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THE FIRST
INTERNATIONAL CONFERENCE ON
**LAW, BUSINESS
& GOVERNANCE**

23-24

OCTOBER 2013
BANDAR LAMPUNG
UNIVERSITY (UBL),
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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the First International Conference on Law, Business and Governance (Icon-LBG 2013) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 67 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Utrech University, Maastricht University, Unika ATMA JAYA, Universitas Sebelas Maret, Universitas Negeri Surabaya, Universitas Jambi (UNJA), Diponegoro University, Semarang, Universitas 17 Agustus 1945 Jakarta, Universitas Bandar Lampung, Universitas Andalas Padang, University of Dian Nuswantoro, Semarang, Universitas Terbuka, Universitas Airlangga, Bangka Belitung University, President University, Tujuh Belas Agustus University Jakarta, International Business Management Ciputra University, Surabaya, University of Indonesia, Business School Pelita Harapan University, STIE EKUITAS, Bandung, STAN Indonesia Mandiri School of Economics Bandung, Lampung University.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also gratefull to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

Bandar Lampung, 22 October 2013

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STRENGTHENING CREATIVE ECONOMIC RESOURCES THROUGH DESIGNING APPROPRIATE REGULATORY MODEL IN MANAGING AND OPTIMISING CULTURAL PROPERTY

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Abstract

This work is aimed at exploring, finding and formulating some appropriate regulatory models in optimising cultural property products. This idea has been inspired by a huge national potential in cultural property which has economic values. The concrete economic values of cultural property can be manifested through intervention of Intellectual property and folklore and cultural property regime. Therefore, this work shows the important role of government in designing appropriate policies and regulations in managing and optimizing cultural property products. It introduces two approaches: (i) normative and (ii) institutional approaches in visualising and manifesting the above objectives. At the normative level, this work identifies, explores, and formulates some potential regulations which stem from the core regulations related to cultural property products, such as: intellectual property, particularly patent and copyright; as well as folklore and traditional culture regime. It explores and formulates potential and strategic policies, either at the national or regional level to optimise some opportunities in the intellectual property, folklore and traditional culture regime. In this respect, how to interpret and embody the recognition of cultural property, such as traditional knowledge and traditional culture into appropriate regulatory models. While, at the institutional level, this work introduces the inclusive museums that may function as conservator, educational, and creative economic medium in maintaining and improving the quality, function and sustainability of cultural property protection and development.***

Keywords : cultural property



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