

# THE ROLE OF LITERARY WORK AS A PRODUCT OF CREATIVE INDUSTRY TOWARDS ASEAN ECONOMIC COMMUNITY

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## Abstract

The presence of the ASEAN Economic Community in 2015 is the free market that provides the opportunity to continue to innovate and enhance creativity so that they can compete in the global competition. These opportunities provide an opportunity for the development of creative industries based languages namely literature. The literary work is the result of human creativity will be full of ideas, feelings and messages. The literary work has similarities with the creative industries which are both based on the work of human creativity and full of cultural nuances. However, both have differences on the process of creation, literary works were created for the sake of form and literary interests while the creative industries are created based on the needs of the market both as a representation of culture as well as entertainment media. This study aims to identify the role of literature as one of the creative industry products to ASEAN Economic Community. It is a qualitative study that relates some theories in the role of a literary work as a product of the creative industries to the ASEAN Economic Community. The data were collected by library research. The findings showed that; 1). The literary work has an important role as a cultural product that is capable of being a cultural ambassador in ASEAN, 2). Literary works such as novels and movies is a language-based creative industry product as potential commodities that were able to take good advantage of foreign exchange for the country as well as royalties for its creators, 3). Literary product such as novels and movies as entertainment products are able of providing promising business opportunities in ASEAN.

**Keywords:** Asean economic community, creative industry, literary work

## Introduction

The establishment of the ASEAN Economic Community (AEC) in 2015 is a major milestone in the regional economic integration agenda in ASEAN, offering opportunities in the form of a huge market. The AEC Blueprint 2025 is aimed towards achieving the vision of having an AEC by 2025 that is highly integrated and cohesive; competitive, innovative and dynamic; with enhanced connectivity and sectoral cooperation; and a more resilient, inclusive, and people-oriented, people-centred community, integrated with the global economy. AEC is the realization of a free market in Southeast Asia that has previously been mentioned in the Framework Agreement on Enhancing ASEAN Economic Cooperation in 1992.

Asean Economics Community is an effort of the nations in the region to establish partnerships in the development of a dynamic economy and mutual care.

Establishment of Asean Economics Community motivated by the influence of the economic crisis that hit countries of Asean. It encourages the initiative to create the Asean region has strong economic resilience. Asean Economics Community was formed to realize the ASEAN economic integration, namely the achievement of a safe ASEAN region with dynamic levels higher development and integration, ASEAN alleviation of poverty and economic growth to achieve equitable and sustainable prosperity.

Indonesia is the fourth largest population in the world has very big potential economy. The majority of 255 million people is under 30 years old whom very potential and talented. In order to follow the global trend in developed countries, Indonesian economy seeks to co-develop the creative economy. The concept of the creative economy is an economy that relies on the products of the creative industry. The Indonesian government, through the Ministry of Industry and Trade, has developed the concept of the creative economy since 2009. Even today, the government has given special attention to the development of creative economy through the Ministry of Tourism and Creative Industry. It is expected to provide fresh air in order to compete in Asean Economics Community (AEC).

Quoted from the Ministry of Foreign Affairs (2015) that the end of 2015, Indonesia would welcome the implementation of the free market of Southeast Asia or commonly called the Asean Economic Community Indonesia is certainly expected to reap benefits from the implementation of this AEC. One advantage for Indonesia is the ASEAN single market is to open the flow of goods, services, investment, and educated workforce. In this regard, Indonesia is able to enhance the competitiveness of the products of the creative economy. At the Congress of Indonesian (2013) mentioned that the creative economy has great potential to become one of the driving sectors to capture the opportunities opening this AEC. During this creative economy continues to grow as the development of information technology which gave birth to a new form of creativity in the form of creative industries based on local culture and science. Creative economy is not only about the creation of economic value added, but also the creation of added value in the social, cultural, and environmental. The creative industries are a subsystem of the creative economy the driving force in creating these values.

Asean Economics Community is a single market and production base in the highly competitive economy with equitable economic development is integrated into the global economy. Asean Economics Community consequences of the agreement are the creation of a free market in the areas of capital, goods and services, and labor. Based on the character and consequences of the above, AEC is a momentum and opportunity for Indonesia to improve Indonesian economy into better competitiveness.

In the rapid competition in the era of the AEC, the market participants continue to develop products that are expected to compete in the global trade arena. One of Indonesian products is a cultural product that becomes an asset of Indonesian creative industries. The literary work is a product of a culture that is profitable. As a product of the creative industry, literature is the result of the creativity of the culprit. Perpetrators of literature have the same position with the actor in the film and music products, which not only has a cultural role but also the role of businesses that can deliver business benefits.

In the perspective of the creative economy, literature is able to act as a creative industry products. It is a form of literature as a function of shifting cultural products into industrial products. Therefore, the literary work into a commodity in the system

moving industry meets the interests of the market. As an industrial product, the literary work is expected to meet the tastes of consumers in this case readers and viewers.

The term 'creative industries' was coined in the '90s, with the aim of redefining the economic value of arts and culture. The concept has grown and generated increased attention in the arts, cultural sector and society. Muller and Rammer (2006) stated that creative industries are defined as those economic activities that strongly rest on individual creativity, skill and talent and predominantly produce intellectual property in contrast to material goods or immediately consumable services. The creative industries are regarded as one of the most promising fields of economic activity in highly developed economies, having a great potential to contribute to wealth and job creation. In contrast to most other industries, their main output is intellectual property rather than material goods or immediately consumed services. A creative product has to contain some sort of originality which distinguishes it from other products while originality or uniqueness may give a product a "creative advantage". The creative industries can be defined briefly as an industry based on the expertise, talent and creativity; like fashion, crafts, publishing (books and print media), music, movies, and advertising.

Creative industry product can be divided into good and service that comes from creativity and possess a particular economic value. Creative industry product can be divided in two types. The first is creative industry product that can be enjoyed directly by the customers such as performing art, music, movie, and craft. The second is creative business, the business activity that support other industry through creative activity in example advertising, design, publishing, research and development and architecture.

In the business world is known law that a product will be more and more and less demand because there are changing needs and tastes of the market and the emergence of competitors' products better. It should be understood that a product has a future are born, grow, mature, old, and die. Therefore, the society as the owners of the culture, in this case they required to create the new and innovative literary work constantly. Howard (2005: 45) stated that in the era of creativity, people need value and technology to achieve high concept and high achievement. This is similar to Luke in Anggraini (2008), the force that drives the growth and the city economic development can be seen from the level of productivity from the cluster people who are talented and creative people who rely on science that there is in him.

Based on the mapping of creative industry products by the Ministry of Commerce, one of these products is the result of research and development that includes creative activities related to innovative businesses that offer discovery science and technology. It's the application of science to improve products and creating new products. Research and development related to the humanities such as research and development of language, literature, art and management consulting services and business. Based on the quote above, then the product literature is one product that is recognized as a product of the development of the humanities.

According to the Minister of Tourism and Creative Economy, Mari Elka Pangestu in Syarif (2014:12), the purpose of the development of the creative economy is part of the creative industries is to provide a significant economic contribution, creating a business climate that is positive, image-building and national identity, based on a renewable resource, innovation and creativity which is a competitive advantage of a nation, and give a positive social impact. Creative industry in Indonesia based on the Ministry of trade (2011) generated that 30% Fashion, 23% craft, 18% advertising, 6% publishing and printing, 5% TV and radio, 4% architecture, 4% music, and 4 %

design. However, based on Jiffest source in film industry, there are 55 % Indonesian movie is still chosen by the movie viewers and the rest is 45% Hollywood movie.

Literature is a slice of life that has been given direction and meaning of the author's interpretation of the world. Literature for the author is a powerful tool to voice the concerns and aesthetic experience in providing intake of fresh-intake to citizens. According to Hudson (2006) literature is vital records of what men have seen in life, what they have experienced of it, what they have thought and felt about these aspects of it which have the most immediate and enduring interest for all of us. It is thus fundamentally an expression of life through the medium of language. Dyke in Rosales (1995) also stated that literature consists of these writing interpret the meaning of native and life in words of charm and power, touched with the personality of the culture in artistic form of permanent interest. In those theories, literature seems to reveal the author's life experience, ideas, interest, personality and the culture in the medium of words power.

Literary work can be defined as a branch of literature dealing with word as raw material to create a picture, an idea or a story in a meaningful pattern. Literary work is valued as work of art with literary style which is different form that we use in daily life. There are two type of literary work, either creative writing or the study of what is written. The literary work as a work of art can be a drama, fiction; essay, biography and sometimes the author also deal with an imaginary work such as drama, novel and poetry.

There is a wide series of literary works but the most highlighted of late is the novel and the film. The success of novelist calls it J.K Rowling managed to bring *Harry Potter* novel became world best seller. Even *Harry Potter* is also selling well in the cinema world when the novel made into a movie or film. In Indonesia, novels by writers Indonesia keeps popping up in a variety of genres are also selling well even when adapted into a movie.

Among the title of the novel Indonesia who managed to become a bestseller is *Laskar Pelangi* by Andrea Hirata, *Ayat-Ayat Cinta* and *Ketika Cinta Bertasbih* by Habiburrahman El Shirazy, *Tenggelamnya Van Der Wijck* works Buya Hamka, *Negeri 5 Menara* by Ahmad Fuadi, *Bulan Terbelah di Langit Amerika* by Hanum Salsabiela Rais, *Ketika Mas Gagah Pergi* by Helvi Tiana Rosa and *Surga yang Tak Dirindukan* by Asma Nadia. The literary work is not only a best seller but also adopted into a movie and be able to become the best selling film work. Revenue Indonesian films adapted from the bestselling novels can be said to be very tempting, such as *Laskar Pelangi* , *Ayat-Ayat Cinta*, *Bulan Terbelah di Langit Amerika*, *Ketika Mas Gagah Pergi* and *Ketika Cinta Bertasbih* earned great revenues during in the cinemas.

Indonesian writers worldwide and his works have been dubbed language to several foreign languages including Pramoedya Ananta Toer, Taufik Ismail, Ahmad Thohari, NH.Dini and Mochtar Lubis. In addition to the novel there are films from filmmakers worldwide Indonesia even awarded the prestigious world level, including *Daun di Atas Bantal* (1998), *Pasir Berbisik* (2001), *Denias*, *Senandung di Atas Awan* (2008), *Laskar Pelangi* (2009), *The Raid* (2011), and *Modus Anomali* (2012),

Indonesia's success in literary writers and filmmakers excel and be able to compete internationally is a tremendous asset in the world of Indonesian literature. Rosa (2003) in her book *Segenggam Gumam*, mentions the existence of some sort of recognition that Indonesia is a country with the fastest development of literature from other allied countries. Literature of a nation reflects the level of civilization of a nation. Languages that can be studied through literary works loaded with the content of thought and ideology. Both of these elements are considered as the identity of a

nation capable of introducing values and explore the local culture that can lead us to the social context and the age is represented in these works.

Cultural development and community life have an important role in encouraging the emergence of the diversity of human creativity. The writers are required to be able to adapt to the development of social, economic, political, norms and cultural wisdom. Efforts are made as an attempt to present the results of literature that is able to reflect and reflect the living conditions of a community's social surroundings. Besides literature is a tool for the writers to voice ideas, a sense of caring and aesthetic experience to the community. In line with the community's social life journey is not astonished if the development of literature and literary works are more dynamic. Finally, it also continues to color the good treasure of the literary world and the industrial world.

Support and interest both from the government and society to copyright protection to works of literature is very important in improving the productivity of literature and film actors. Actions detrimental to the creative industry related to literary works such as piracy and plagiarism are issues that still haunt the world of literature and cinema, especially in Indonesia. The measures reflect disrespect for other people's work is not only done by the Indonesian people themselves but also done by the expatriate community. The Indonesian government is expected to create a sense of security for the perpetrators of literature to continue working so that will be able to contribute improving literature creative industries in Indonesia.

The purpose of the research is to identify the role of literature as one of the creative industry products to ASEAN Economic Community. It is to give the brief description about the role of literary work as one of the creative industry products to ASEAN Economic Community. The writer expects that other writers will have more broad research about the literary work as one of creative industry which will give a lot of opportunity in increasing not only in economics value but in language and education or other fields.

### **Findings and Discussion**

This research is a qualitative study that relates some theories in the role of a literary work as a product of the creative industries to the ASEAN Economic Community. The data were collected by library research. Afterwards, the writer analyzed the data and summarized it into correlated ideas.

Based on the description of some theories in introduction, the writer could find the analysis result about the role of literary work as a product of the creative industry in AEC.

Literature as Indonesian cultural products is to provide an overview of a society that deals with thinking, ideology and national values. The literary work is able to be ambassadors of the nation in ASEAN in particular that introduce national identity through culture and language. Variety of Indonesian literary works quality is expected to strengthen national identity in the era of the Asean economic community. Literature as a cultural product is able to be a reflection of civilization and sophistication of Indonesia in ASEAN.

The development of literature in the form of a novel by Indonesian writers was able to create a creative profitable commodity. Increasingly diverse genre of literature is evidence of a competition and consistency of the authors of literary Indonesia to compete positively in fulfilling the desire of readers who increasingly dynamic. Growing world of Indonesian cinema helped to develop the product literature such as novels, it can be examined from many Indonesian films adapted from novels of bestselling works of Indonesian writers. The financial benefits that cannot be

underestimated, when the novels were raised to the screen (movies) can contribute hundreds of billions rupiah. The literary work 'novel' and Indonesian films continue to excel in the international arena is a guarantee that the literary work can become a potential commodity, especially in the era of Asean Economics Community.

As a product of the creative economy, literature Indonesian writers have been able to prove the uniqueness and creativity so that not only the economic product that sold well. But also, it is able to obtain a variety of awards not only from Indonesia but also international awards. As a creative economy product, Indonesia literary works have achieved a lot of international awards that able to prove that it has a proud quality. Achievement of Indonesian literature in convincing the audience both nationally, regionally and internationally prove literature Indonesia could become a promising business product benefits that are not small, especially in the era of Asean Economics Community.

### Conclusion

As a developing country with the fourth largest population in the world, Indonesia has great opportunity in economic potency. Moreover, Indonesia has very rich cultural diversity which can be a strong foundation to become a new wave of economy. There are a lot of talented and potential young people in Indonesia whom can be an asset to achieve great creative economy.

The development of cultural products like literature plays an important role in Indonesian economy, particularly the creative industries in Asean Economics Community. Product literature as well as cultural creative industry products are not only able to introduce identity of Indonesia but also able to build a positive image in Asean in particular. The power of language as a medium of ideas the writer to the reader is expected to strengthen the Indonesian in the Asean region and internationally.

As a product of the creative industries, literary works also have an important role in creating a promising business commodity. The development of creativity of the literature and film activators in creating cultural products in demand by consumers show their positive influence on the outcome of the sale of products with the selling price. Their development and appreciation of the creative insane as well as the protection of Intellectual Property Rights is expected to increase the movement of product literature in the future become a creative economic products are increasingly promising.

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