relevant industry sectors. Therefore, the researcher suggests that future research can conduct an empirical approach with appropriate research methods in the relevant industry sector and formulate measurable indicators related to increasing product value and strengthening national image in a sustainable manner.

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