

# **MODERNIZATION AND SUSTAINABILITY: CASES IN INDONESIA AND JAPAN**

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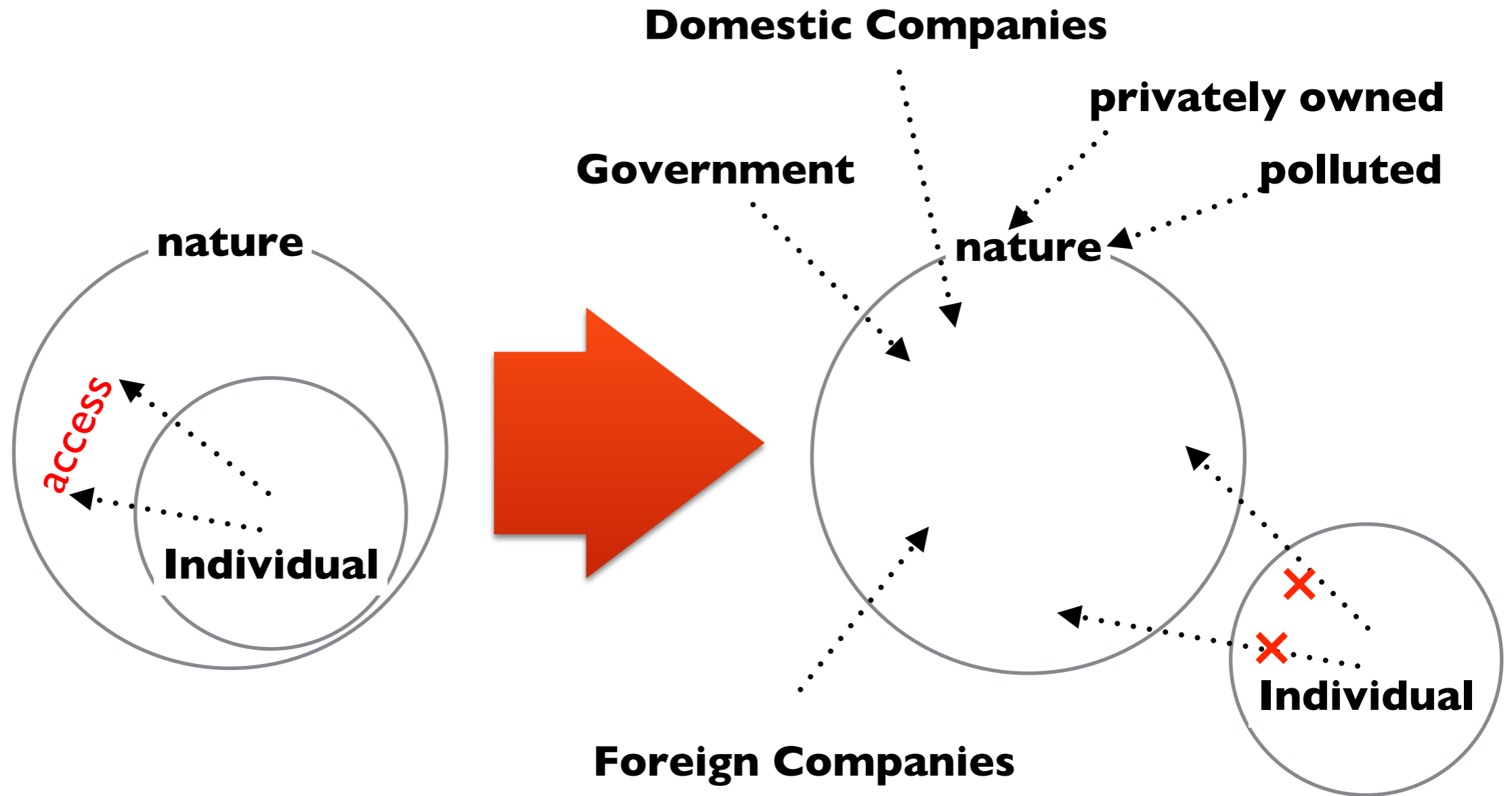
# The Purpose of this Presentation

1. Overview the changes of Indonesian and Japanese daily life after the Second World War.
2. Think about the modernization and sustainability problems in Indonesia and Japan.

# Indonesia

- In the midst of development,
  - Indonesia became a mobile society and are becoming individualistic society now.
  - Indonesians' life are now leaving the traditional way of life and the cultural value behind.
  - Rather, Indonesians are now becoming highly depend on...
    - global market economy
    - modern technologies
    - mass consumption of fossil fuel and electricity

# Trend Shift



# Trend Shift

**Pick-up Gift Self-made**

**Buy**

**Community Based**

free to use/own



**Market Oriented**

pay to use/own

organic	<b>Fuels</b>	fossil
river / spring / well	<b>Water</b>	tap water, mineral water
cultivate, hunt, gather and cook by oneself	<b>Foods</b>	buy at market
made by oneself	<b>Goods</b>	buy at market

Running out of  
petroleum.

Convert to LPG.

Gas is Okay.



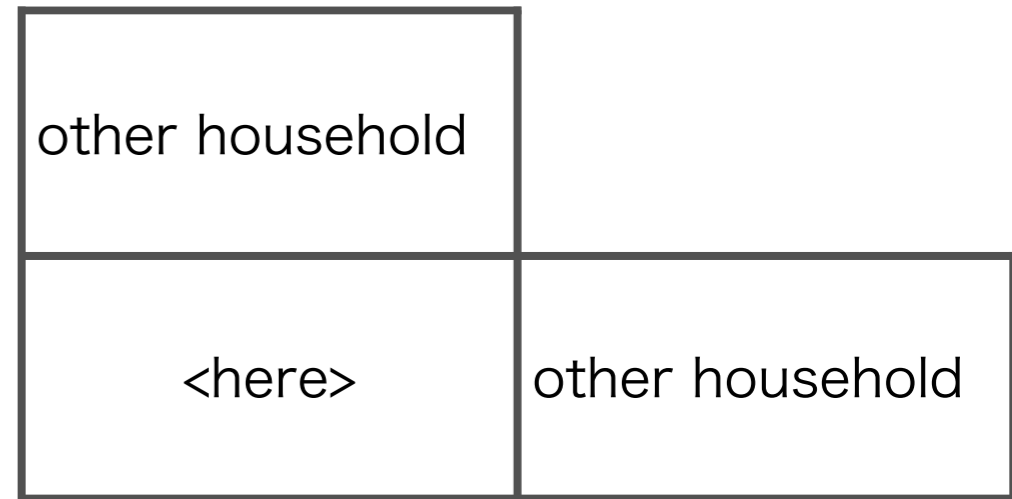
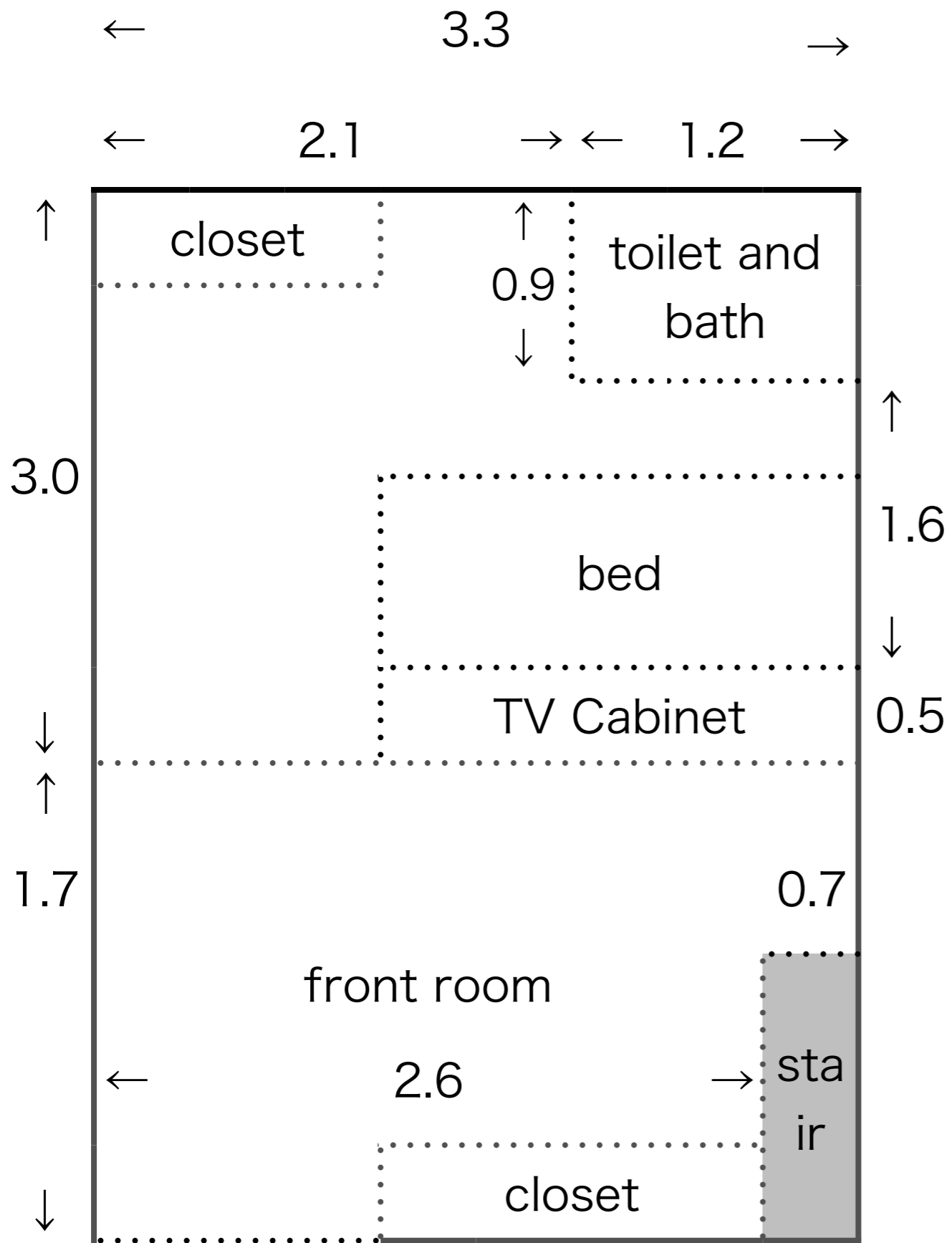
*A Batik Book Cover Which Shows the Indonesian Government's Promotion for Conversion from Petroleum to LPG*

# **Two Cases from Indonesia**

# First Example: Jakarta

- Five people lives in 15.51 square meter.
- At the max time, 14 people lived there.
- Household: ego, son, son's wife, and two grand children
- The household income sources are mainly two:
  - Labour wages (by son)
  - The sales of fries at nearby market (by women).
- Most of electronics came to this household in this couple of years. The newest one is second hand cellular phone gave by kin.
- The bath room was only for two years.
  - They have been using common well before.







Front Room



Bath

Multi place  
(for cooking etc)



Common Well

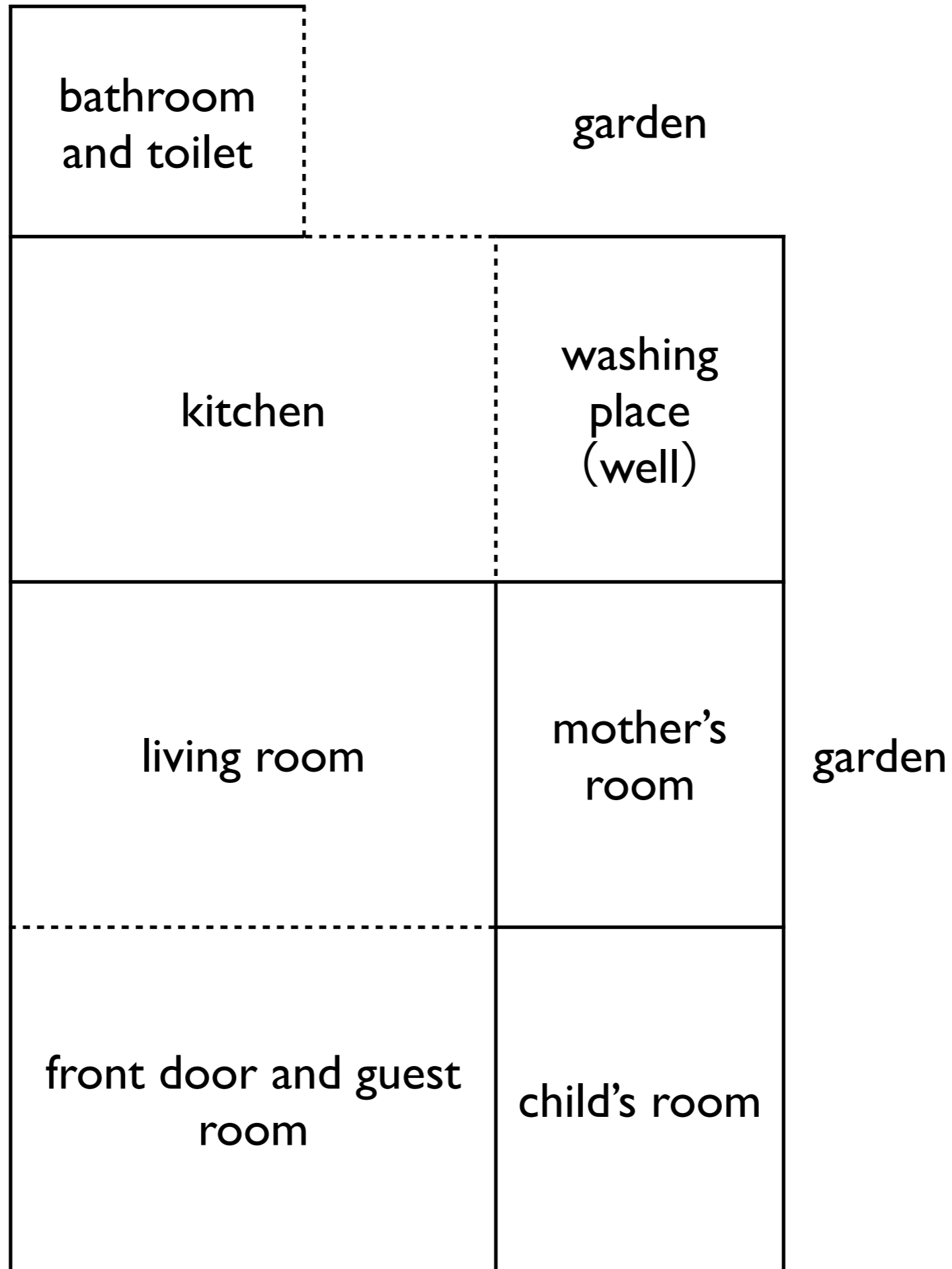


Common Bath

# Second Example: Lampung

- household: two person (a mother and a son)
  - mother: born in 1955 (59 years old)
  - 1965 moved to Lampung from East Jawa, 1969 married.
  - Javanese Islam
- farmer and sometimes catering service for labor
- Living in the place around 40 years.

# T's house





















# Japan



# Japan in the Developing Era

- Japan has also experienced its own developing era
  - Japan has risen from the ashes, and its rapid economic growth during the period of 1954 to 1973, not only in cities but also in rural areas.
- Some uniqueness of the change
  1. The population shifts from rural area to urban and industrial area
    - 77% of Japanese were lived in urban area at the time of 2005
  2. A nation-wide movement for the living condition improvement in rural area
    - the Movement for improvement of living condition (Seikatsu Kaizen Undo, **生活改善運動**)
  3. The switch of energy source from organic (like charcoal and firewood) or water power to fossil fuel, electricity, nuclear energy.
- Along with this development processes, the traditional societies have been gradually disappearing
- Individualism was already penetrated into people
  - A mass media describe this as "**Mu-en**" (むえん、**無縁**、literally, one have no relatives) society.

# Seikatsu Kaizen Undo (I)

- A movement for improvement of living condition in rural areas carried out from late 1940s to 1950s.
- "Ehime no Kioku Database (Database of the Memories of Ehime Area)"(Ehime Prefectural Lifelong Learning Center, JAPAN 2009)
  - At that time, rural area of Japan have many fundamental problems for health care, sanitization, and living standards like developing countries.
  - Based on Agricultural Improvement Promotion Act, the movement was carried out nationwide.
  - Civil servants called "Seikatsu Kairyō Fukyūin (生活改良普及員、officer for improvement of living condition)" was started to be employed.

# Seikatsu Kaizen Undo (2)

- Examples
  - At first, the improvement started from small steps like decollating kitchen table with seasonal flowers.
  - They have also decided to use mattress cover and sew it by themselves with used fertilizer bag.
  - Many of such small improvements were discussed together with neighbors. Bottom upped by utilizing resources and ideas themselves.
  - They were also studied cases of nearby areas for their further improvements.
    - For example, Efficiency of cooking stoves, and improvement of the sanitization.
    - Also with utilizing government loan for this movement for improvements of farmers living condition.
  - There was also some disagreement among inhabitants about the topics of the movement.
    - Some people try to economize and simplify rituals and ceremonies and also tried to break old customs, however, others thought that was not suitable for to be regulated by communities.

# Seikatsu Kaizen Undo (3)

- A woman recollected the movement :
- "Now we can buy everything by money, but because it was a hard time of lacking everything, we could do it". The movement was finished because farmers' life improved, and people needed not such program anymore because of the rapid economic growth at that time.

# symbolic word of the Change

- **Sanshu no Jingi (Three C)**
  - a symbolic acronym in 1960s: color television, cooler (air conditioner), and car
- **"Danchi zoku" (white collar apartment dwellers)**
  - Japan Housing Cooperation was established in 1955
  - Started to build up many apartments for increasing urban white collar workers.
  - The standard size of the living space is one room and one dining kitchen with bathroom.
  - Such small place for nuclear family became a symbol of new modern life at that time.



**Note: A reproduction at a museum**



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1960年代初期のポータブルテレビ。T-1400型。40cm画面。100W・110V仕様。



1960年代中期のポータブルテレビ。T-1400型。40cm画面。100W・110V仕様。新設計の筐体とアンテナ。



1960年代中期のテレビ。T-1400型。40cm画面。100W・110V仕様。新設計の筐体とアンテナ。



Note: Electronics in 1960s to 1970s



# Japan after earthquake 2011

- After the earthquake and the nuclear plant accident in 2011:
  - people recognized the fragility of modern technologies and systems more than ever
  - People are now worrying about the excessive individualism
- **From Mu-en (無縁、むえん) society to U-en (有縁、うえん) society**
  - Try to make new regional bond based on the traditional notion of tight relationship (*kizuna*, 絆、きずな) and mutual help (*yui*, ゆい、結、like *gotong royong* in Indonesia)
  - It's not a mere revival of tradition in rural area, but mainly a trial in the urban society to redefine the traditional cultural value for new sustainable society in future
- Some people are trying to seek alternative living standard based on renewable energies.

# A turning point for Japanese

- There are plenty of technical and ideological books on:
  - Anti nuclear
  - Renewable energies
  - Slow life
  - Smart grid and nano grid
  - Smart houses.
- The lineup of these books shows us the anxiety of Japanese people for current living conditions.

# "Satoyama (common land) capitalism"

- Motani (2013) suggests us "Satoyama (common land) capitalism" as a counter concept for current global market economy.
- Generally, "Satoyama" is a common forest near a village where each villagers were allowed to collect firewood, mushrooms, fruits and so on with following agreements among villagers.
- Most of such common forests are abandoned now in Japan.
- Motani suggests to revitalize these common forests to build up new economy and to rebuild human scale society in Japan.
- With taking advantage of market economy system, such common forests will be better place to secure water, fuel and food by people themselves.
- It will also increase energy sustenance in Japan.
- It may also resolve the "Mu-en" society problem by revitalizing the people's bond.

# Conclusion

- Motani's idea may be also useful for Indonesian people because:
  - Indonesia has the rich biological diversity
  - Many ethnic groups have/had the tradition of common land (*tanah ulayat*).
  - Because still in the middle of development, Indonesia can change its direction easier than developed country.
- Our civilization may have already reached to the limit of current system based on mass consumption of fossil fuels and on capitalism, and this is a time for rethinking about the ongoing modernization process for to build up self-sufficient and sustainable society.
- We should also rethink about social ties and mutual help among people which we are losing now.