

Proceedings of the 3rd Jakarta International Conference on Multidisciplinary Studies towards Creative Industries

11-12 November 2024, Jakarta, Indonesia

JICOMS 2024

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Preface

We are delighted to present the proceedings of the 3rd Jakarta International Conference on Multidisciplinary Studies towards Creative Industries (JICOMS 2024). This conference brought together researchers, academics, and industry professionals from around the world to address key challenges and opportunities in creative industries. The theme of JICOMS 2024, “Creative Industries in the Digital Era: A Multidisciplinary Research Collaboration,” highlights the transformative potential of interdisciplinary research in shaping sustainable and innovative solutions for the digital age.

The technical program of JICOMS 2024 track Social Science (SS) features 53 accepted presentations, showcasing a diverse range of topics across several key areas, including digital media, tourism and hospitality, fashion and lifestyle. These areas are complemented by sub-themes on advertising, publishing, broadcasting, film and TV, photography, graphic design, animation, influencer marketing & creator economy, digital media literacy, digital tourism disruption, tourism branding online, gastronomy innovations, event safety protocols, wearable tech in fashion, sustainable fashion innovations, digital fashion marketing, virtual and digital fashion, and cultural trends in fashion. The breadth of these contributions underscores the multidisciplinary nature of the conference and its relevance to the evolving needs of creative industries.

JICOMS 2024 also featured one keynote speech, four invited speakers, and three panel discussion for Social Science Track. The keynote speeches were delivered by Sulthan M. Yusa, MIB from Research and Palm Oil Human Development Program, The Oil Palm Plantation Fund Management Agency [BPDPKS], Indonesia Ministry of Finance. The four invited speakers were Dr. Philippe Grangé from La Rochelle Université, France, Prof. Koo, Jae-mo, Ph.D/SOC from Korea University of Media Arts, South Korea, Dr. Jörg Neumann from Technische Universität Dresden, Germany and Dr. Noor Azly Mohammed Ali, Universiti Teknologi Mara, Malaysia. Invited talks provided further insights into cutting-edge research and practical applications, enriching the overall conference experience.

Coordination with the steering chairs, Dr. Tipri Rose Kartika and Cholid Mawardi, MT, was crucial to the success of JICOMS 2024. We deeply appreciate their guidance, as well as the dedication of the organizing committee, volunteers, and conference managers. Special thanks go to the Technical Program Committee for maintaining the high quality and relevance of the accepted papers.

We are especially grateful to The Oil Palm Plantation Fund Management Agency (BPDPKS) for their sponsorship and support. Their commitment to fostering sustainability and innovation in the palm oil industry aligns seamlessly with the conference’s mission. BPDPKS’s contribution has been instrumental in enabling meaningful dialogues and interdisciplinary collaboration at this year’s event.

We strongly believe that JICOMS 2024 provides an excellent platform for researchers, professionals, and practitioners to share knowledge and inspire innovation in creative industries. We hope that this year’s proceedings will serve as a valuable resource and pave the way for future JICOMS conferences to be even more successful and impactful.

Gema Sukmawati Suryadi, M.Si.

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