

COMPLETION REPORT

Department of International Relation, Universitas Indonesia

Asra Virgianita

【Subject of Research Project】

Citayam Fashion Week: After The Fashion Scene

This research produced two manuscripts: (1) *Citayam Fashion Week in the View of Millennials and Z Generation: Tourism Potential and Creative Economy ala Harajuku* and (2) *The Struggle for the Emergence of the Creative Industry Movement in Indonesia Through Citayam Fashion Week: What Mass Media Says*. Both studies explore **Citayam Fashion Week (CFW)**, a spontaneous street fashion movement that emerged in Jakarta in mid-2022. CFW started as an informal gathering where suburban youth showcased eccentric fashion in Sudirman, Jakarta's business district. Over time, CFW evolved into a cultural phenomenon, attracting media attention, influencers, and even government officials. Our research analyzed CFW's socio-cultural and economic impact, comparing it to Japan's Harajuku movement.

The first manuscript utilized a survey to understand Millennials' and Generation Z's perspectives on CFW. The findings revealed that 78.98% of respondents believed CFW could be a catalyst for Indonesia's creative economy, particularly in the fashion sector. The survey highlighted that CFW was seen as a platform for youth creativity and self-expression, with 75% of respondents acknowledging its unique style and 60% recognizing its potential to empower young people from underprivileged backgrounds. However, the research also noted that the government's response to CFW was largely negative, focusing on traffic disruptions and public order rather than harnessing its economic potential. This contrasts sharply with Japan's successful management of the Harajuku fashion district, which has become a global tourist attraction and a cornerstone of Japan's creative economy.

The second manuscript, employed discourse analysis to examine media coverage of CFW from mid-2022 to August 2023. The analysis identified three dominant discourses: (1) CFW as a platform for freedom of expression, (2) CFW's potential for the creative economy, and (3) class conflict and politicization. The first discourse emphasized CFW as a space for young people to express their individuality through fashion, often described as an "organic fashion phenomenon" and a "public necessity." The second discourse highlighted CFW's economic potential, particularly its ability to stimulate local fashion businesses and attract attention to Indonesia's creative industries. However, the third discourse revealed the challenges CFW faced, including class-based criticism, commercialization attempts by celebrities, and politicization by government officials. Media coverage often framed CFW as a movement for the "middle-lower class," which led to tensions and stigmatization,

particularly when celebrities and businesses attempted to capitalize on its popularity. Additionally, the government framed CFW as causing traffic issues and disorder, undermining its potential.

In conclusion, CFW represents a significant cultural and economic phenomenon in Indonesia, reflecting the creativity and aspirations of its youth. While it has the potential to contribute to Indonesia's creative economy, particularly in the fashion sector, its sustainability depends on supportive policies and a shift in how it is perceived by both the government and society. By learning from successful models like Japan's Harajuku, Indonesia could develop strategies to nurture CFW as a cultural and economic asset, fostering inclusivity, creativity, and economic growth. This research provides valuable insights into the dynamics of youth-driven movements and their potential to reshape cultural and economic landscapes.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

The research findings were presented at the International Symposium & Seminar ASJI on Human Security Issues: Revisiting the Concept of Human Security from the Perspectives of Japan and Indonesia, held on 7–8 December 2025 at Universitas Negeri Solo (UNS) Inn, Surakarta, Central Java. The event was organized by The Indonesian Association for Japanese Studies (ASJI). The presentation was delivered by Asra Virgianita, Darynaufal Mulyaman, Gibraltar Andbiya Muhammad, and Dewi Aulia Maharani. The titles of the presentations were (1) "Citayam Fashion Week in the View of Millennials and Z Generation: Tourism Potential and Creative Economy ala Harajuku" and (2) "The Struggle for the Emergence of the Creative Industry Movement in Indonesia Through Citayam Fashion Week: What Mass Media Says."

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

- Virgianita, A., Darynaufal Mulyaman, Gibraltar Andbiya M., Dewi Aulia Maharani. (n.d). *The Struggle for the Emergence of the Creative Industry Movement in Indonesia through Citayam Fashion Week: What Mass Media Says*. [Manuscript of Article Journal submitted for publication].
- Virgianita, A., Darynaufal Mulyaman, Gibraltar Andbiya M., Dewi Aulia Maharani. (n.d). *Citayam Fashion Week in the View of Millennials and Z Generation: Tourism Potential and Creative Economy ala Harajuku*. [Manuscript of Article Journal submitted for publication].

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)