

INDONESIA

# Malang

Cultural Cities Profile  
East Asia



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The **British Council** builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. <https://www.britishcouncil.org/>

**Tom Fleming Creative Consultancy** is the leading international consultancy for culture and the creative economy. We offer research, strategy and policy leadership across the creative, cultural and arts sectors. We offer technical expertise, strategic thinking and the tools to position creativity to the heart of society. With offices in London and Porto and associates in 12 countries, we are an international agency operating in every region. <http://tfconsultancy.co.uk/>

**Indonesia Creative Cities Network** (ICCN) is a hub organisation for cross-communities forum, connecting 200+ cities/regencies from all over Indonesia that are committed to implement the 10 Principles of Indonesia Creative Cities that was declared in 2015. ICCN published the White Book of Indonesia Creative Cities (2017) that adapts the 10 Principles to the Indonesian government's KPI, and is developing a dashboard of Creative Cities Index as a tool for local governments to make policies/ regulations based on the real time creative economy data of their respective regions. <https://iccn.or.id/>

**Centre for Innovation Policy and Governance** (CIPG) is a research-based advisory group which aspires to excel in the area of innovation, policy and governance. Considered to be among the first research-based advisory groups, CIPG grows to be an open-minded and multicultural think tank with keen interest in building Indonesian research capacities across many sectors. <https://cipg.or.id/en/>

**Tanahindie** was established in 1999, composed of personnel from various backgrounds (researchers, authors, advocates, craftspeople, lecturers, students, social workers, and housewives). Exploring urban social development from the perspective of arts and culture, the organisation's activities include research, seminars, exhibitions, reviews, and publication. <https://tanahindie.org/>



**Malang city hall and  
Tugu Monument**  
(credit: Indonesia Now)



## Introducing Malang

Located in the central highlands of East Java province, Malang City has a long history dating back to the Singasari Kingdom of the 13th century. Evidence of this can still be seen in the range of historical temples surrounding the city, and in the many forms of traditional and performing arts that remain central to the city's cultural life. These include the famous *ludruk*, a traditional play that spontaneously depicts daily life in a comical manner, and the *Topeng Malangan* wooden mask dance and wider mask-making traditions.

During the Dutch colonial period, Malang gained popularity as a city for both leisure and business, due to its cool mountain climate and its close proximity to Surabaya, East Java's international trading harbour. Colonial buildings and architecture also represent the industrial growth of the city, accelerated by the railway that, since 1879, has connected Malang to other cities across Java Island.

The Malang of today is known as a city of flowers, due to the abundance of flowers and trees that adorn almost all corners of the city. Malang is also widely known as a clean city; proven by the 2014 and 2017 awarding of Adipura Kencana, the most prestigious "clean and green award" by the Ministry of Environment and Forestry.



**Manalagi" is the name of a famous local apple species from Malang, with a small size, green skin, and a sour rather than sweet taste. The harvest is often in such abundance that the fruits are dried and made into chips, becoming a typical souvenir from Malang.**

Malang has a youthful population, with 22,000 students enrolled across 60 universities and colleges<sup>1</sup>. Students are attracted by lower living costs and university fees, the city's urban environment and climate, and Malang's open and friendly social structure.



**With leafy, colonial-era boulevards and a breezy climate, Malang...is a cultured city with several important universities, and is home to a large student population. The central area is not too large and is quite walkable**

**Lonely Planet**

This young, technologically-adept and resourceful demographic has driven Malang's creative industries. Digital creativity and games development have become the leading sectors of the creative economy, with a growing number of 'technopreneurs' driving innovation and diversification across the economy. The creative industries are growing rapidly in the city, through both self-funded start-ups as well as through city development and investment.

<sup>1</sup> Pemerintah Kota Malang, <https://malangkota.go.id/fasilitas-daerah/pendidikan/perguruan-tinggi/>, accessed 28 December 2020



# Malang in numbers



# 1. Context

## Location / region

The City of Malang is located on a plateau in the central highlands of Malang Regency in East Java, approximately 500 metres above sea level. Surrounded by the four mountains of Kawi, Panderman, Arjuno, and Semeru, Malang is known for its natural beauty and a cool temperate climate.

The city is well-connected, with national trainline and a domestic airport linking directly to major cities including Jakarta, Bandung, Surabaya, Yogyakarta and Denpasar.

## Ethnic diversity

The ethnic majority in Malang is Javanese. In addition to the diversity of the student population, other ethnic groups settled in Malang City include Madura, Arabic, Chinese, and ethnic groups from across Java Island.

In terms of language, the local language is a unique Javanese dialect called *walikan*, or “backwards”. However, Indonesian is the daily language, supplemented by English.

## Population

The total population of Malang City, based on the current census released by the Indonesian Statistics Board in 2020, is 843,810 people. Over the course of a decade, the city has shown an average population growth of 0.2% per year.

## City vision / mission / slogan

The vision of Malang Municipality, according to the Local Mid-term Development Plan (*Rencana Pembangunan Jangka Menengah Daerah/ RPJMD*) 2018-2023, is ‘Malang City with Dignity’.

The most recent city brand of “Beautiful Malang” was adopted in 2015 by a municipal authority keen to emphasise the city’s tourist potential, based on its geographic location, the urban environment and the accommodating and friendly social structure.

## Malang’s history

Malang was established in the 13th century, and acted as a royal seat for the popular King Gajayana. From 1767, the city was occupied by the Dutch colonial powers, who constructed a colonial enclave and infrastructure to suit the needs of the colonial administration. In 1879, the City of Malang began operating trains and subsequently grew rapidly, with much agricultural land adapted to housing and industry<sup>2</sup>.

During the Second World War, Malang City was occupied by Japan between 1942-1945. After being reoccupied by the Dutch, Malang City entered the Republic of Indonesia in 1947.

<sup>2</sup> Malang City Government, <https://malangkota.go.id/at-a-glance-malang/history-malang/>, accessed on 28 December 2020

## Malang's heritage assets

There are 32 registered cultural heritage sites in Malang, ranging from traditional Javanese temples to colonial-era buildings of the 19th and 20th Century, including Idien Cathedral, Eang Ang Kiong Temple (built in 1825), and the OEN Restaurant, which has operated since 1930.

Malang is also known for its traditional performing arts and other items of intangible cultural heritage. The most famous are *Topeng Malangan*, Malangan wooden masks used in Mask Dance and Mask Shadow Puppet theatre (*Wayang Topeng*). Gaining popularity in the late 19th century, these performances also utilise other forms of traditional art and crafts, including costume, fashion and accessories, *gamelan* music (that accompanies the dances), and story-telling.

Another traditional heritage item is Malang batik, with motifs including *Sidomukti* (which means 'becoming noble', or 'going towards nobility'), *Sawat Kembang Pring* ('thrown bamboo flower'), *Dele Kecer* ('scattered soybeans'), and *Kembang Kopi* ('coffee flower').

One of the most popular traditional performing arts in Malang is *ludruk*, a form of traditional drama that was born out of the people's struggle during colonialism. Commonly set in everyday life during the times of the fight for independence, *ludruk* is a 5-7 hour play with a high frequency of humour, music, and audience interactions. Initiated in the 1930s by the Ojo Dumeh theatre group led by Abdul Madjid, *Ludruk* festivals are commonly held at the end of the year in Malang's Sasana Krida Budaya building.

“

**‘[Virtual *ludruk* performance] do not lose any momentum, because however it is, *ludruk* as a cultural tradition will have to revive and exist, so the actors can survive and be uplifted in spirit, since it has become a special attraction in East Java in general, and in The Greater Malang in particular**

Tri “Cak Tri” Nurhudi Sasono,  
Chairman of *Warga Peduli AIDS (WPA/ AIDS Care Society)* Turen, Lecturer at STIKes Kepanjen

“

**Art is not eternal. It can perish anytime. But it can be preserved because we guard it. And we guard it because it is worth guarding. When the stages of traditional arts such as *ludruk* are abandoned by their audience, and the government does nothing, don't blame other people for taking them from us.**

Dr. Rendra Kresna, Regent of Malang Regency





**Candi  
Jago Temple**  
(credit: Jakarta  
Post)

## 2. Culture, arts and civic policy

As part of civic planning and city branding, the municipal authorities in Malang have traditionally recognised the value of the city’s cultural life. For example, in 1962, the city established the “Tri Bina Cita” concept, defining Malang as a city of ‘education, industry and tourism’. More recently, the Malang City Government developed a number of evolving city branding slogans associated with culture and creativity: “Malang Welcoming City” in 2006, “Malang Asoy” (“Cool” Malang) in 2009, and most recently “Beautiful Malang”, launched by the mayor in 2016.

The most recent civic strategy document for 2018-2023 identifies the “six faces of Malang in the Future”, four of which reference creative sectors: ‘Malang Heritage City’, ‘Malang 4.0’ (i.e. digital creativity), ‘Malang Creative’ (i.e. as a centre of creative economy), and ‘Malang Halal’ (i.e. as a centre of Halal tourism). Within this, the preservation of cultural heritage in Malang is well-regulated, as is education of arts and culture through formal and non-formal education.

The city has a creative economy development road map, which sets out sector and sub-sector priorities from 2018 to 2022. Based on the national policy and strategy 2015-2019, this document prioritises the development of three main creative industries:

- Cuisine and gastronomy
- Gaming and online application
- Film, video, and animation

## Creative and cultural governance

At a national level, Malang is connected to Bekraf (The Indonesian Agency for Creative Economy) and is a member of ICCN (Indonesia Creative City Network).

At a city level, there are a number of committees that contribute to coordinating and supporting Malang's creative economy. These include the Creative Economic Committee (CEC), established in 2016, whose members consist of government officials, academics, business representatives, and creative communities. Currently assisting the implementation of the Mayor's creative economy road map, CEC has three main programmes for developing infrastructure, strengthening the ecosystem, and expanding the market, with a particular focus on Malang's digital economy.

Others include the Malang Cultural Committee (which succeeded the Malang Arts Council), and the Regional Culture Development Formulating Team (PPKD Malang City)<sup>3</sup> formed in 2018 and tasked with identifying which local cultural elements (e.g. oral traditions, traditional knowledge or technology, customs, rituals, arts, language, traditional folk games and sports) would benefit from civic support and development.

There are several civic forums associated with developing the city's creative economy, including the Business Forum & Investment Creative City, the Millennial Creativepreneur Forum, and in 2020, Bappeda (Malang City Development Agency), which held an online Creative Economy Development Discussion Forum. All such events are seen as opportunities for creative MSMEs to strengthen and promote their products in national and international markets, as well as to develop and promote Malang's creative industry, tourism and local culture.

### Creative Industry and Digital SMEs Award

Malang City received Surya Award 2019 as a city of creative industry and digital-based SMEs on the occasion of Surya Daily's 30th Anniversary.



**This award shows the roadmap that we are implementing: developing digital-based creative economy. Our potential in this direction is validated. In order to answer the challenges of 4.0 Industry Era, one of the keys to our success is collaboration, and that is exactly what we keep pursuing.**

**Sutiaji, Mayor of Malang City**

**Idjen Cathedral**

<sup>3</sup> <https://fib.ub.ac.id/fcs-ub-lecturer-was-inaugurated-as-formulating-team-for-regional-cultural-progress-in-malang/?lang=id>



## Jodipan, the colourful kampong

Jodipan was chosen for its interesting landscape from Gatot Subroto bridge over Brantas River. The project involved 30 painters, artists and volunteers, who painted about 107 houses with 17 colours.

**At first we wanted to change the behaviour of the kampong inhabitants, so that they don't throw garbage to the river anymore. We did it first to change the appearance of the kampong, making it 'fresher', and for the inhabitants to pay more attention to sanitation. We involved mural and artist communities to paint the walls of the houses.**

**Nabila Firdausiyah, Coordinator of guyspro/ initiator of Jodipan mural project**



## Culture and the environment

Malang is known for its progressive environmental agenda. The city has demonstrated good practice in implementing the UN's Sustainable Development Goals (SDGs). In 2016, the Mayor was invited as a speaker at the United Cities and Local Governments Asia Pacific (UCLG ASPAC) Culture Forum 2016 on "Culture in Local Planning", sharing the city's experience of implementing SDGs and the New Urban Agenda. At the same occasion, Malang was nominated for the Guangzhou International Award for Urban Innovation.

### Culture, environment and sustainability case studies

#### Malang Flower Carnival<sup>4</sup>

MFC is an annual festival initiated by the Malang City Arts & Culture Activists Community and Malang State University Fashion Design Students, supported by Malang City Government. Held since 2010, this international event centres on a carnival parade featuring an ecological fashion show, plus activities to increase the creativity of residents, and support environmental conservation.

#### Kampung Bersinar<sup>5</sup>

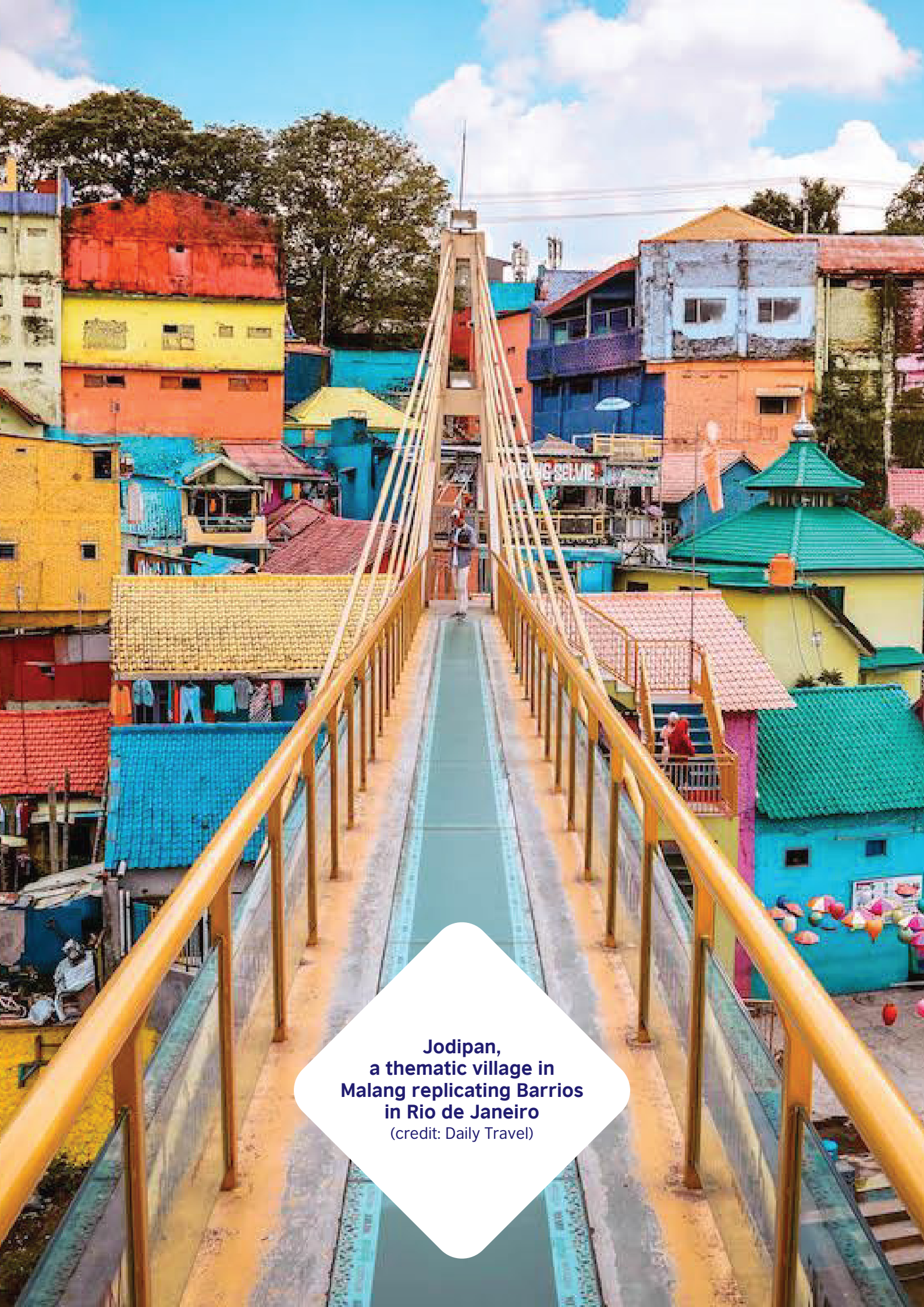
Kampung Bersinar – an abbreviation for *bersih, sehat, indah, asri, rapi* ('clean, healthy, beautiful, and neat') - is a civic competition which aims to revive the community's practice of clean, environmentally friendly living, focusing on encouraging good environmental management at neighbourhood and household levels.

- In addition, it also supports partnership and cooperation between stakeholders and villages which have been successful in environmental management, and seeks food security through urban farming. This is an initiative initiated by PKK (*Pemberdayaan dan Kesejahteraan Keluarga*/Empowerment and Family Welfare) women, through the culture of growing vegetables and *tanaman obat keluarga* plants (family medicinal plants) in the local public environment

<sup>4</sup> <https://malangkota.go.id/2019/08/02/malang-flower-carnival-2019-bakal-hadir-lagi/>

<sup>5</sup> <https://malangkota.go.id/tag/lomba-kampung-bersinar/>





**Jodipan,  
a thematic village in  
Malang replicating Barrios  
in Rio de Janeiro**  
(credit: Daily Travel)



## Culture and gender

While there is no particular city policy that focuses on issues of gender within culture, Malang is aligned with many provinces and municipalities in Indonesia in having guidelines for the design and implementation of city and local government initiatives in line with gender equality.

At a social level, there are examples of cultural and creative communities specifically concerned with the inclusion and representation of women.

## Culture and gender case studies

### Perempuan Bergerak community<sup>6</sup>

Perempuan Bergerak is aligned with the Gubuk Tulis literacy community, and concentrates on women's issues and equality. It was founded in February 2016, and activities include: social messaging through Instagram and other online media; the "Jagongan" (gathering) programme of discussions, seminars, and book and film reviews; and musical and poetry events, and classes on art appreciation, research, design, writing, editing and language. There is also the "Ngaji Mubaadalah", an activity for the discussion and interpretation of Islamic texts that place men and women equally.

### TP PKK (Tim Penggerak Pemberdayaan Kesejahteraan Keluarga/Family Welfare Empowerment Team)<sup>7</sup>

TP PKK is a Malang-based community organisation engaged in the empowerment of women for social development in Indonesia. In cultural terms, one of their programmes centres on the preservation of cloth culture, and the reintroduction of traditional Indonesian cloth products

## Culture and disability

In civic terms, city regulations dating to 2014 ensure disabled people in Malang are provided with support in terms of equal opportunity, accessibility, rehabilitation, welfare, and special protection, including in terms of cultural activities and education. There are a number of well-established city organisations and initiatives which support disabled people and their engagement with cultural activities.

## Culture and disability case studies

### Development of Children with Disabilities Foundation (Yayasan Pembinaan Anak Cacat)<sup>8</sup>

YPAC is a social organisation that provides integrated rehabilitation services for children with disabilities and special needs. This includes making batik and Malangan masks and weaving rattan.

### Komunitas Akar Tuli<sup>9</sup>

Komunitas Akar Tuli is a community established in 2013 for deaf people in Malang City. Since the main objective of this community is to promote sign language, it has creative projects related to language and art, including theatre, storytelling and pantomime performances. It also advocates for access to sign language in public places, provision of sign language translators, and so on.

### Malang City Library Service<sup>10</sup>

Malang City Library is the first library in Indonesia to have a Braille programme. The result of collaboration with the Ministry of Social Affairs and the Indonesian Braille Publishing Center (Balai Penerbitan Braille Indonesia). The library hosts a collection of braille books including elementary and high school textbooks, general knowledge books, skills books, and Braille Al-Qur'an. The library is also equipped with computers, digital audio players, audio books, and CDs for blind people.

<sup>6</sup> <https://www.instagram.com/perempuanbergerak/>

<sup>7</sup> <https://pkk.malangkota.go.id>

<sup>8</sup> <https://www.ypacmalang.org>

<sup>9</sup> <https://www.instagram.com/akartuliofficial>

<sup>10</sup> <https://dispussipda.malangkota.go.id>

## Culture and education

Malang is home to around 60 higher education institutions, including the highly reputable Brawijaya University and The State University of Malang. While neither are known for their arts and humanities programmes, they do host several student-initiated arts and cultural communities, many of whom focus on literature.

Furthermore, there are a significant number of city literary communities that undertake educational activities associated with literacy, literary appreciation and creative writing. They include Komunitas Literasi Teras IKIP; Komunitas Literasi Sabtu Membaca; Komunitas Literasi Gendong Indonesia; Perpustakaan Jalanan Malang; Tumbuh Seperti Kates; Kontribusi; Sajak Lestari; Gubuk Tulis; Nyala Lampu, and Perpus Jalanan Akar Dewa Rumaka.

At a civic level, a similar range of literary public education activities is undertaken by the Public Library. More widely, the Education and Culture Office together with the Malang City Government has recently organised programmes of professional skills training and education for creative workers across all sectors, linked with the provision of stimulant packages for arts, culture and tourism actors affected by the Covid-19 pandemic.

## Culture and education case studies

### Malang City Public Library literacy programme<sup>11</sup>

In 2019, the *Dinas Perpustakaan Umum dan Arsip Daerah Kota Malang* (Public Library and Regional Archives Office of Malang City) started a local literacy development project. They hold literacy discussions with writers, publishers, cultural observers and researchers throughout Malang.

<sup>11</sup> <https://dispussipda.malangkota.go.id>

<sup>12</sup> <https://www.kompas.com/properti/read/2021/04/08/220000421/heritage-kayutangan-daya-tarik-baru-wisata-kota-malang>

<sup>13</sup> <https://terasikip.co/tag/malang/>



### Drawing workshop at Ono Makerspace

(credit: Ono Makerspace)

### Kayu Tangan Heritage Project<sup>12</sup>

The Public Library and Regional Archives Office of Malang City has initiated a programme of public data collection regarding the city's historical archives. Through public engagement and education, this project is seen as an important initiative in shaping the narrative and writing of the city's history.

### Terasikip literacy community<sup>13</sup>

Formed by students from the State University of Malang, this community does much to promote public learning and literacy. It has opened street book stalls, and conducted free book readings, discussions, and other events. One of them is "Solidarity Reading Stalls", held at Singha Merjosari Park in 2019. This project aimed to expand public access to books and other reading materials.



**Perpustakaan Anak Bangsa<sup>14</sup>**

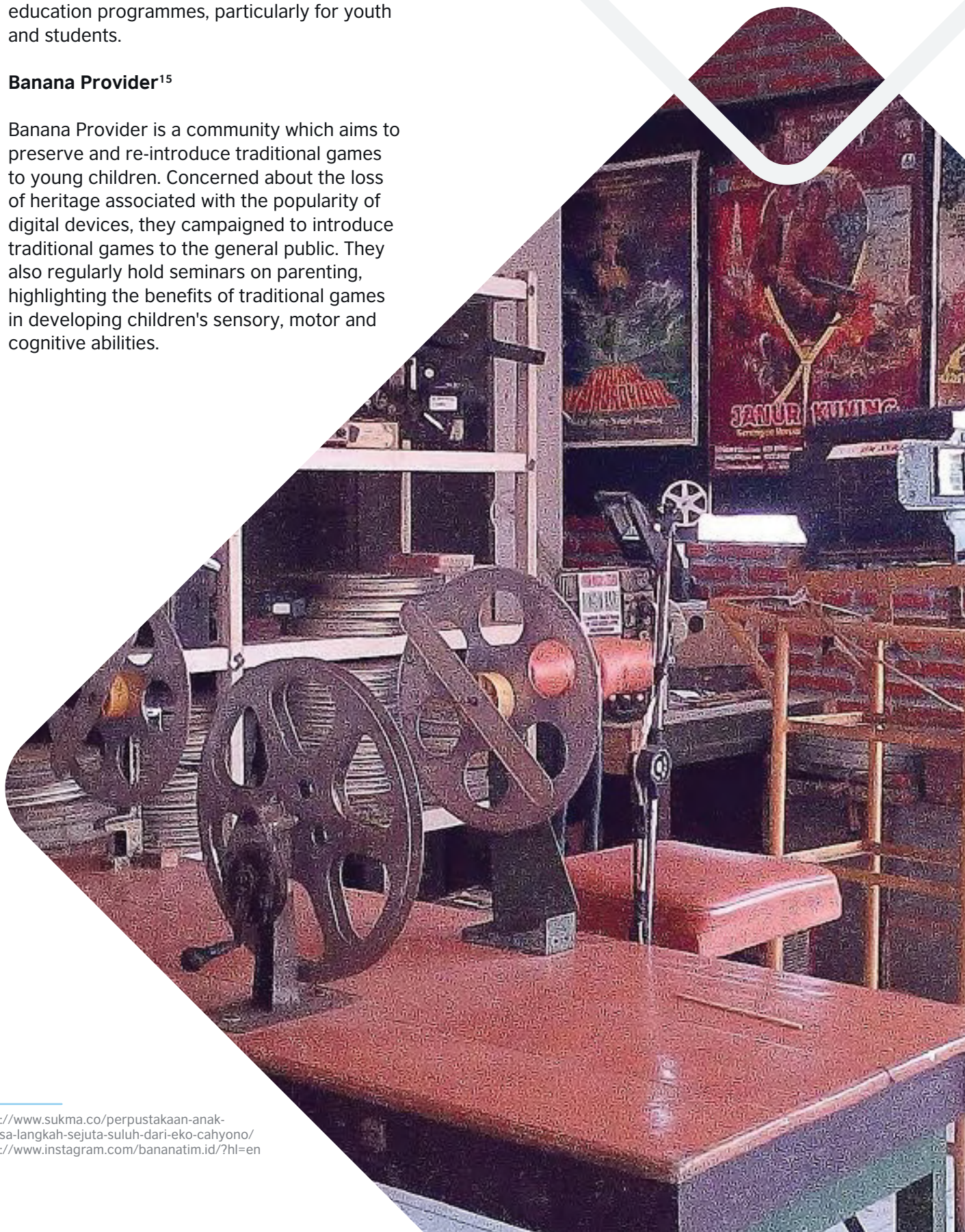
Founded by Eko Cahyono in 1998, Perpustakaan Anak Bangsa is an arts and culture community group which focuses on the design and delivery of arts and culture education programmes, particularly for youth and students.

**Banana Provider<sup>15</sup>**

Banana Provider is a community which aims to preserve and re-introduce traditional games to young children. Concerned about the loss of heritage associated with the popularity of digital devices, they campaigned to introduce traditional games to the general public. They also regularly hold seminars on parenting, highlighting the benefits of traditional games in developing children's sensory, motor and cognitive abilities.

**Indonesia Old Cinema Museum**

(credit: Indonesia Old Cinema Museum)



<sup>14</sup> <https://www.sukma.co/perpustakaan-anak-bangsa-langkah-sejuta-suluh-dari-eko-cahyono/>

<sup>15</sup> <https://www.instagram.com/bananatim.id/?hl=en>



## Digital-based Creative City

Malang was declared as a Digital-based Creative City by the Indonesian Agency for Creative Economy (Bekraf) in 2019.

Several successful digital applications are produced in Malang:

**Edupongo:** providing integrated school data management which connects teachers, students, and parents.

**Tabook.id:** providing a service to reserve tickets, shuttle, intercity transportation, and car rent.

**Deliv Apps:** a delivery service for various needs.

**Takriba.com:** a marketplace that offers a financing intermediary, using a syariah-based crowdfunding system.

## Creative and the digital economy

While the city is yet to register for or formally adopt the Indonesian 'Smart City' model of digital development (applied in a number of other Indonesian cities), the civic authorities are particularly invested in supporting digital creativity. Malang has also been named as a digital-based Creative City by Bekraf, and a 'digital city locomotive' by the East Java Provincial Government.

Malang city hosts a local branch of the state-supported Digital Innovation Lounge (DiLo), a creative camp and co-working space where startups and communities collaborate in the digital world. The national DiLo programme was initiated by Telkom Indonesia and MIKTI (Indonesia Digital Creative Industry Community) in 2014, with the aim of creating the quantity and quality of digital entrepreneurs in Indonesia.

Support for digitisation is also visible through the Sepasar Pedas (*Sekolah Pasar Pedagang Cerdas/Smart Trader Market School*) programme, which aims to combine traditional values with modern e-based supply chains.



**Malang is a city that produces potential creators in the gaming sector and young applications, it's time for their creations to host the market in Indonesia and even the world.**

**Hari Santosa Sungkari , Deputi Infrastruktur Bekraf (2019)**

## Cultural funding

The annual expenditure budget for culture and tourism under the Department of Culture and Tourism of Malang is currently just under USD\$800,000. This investment is used for creative economic development, heritage preservation activities, key festivals and performances, to provide training and capacity development for creative and cultural workers, and to promote the city's cultural activities.

In terms of direct support to artists, during the recent pandemic, the Malang City Government and the Malang Arts Council (*Dewan Kesenian Malang*) sought to supplement the income of those impacted by the pandemic. By May 2020, 500 art workers had been registered and given incentives by the Malang City government, who shifted funding from several sources to meet the costs.



**Co-working  
space in Malang**

(credit: Malang  
Digital Core)



### 3. Cultural ecosystem and infrastructure

In general terms, Malang is seen as having a strong and cohesive cultural ecosystem. There is substantial civic support for developing the city's creative economy. Parallel support comes from a range of universities and higher education institutions, whose own community-based working groups provide resources and facilities for young creative entrepreneurs among the student body.

Networks of artists and community hubs help to maintain good connectivity across the city and provide a supportive environment for the city's traditional artisans. Communities, universities, and local government often work together to initiate and support arts and culture in neighbourhoods across the city.

Socially, the population has a high level of enthusiasm for cultural and arts performance, and takes particular pride in the local Javanese film industry.

#### Cultural institutions (selected)

##### Malang City Public Library<sup>16</sup>

The *Dinas Perpustakaan Umum dan Arsip Daerah Kota Malang* (Public Library and Regional Archives Office of Malang City) has an active role in the city's cultural life, including through public education and engagement programmes associated with literacy, literature, research, and regional cultural heritage and preservation. The library is also actively involved in public outreach to people with disabilities, both through resources and programming.

##### Museum Malang Tempoe Doeloe<sup>17</sup>

Starting from a mission to help preserve dozens of ancient statues which were scattered throughout Malang, Museum Malang Tempo Doeloe is filled with public and private collections of historical artefacts, items, pictures and photographs of Malang's historical and cultural development as a city.

##### Museum Brawijaya<sup>18</sup>

A socially-important museum focusing on Indonesia's journey to independence, and Malang's role in the founding of the Republic.

##### Museum Ganesya<sup>19</sup>

Ganesya Museum is an ethnographic museum of Indonesian culture related to traditional performing arts, especially the Malang-based culture of masks, puppets and pennants. The museum features various forms and characters ranging from traditional to modern, alongside relics from the Singosari and Majapahit Kingdoms.



<sup>16</sup> <https://dispussipda.malangkota.go.id>

<sup>17</sup> [https://id.wikipedia.org/wiki/Museum\\_Malang\\_Tempoe\\_Doeloe](https://id.wikipedia.org/wiki/Museum_Malang_Tempoe_Doeloe)

<sup>18</sup> [https://www.museumindonesia.com/museum/50/1/Museum\\_Brawijaya\\_Malang](https://www.museumindonesia.com/museum/50/1/Museum_Brawijaya_Malang)

<sup>19</sup> <https://www.goodnewsfromindonesia.id/2019/11/14/ganesya-museum-budaya-terbesar-di-malang-rama>

### Museum Mpu Purwa<sup>20</sup>

Built in 2003, Museum Mpu Purwa displays objects of cultural heritage from the city of Malang. Most are artefacts and relics from the era of the Kanjuruhan Kingdom in the 8th century AD, to the Majapahit Empire at the end of the 16th century AD.

### Museum Musik Indonesia<sup>21</sup>

Museum Musik Indonesia is the only museum in Indonesia dedicated to contemporary popular music. With a collection of over 26,000 items, including cassettes, CDs, LPs, leaflets, posters, music books, audio equipment and musical instruments collected from musicians. Most items were donated by the community.

### Museum Indonesian Old Cinema (at Soekarno Hatta street)<sup>22</sup>

A museum which restores and screens old Indonesian films. Displays include historic film posters, magazines, and cine-reels.



<sup>20</sup> <https://kebudayaan.kemdikbud.go.id/dpk/museum-mpu-purwa-telah-resmi/>

<sup>21</sup> [https://id.wikipedia.org/wiki/Museum\\_Musik\\_Indonesia](https://id.wikipedia.org/wiki/Museum_Musik_Indonesia)

<sup>22</sup> <https://indonesian-old-cinema-museum.business.site>





## From Football Fans Club to Film

“Darah Biru” is a Javanese film produced by Malang-based Paradise Pictures, in collaboration with Equator Cinema, Kamera Malang, Profil Image Studio, and Tagarap Digital Creator.

It tells about the daily life of three Aremania supporters of Malang’s football club and the struggles they face when the Indonesian Football Association decide to cancel all games.

“

**If you think about Malang, there are two things that come to mind. The first is meatball soup, the second, must be the Aremania, the fanclub of Arema, Malang City’s football team). So we thought about how phenomenal Aremania is with its loyalty and spirit, always wanting to contribute to its team. This film is the result of creativity from all Greater Malang film makers.**

**Vicky Arief, Producer of “Darah Biru Arema 2: Satu Jiwa untuk Indonesia” film, launched 26 November 2020**

## Creative hubs, communities and marketplaces

Malang is home to a broad range of creative hubs and communities, including those formed and operating within universities. While they include a social development role, many of these university-based communities focus in particular on SMEs, business development, and digital entrepreneurship.

Within the wider creative sector, among the most productive creative communities is Malang Creative Fusion (MCF), which works across all cultural sectors, and instigates resources and events to support the wider creative economy. They have also generated a database of Malang’s creative communities and actors, currently running to almost 500 entries.

In addition, Malang has a growing number of cafés and co-working hubs, operating on a commercial basis to support flexible working and creative collaboration. Popular examples of such enterprises include Ngalup<sup>23</sup>, The Bros<sup>24</sup>, Gartenhaus<sup>25</sup>, Urban Cafe & Coworking Space<sup>26</sup>, Ezo Space<sup>27</sup>, and 7sevenchicken<sup>28</sup>.

## Creative hubs, communities and marketplaces (selected)

### Startup Singo Edan (Stasion)<sup>29</sup>

Stasion (Startup Singo Edan) is one of the largest communities in Malang, a local startup community formed as a forum to build synergies between creative actors in the digital, tech and business world.

<sup>23</sup> <https://ngalup.co/>

<sup>24</sup> [www.instagram.com/thebros\\_co](http://www.instagram.com/thebros_co)

<sup>25</sup> [www.instagram.com/gartenhaus\\_co](http://www.instagram.com/gartenhaus_co)

<sup>26</sup> [www.instagram.com/urban.mlg](http://www.instagram.com/urban.mlg)

<sup>27</sup> <http://ezospace.co/>

<sup>28</sup> [www.instagram.com/7sevenchicken](http://www.instagram.com/7sevenchicken)

<sup>29</sup> <https://stasion.org/>



### Malang Creative Fusion (MCF)<sup>30</sup>

Malang Creative Fusion (MCF) is a creative community hub working across all cultural sectors, whose members act to develop their own skills and the skills of community members through workshops, seminars and training events. The community also provides an e-platform for local brands and micro- and small & medium enterprises through a cooperative scheme. MCF also runs the Ono Makerspace co-working facility, and organises the annual Mbois creative community networking event.

### Game Developer Malang (GDM)<sup>31</sup>

A creative community hub for digital creatives involved in gaming design, animation and programming. This community provides members with a platform for networking, collaboration, co-creation and showcasing their products, as well as providing training for start-ups and enterprise development.

### Kampung Budaya Polowijen<sup>32</sup>

Kampung Budaya Polowijen is a residential area of Malang, repurposed as a cultural village aiming to revive Polowijen culture through engaging residents in traditional practices such as batik, mask dance, and mask making.

### Komunitas Malang Creator<sup>33</sup>

Malang Creator is a community hub for online media creatives across all sectors. Established by Arie Ramdhan, the community aims to support young creatives and content creators, facilitating collaboration and knowledge sharing in creating and sharing creative content through YouTube and other media platforms.

### Sanggar Tari Senaputra<sup>34</sup>

Senaputra Dance Studio in Malang City is a hub for traditional and contemporary dance, focusing on developing the performance skills of children and young people. The centre is known as a hub for spotting and developing dance talent.

### Kementerian Budaya Urban<sup>35</sup>

Kementerian Budaya Urban (Kemenbudur) is a collaborative platform for music and arts. Managed by 3 people, Kemenbudur always invites interdisciplinary collectives to each of their events, with a view to generating positive competition. In addition to initiating music concerts and gigs, Kemenbudur hosts exhibitions, workshops and publishes submission-based music and artwork compilations to document creative activities in the Malang area.

### Backline Creative Warehouse<sup>36</sup>

Established in 2019, Backline Creative Warehouse is an interdisciplinary platform established by the duo Bie Paksi and Vania Marisca from the band Wake Up, Iris!. Created as a space for interaction between young creative workers both inside and outside the city, Backline has a particular focus on music, bringing musicians from other cities to perform in Malang, and releasing cross-genre compilations from local acts.

### Koalisi Nada<sup>37</sup>

Founded in 2010, Koalisi Nada is a collective that focuses on music performance, labels and alternative media, taking a cross-genre approach to the city's independent music scene. Activities include organising and promoting local events, releasing compilation albums of local Malang bands, online radio broadcasts, and e-publishing about the Indonesian under-ground music scene.

<sup>30</sup> <http://www.mcf.or.id>

<sup>31</sup> <https://www.instagram.com/gamedevmalang/?hl=en>

<sup>32</sup> <http://www.kampungbudayapolowijen.com>

<sup>33</sup> <https://www.instagram.com/malangcreators/?hl=en>

<sup>34</sup> <https://www.instagram.com/sanggartarisenaputra/>

<sup>35</sup> <https://www.instagram.com/kemenbudur>

<sup>36</sup> <https://www.instagram.com/backlinemlg>

<sup>37</sup> [https://www.instagram.com/koalisi\\_nada](https://www.instagram.com/koalisi_nada)

### **Pena Hitam<sup>38</sup>**

Pena Hitam is a collective-run digital fanzine for illustration and line-drawing. Formed in Malang in 2011, this collective has now spread to cities in Indonesia including Jakarta, Semarang, Surabaya, Bali, Makassar and Samarinda. Hosting joint drawing and sharing activities in various locations, Pena Hitam also designs a fanzine that collects contributors' drawing works. As an online platform, this zine also acts as a networking and dialogue space for anyone interested in illustration.

### **Dialectic Gallery<sup>39</sup>**

A private art gallery based in a colonial era building with a Dutch architectural style. Dialectic Gallery is an exhibition space and knowledge hub, holding monthly events associated with the presentation and discussion of literature, publishing, art and music.

### **Sadikin Pard Gallery<sup>40</sup>**

Sadikin Pard Gallery displays the works of Sadikin Pard, an internationally reputed artist from Malang born with a physical disability. Pard also engages and invites other painters to utilise the gallery as an exhibition venue and a showcase for creativity.

### **Semeru Art Gallery<sup>41</sup>**

Founded in 2015, Semeru Art Gallery is an artspace, art shop and cafe that brings together creative activists and young people of Malang. It holds art exhibitions, music performances, and Dalbuk, a book review session.

### **Pasar Bareng<sup>42</sup>**

An art fair and creative space located in a local market building. Focussing on fine art and painting, the market also hosts other works of art made by Malang City artists, including masks, keris, traditional artifacts, and others.

### **DiLo (Digital Lounge Malang)<sup>43</sup>**

A creative hub for digital startups and communities to collaborate and build digital professional talent. With a range of facilities and technical resources, DiLo Malang is a state-sponsored co-working space, hosting networking, training and capacity development events related to digital entrepreneurship. With DiLo Malang, 70% revenue comes from corporate funding, and the remaining 30% is generated by local business income.

### **Ono Makerspace<sup>44</sup>**

Opened in August 2020 by the Malang Creative Fusion community, Ono Makerspace offers a space for young people to develop their creative practices and outputs. This coworking space also acts as a centre for MCF to host their events and activities.

### **OXYZ House<sup>45</sup>**

A artists' co-working space, designed to operate as a workshop, studio and art gallery.

### **Malang Digital Core<sup>46</sup>**

Malang Digital Core is a co-working space and startup office based at MaChung University. With facilities for events and digital start-ups, the space is generally utilised by digital nomads and IT activists, as well as by student entrepreneurs.

### **Rumah Kreatif BUMN<sup>47</sup>**

A co-working space for creative workers that often holds activities such as creative and business workshops designed to support participants in developing their knowledge, skills and understanding of the creative economy in general and SMEs in particular.

<sup>38</sup> <https://www.instagram.com/penahitam.malang>

<sup>39</sup> <https://www.instagram.com/dialecticgallerymalang>

<sup>40</sup> <https://regional.kompas.com/read/2018/10/16/18433061/kisah-sadikin-pard-lahir-tanpa-lengan-melukis-dengan-kedua-kakinya>

<sup>41</sup> <https://www.instagram.com/semeruartgallery.id>

<sup>42</sup> <https://malangkota.go.id/tag/pasar-bareng/>

<sup>43</sup> <https://dilo.id/malang>

<sup>44</sup> [www.instagram.com/onomakerspace](http://www.instagram.com/onomakerspace)

<sup>45</sup> [www.instagram.com/rumah\\_oxyz](http://www.instagram.com/rumah_oxyz)

<sup>46</sup> [www.instagram.com/malangdigitalcore](http://www.instagram.com/malangdigitalcore)

<sup>47</sup> [www.instagram.com/rumahbumnkotamalang](http://www.instagram.com/rumahbumnkotamalang)



**MBOIS Festival  
in 2020**  
(credit: Malang  
Creative Fushion)

## Festivals

Malang hosts a broad range of community-led cultural festivals. However, many of the largest and most visible events are sponsored and supported by the civic authorities, and operate as platforms for promoting local agents and developing Malang's creative and tourist economies.

### Festivals – case studies

#### Malang City Expo<sup>48</sup>

Malang City Expo is an annual event held by the Department of Cooperation, Trade, and Industry of Malang City. It includes consists of national exhibitions of industry and trade, business and investment, agriculture, education, tourism and the creative economy. Through events promoting local MSMEs, cooperatives and entrepreneurship, the expo hosts culinary events, arts and cultural performances, and creative sector competitions.

#### Malang Flower Carnival<sup>49</sup>

Malang Flower Carnival is an annual event, held since 2010 and organized by the Community of Malang City Art & Culture Activists and Malang State University Students of Fashion Design, with support from the Malang City government. This popular public event is a platform for local fashion, theatre and design, as well as ecological activism.

#### Festival MBOIS Malang<sup>50</sup>

Organised by the Malang Creative Fusion community, MBOIS is an event focusing on collaboration across creative industries sectors. Programmes focus on arts, film, fashion, digital creativity, gaming and others. Delivered with support from a wide range of civic and private sponsors, the festival aims to support creative industry players and enhance the existing cultural infrastructure.



**The annual MBOIS Festival will strengthen the creative economy sector within the scope of Small and Medium Enterprises (SMEs) of Malang City. Especially in this 4.0 era, a lot of activities can prepare us for the new, innovative way of living.**

**Sutiaji, Mayor of Malang City**

#### Malang Culture and Arts Festival (MAWE)<sup>51</sup>

An international festival held by the Malang City government which aims to promote existing Javanese culture while also fostering international relations. The event is seen as central to city strategies for promoting cultural tourism and international exchange.

#### Malang Artnival<sup>52</sup>

Malang Artnival is an event held as a celebration of Malang's traditional cultural and performing arts. The 2019 edition featured 208 artists and performances, combining traditional and contemporary forms.

#### Malang Batik Festival<sup>53</sup>

Initiated by the Malang City Cooperative, Industry and Trade Service (Diskopindag) and the Regional National Craft Council (Dekranasda), this event involves original batik fashion designers and exhibitors from Malang, and is undertaken in order to support and promote local craftsmen and SMEs.

<sup>48</sup> <http://malangcityexpo.id>

<sup>49</sup> <https://malangflowercarnival.com>

<sup>50</sup> <https://festivalmbois.id>

<sup>51</sup> <https://malangkota.go.id/tag/malang-culture-and-art-festival-mawe/>

<sup>52</sup> <https://jatim.antaranews.com/berita/292730/malang-artnival-2019-bukti-hadir-dan-kepedulian-pemerintah-dalam-melestarikan-seni-budaya>

<sup>53</sup> [https://kumparan.com/PEMKOT\\_Malang/malang-batik-festival-2021-upaya-pemkot-malang-dongkrak-ekonomi-kreatif-1vVoAHWLPal/full](https://kumparan.com/PEMKOT_Malang/malang-batik-festival-2021-upaya-pemkot-malang-dongkrak-ekonomi-kreatif-1vVoAHWLPal/full)





**Activities promoting traditional cultures held at the Kampung Budaya Polowije village.**

(credit: Kampung Budaya Polowije)

## Movers and shakers (selected)

### Bayu Skak<sup>54</sup>

Bayu Skak or Bayu Eko Moektito is an actor, comedian, digital content creator and businessman, whose career started to blossom when he first joined Youtube in the late 2000s. Bayu is known for using and promoting the Javanese language in his videos. One of his films, 'Yowis Ben', which he both directed and starred in, has reached millions of views across Indonesia, despite using only Javanese.

### Dwi Cahyono<sup>55</sup>

Historian and cultural preservation enthusiast Dwi Cahyono is the founder of Museum Malang Tempo Doeloe, a museum covering Javanese culture from the Kanjuruhan Kingdom to post-independence. Currently, Dwi Cahyono is also lecturer in History at the State University of Malang.

### Vicky Arief<sup>56</sup>

Creative activist and filmmaker Vicky Arief is the coordinator of the Malang Creative Fusion community, initiator of the MCF-managed Ono Makerspace hub, as well as the founder of Malang-based production house Paradise Pictures.

### Ziaelfikar Albaba<sup>57</sup>

Ziaelfikar Albaba is the chairman of the biggest creative startup community in Malang, namely Startup Singo Edan (Station). He is also known as the co-founder and director of Indiekraf.com, an online portal for the creative industries, which aims to help foster the growth of the creative economy in Indonesia.

### Agus Sunandar<sup>58</sup>

Agus Sunandar is a fashion designer and lecturer at the State University of Malang, and chairman of the Malang Flower Carnival. His creations have become well known worldwide particularly in Malaysia, Taiwan and Russia.

### Nanang Suherman<sup>59</sup>

Nanang Suherman is a restaurateur and successful entrepreneur in the culinary field. Starting from only one cart outlet, his Ayam Nelongso chain now has 69 outlets in various cities across Indonesia.

### Ananto Wibisono<sup>60</sup>

Ananto Wibisono is the Co-Founder and CEO of Alterra, a leading business-to-business tech company. Starting his journey in the technology industry by designing and building an engineering team at Reboonz, he then continued his career with Groupon Indonesia, where he met Alterra co-founder Jeffrey Joe. They founded Alterra in 2015.

### Amri Rizki

Amri Rizki is the head of the Game Developer Malang (GDM)<sup>61</sup> community. This community was founded to support the potential of gamers and game designers in Malang for producing animation, gaming products and services.

<sup>54</sup> [www.instagram.com/moektito](https://www.instagram.com/moektito)

<sup>55</sup> [https://id.wikipedia.org/wiki/Dwi\\_Cahyono](https://id.wikipedia.org/wiki/Dwi_Cahyono)

<sup>56</sup> <https://www.instagram.com/vickyparadise/>

<sup>57</sup> [www.instagram.com/fikaralbaba](https://www.instagram.com/fikaralbaba)

<sup>58</sup> [www.instagram.com/samsugarunako](https://www.instagram.com/samsugarunako)

<sup>59</sup> [https://www.instagram.com/nanang\\_anakbaik/](https://www.instagram.com/nanang_anakbaik/)

<sup>60</sup> <https://www.techinasia.com/companies/alterra>

<sup>61</sup> <https://www.instagram.com/gamedevmalang/?hl=en>

## 4. Other future trends, opportunities and links

Future trends in Malang's creative economy are likely to draw on the master plan and roadmap that champions gaming, animation and digital development.

There are several opportunities with the potential for international collaboration. For example:

- in **human resource development**, building capacity and skills through training, international certification and the development of a higher education curriculum on digital industries
- in **policy and regulation** – e.g. on supporting local creatives to flourish via a coherent approach to intellectual property rights
- in **events and showcasing** – e.g. collaborating in the city's growing festival sector and leveraging this to promote creative practice across the digital and gaming sector
- on **equality and inclusion** – positioning Malang as centre for 'women in tech' and as an open city for digital storytelling.

**Malang Flower Carnival**  
(credit: Blog Tiket)



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