



Essay Form

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Country:

Indonesia

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The roles of my country and of Asia in the future by: Riandara Pratama

With their rich cultural diversity, creative industries within Asia have been on the rise. Not only boosting the world's economy, the creative industry alone in Asia have contributed to 12.7 million jobs along with revenues amounting to US\$734 billion due to cultural and creative businesses. Asia including my country Indonesia making marks and influences across the industry as whole. Growing up in Indonesia I have been exposed to its diverse culture which heavily influence the creative industry. I have seen local artisans in the fashion industry to the usage of sounds in the music industry grow to international level making influences and getting accepted by the world day by day and I hope that the trends continues towards the future.

Some may say that fashion is a form of art and a way of expressing yourself. It may not be relatable to everyone but the industry makes up the world's top ten largest economy if categorized alongside independent countries' Gross Domestic Products (GDP); it is one of the most successful economic stories. According to McKinsey & Company, developing markets in Asia right now signifies around 33% of the world-wide income for women's apparel. Fashion is the biggest contributor to Indonesia's GDP, in 2010 it rose to 63.3%, accompanied by the crafts district at around 33.2%. Indonesia Fashion Week (IFW) and Jakarta Fashion Week are the greatest events that exhibits Indonesia's capability in the creative's field. New growing entrepreneurs are strongly entering the field and have made some small and medium enterprises (SMEs) that currently make up 6.74% of all the companies in Indonesia. For example, in our competitive fashion markets design for modern Muslim women is rapidly progressing, blending western influence and also valuing culture and beliefs. We are the country with the largest Muslim population in the world, which makes it a tough responsibility, especially for us Muslim women. The way women wear hijab is a contrast battling within self in importance of finding individuality combined with the Islamic aesthetic. The fame and huge development potential in the Islamic fashion industry was apparent at the 2017 annual New York Fashion Week. Anniesa Hasibuan, an Indonesian designer, gained recognition as she became the first ever designer to feature hijabs in every outfit of her collection. To add to that, the Muslim fashion industry is calculated roughly to be worth \$96 billion and is quickly expanding. Fashion is always a hot commodity as it differs and improves every season. Indonesia and Asia's distinct traditions and cultures allows our unique fashion trends to stand out in the crowd, gaining popularity towards our countries and improving economy for the future.

Music is another industry that thrives in Asian countries. Music is more than just entertainment, it is essential to our daily lives. It is an art of sound that communicate thoughts and feelings through passion and elements of rhythm, harmony and melody; another evolving and always changing creative industry. Japan is Asia's largest digital music market, selling \$432 million worth of music every year followed by South Korea with \$173 million. Japan with their J-pop and Korea with their K-pop have breached international market for quite sometime. Psy from Korea in 2012 released the "Gangnam Style" which dominated the YouTube world by having named the "Most Watched Video" for 3 years with almost 3 billion views and has revolutionized the dance music industry. It has attained one of the largest international acknowledgment and everyone in the world knows how to do "The Gangnam Style". Indonesia's unique culture is also renowned and expanding in the music industry. For instance, Wayang, a part of Javanese culture which is a form of puppet performance art, is present in Above and Beyond's music video and live performances for their song "Another Chance". They are an English modern electronic DJ duo which uses Wayang to portray their music and depict the story behind it. Another example is the use of gamelan beats in western music. Styrofoam is a Belgian electronic musician that uses gamelan as their background rhythm in one their song "Couches in Alleys." Many of the locals artisans have influenced people's views on the Muslim fashion and musicians rising to the global scale.

The creative industry of Indonesia and Asia as a whole have evolved in such a way that our products have started to reach the global markets. Many of the local artisans from Indonesia have influenced people's views on the fashion industry especially on the Muslim fashion and our musical sounds are rising to the global scale. Asia has the biggest population in the world and with the most nations with vast cultural diversity, with it Asia should be taken notice by the world more and more going towards the future.