

## The Rise of a “Creative” Mayor in Bandung, Indonesia

Year: 2014

Place of fieldwork: Indonesia

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Keywords: Indonesia, Bandung, creative city, Ridwan Kamil

- **Research background:**

The idea of a “creative economy” was imported into Indonesia during the mid-2000s. Indonesia’s creative industries such as fashion, music, and film are among the attractive engines for economic growth. Ridwan Kamil, mayor of Bandung since 2013, has a policy of promoting a “creative city” (Pic.1).
- **Research purpose and aim:**

My research aims to discover why “reform” leaders have been growing in number since the mid-2000s. I seek to analyze why and how Ridwan Kamil won the mayoral election in Bandung in 2013. Therefore, this research aims to contribute to the discussion around urban politics in Indonesia.
- **Results and achievements by fieldwork:**

My fieldwork has presented two results.

  - (1) I interviewed a photographer (Pic.2). According to him, Bandung Creative City Forum (BCCF), which was established by Ridwan Kamil, supported Kamil’s bid to become mayor of Bandung.
  - (2) I also interviewed a designer (Pic.3). According to him, BCCF had a problem in that it had not distributed some money to some creative communities. This is why not all members of BCCF necessarily supported Ridwan Kamil.
- **Implications and impact on future research:**

The trouble is that my research only focused on social actors, photographers, and designers. Therefore, I will expand the scope of my research to analyze the relationship between the political actor, Ridwan Kamil, social actors, and business actors in Bandung.



Pic.1. The Monument of bdg creative city built by BCCF



Pic.2. With a photographer



Pic.3. With a designer