

PRESS RELEASE**TPAKD DKI JAKARTA AND OJK JABODEBEK STRENGTHEN FINANCIAL
INCLUSION THROUGH STRATEGIC 2025 PROGRAMS**

Jakarta, July 2, 2025. The Financial Services Authority (OJK) Office of Jakarta, Bogor, Depok, and Bekasi (Jabodebek), in collaboration with the Regional Financial Access Acceleration Team (TPAKD) of DKI Jakarta Province, continues to strengthen efforts to enhance financial literacy and inclusion across the Jakarta region. This was reflected in the Plenary Meeting of the TPAKD of DKI Jakarta Province for the first semester of 2025, held at the DKI Jakarta City Hall Building on Monday (6/30).

During the meeting, seven strategic programs of TPAKD DKI Jakarta for 2025 were officially established:

1. One Account for One Student Program (KEJAR);
2. Regional economic development through the creative economy sector, supporting Jakarta's vision as a Global and Cultural City;
3. National Financial Literacy Movement Program (GENCARKAN) and massive financial literacy education, particularly among market vendors;
4. Establishment of an Inclusive Financial Ecosystem (EKI) in the Kepulauan Seribu;
5. Level-up Jakarta Entrepreneur (Jakpreneur) Program for empowering MSMEs and business matching;
6. Inclusive Syariah Financial Pesantren Ecosystem (EPIKS) Program in religious schools or pesantren; and
7. Green Economy Program through the optimization of Waste Banks connected to financial services.

This plenary meeting is a regular coordination agenda that aims to determine the direction of work program policies, monitor and evaluate the achievement of work program realization, and strengthen the synergy of all TPAKD members in realizing inclusive, effective, and equitable finance for all levels of society in DKI Jakarta.

In his remarks, Edwin Nurhadi, Head of OJK Jabodebek, emphasized the vital role of TPAKD DKI Jakarta in ensuring that financial services are accessible to all levels of society.

"With a population exceeding 11 million, Jakarta must ensure equitable access to financial products and services - not for just the affluent, but also the underserved; not only for the elite but for the marginalized. Financial inclusion must benefit everyone," said Edwin.

He further highlighted that the 2025 TPAKD Jakarta strategic programs align with the national financial inclusion target of 98% and the Jakarta regional target of 99.91% by 2045, as outlined in the National Long-Term Development Plan (RPJPN) and the Regional Long-Term Development Plan (RPJPD) 2025–2045. These initiatives target multiple community segments, including students, MSMEs in the creative economy, 3T (frontier, outermost, and disadvantaged) areas, as well as the development of the green economy and Islamic finance.

Jakarta Governor Pramono Anung expressed his strong support for implementing these programs. He emphasized that policy commitment must be followed by execution at the grassroots level, especially in increasing financial literacy and access among traditional market vendors.

"Market vendors need better support from the banking sector. With improved financial literacy and a more robust digital payment ecosystem, we can ensure safer and more efficient transactions, free from illegal levies. This will also increase banks' confidence to provide financing to this segment," said Pramono.

Additionally, Vice Governor of Jakarta Rano Karno emphasized the importance of developing the creative economy and student savings programs.

"Now is the right moment to build a creative economy ecosystem. Jakarta has the resources and talent. The creative economy, especially in the product and content clusters like film, significantly contributes to our regional revenue," stated Rano.

This plenary meeting also marked the culmination of a series of activities to develop the strategic program of the DKI Jakarta TPAKD, which began with:

1. A **Focus Group Discussion (FGD)** on creative economy-based regional development with local entrepreneurs and aggregators/off-takers (June 19),
2. A **Coaching Clinic** with Rosy Wediawati, Director of Islamic Economics and SOEs at Bappenas RI (June 23), and
3. An **FGD on the implementation of the KEJAR Program** in Jakarta involving education stakeholders and financial institutions (June 23).

All members of the Jakarta TPAKD—comprising representatives from local government, ministries/agencies, and financial services industry stakeholders—expressed a strong collective commitment to support and implement these programs actively. These efforts are expected to significantly accelerate progress toward national and regional financial inclusion targets while also advancing sustainable community welfare.

For further information:

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