

## The Rise of the Creative City in Bandung, Indonesia

Year: 2014

Location of fieldwork: Indonesia

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Key Words: Indonesia, Bandung, Creative City

- Research background

The concept of a “creative economy” was imported to Indonesia in the middle of the 2000s. The Indonesian creative industry, which includes fashion, music, and film, is one of its more attractive engines for economic growth. Ridwan Kamil, mayor of Bandung since 2013, has a policy supporting the Creative City concept.

- Research purpose and aim

My research aims to discover why the creative economy movement has been growing since the mid-2000s. I seek to analyze why and how the concept of Creative City is emerging in Bandung and who produces this creativity.

Therefore, this research aims to contribute to the discussion surrounding the Indonesian political economy.

- Results and achievements of this fieldwork

My fieldwork has produced two results.

- (1) I interviewed a staff member at a *distro* (distribution outlet). According to him, the relationship between the *distro* and underground music has been closer since the 2000s. The *distro*'s sales point is “creative” design.
- (2) I also interviewed a rock musician, Rekti. According to him, many creative students in the *Institusi Teknologi Bandung* (ITB) in the 1990s held some of their venues on campus and became designers or musicians after graduation. However, some radical musicians reject the ideology of “creativity.”

- Implications for and impacts on future research

The trouble is that my research is only focused on social actors, the *distro*'s staff members, and musicians. Therefore, the scope of the research should be further expanded to analyze the relationships between the political actor, Ridwan Kamil, the social actors, and the business

actors in Bandung.



Pic.1. Monument of Bandung creative city



Pic.2. With the *distro's* staff



Pic.3. With Rekti, The Sigit