

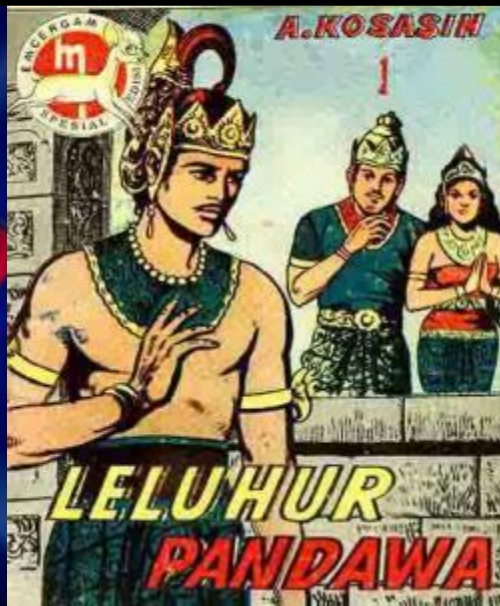


"Much more than just drawings and some captions,  
Tita's work is a cultural perspective presented superbly entertaining."  
— Andrea Hirata, author of *Laskar Pelangi* —



# REMEMBERING THE FUTURE OF INDONESIAN COMICS

Imansyah Lubis



# INDONESIA

## ETHNIC & CULTURAL DIVERSITY



# HISTORY

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**1930s**

Strips,  
Daily  
humor

**1950s**

Wayang  
Sci-fi  
Historic

**1980s**

Translated  
Western foreign  
comics

**2000s**

Festivals  
Workshops  
Digital comics  
Major  
publishers

**1940s**

War,  
Folklore  
Humor  
Adventure

**1960s-70s**

Martial arts  
Superhero  
Romance  
Historical  
fiction

**1990s**

Indie &  
Community  
Based  
Translated  
Japanese /  
Chinese /  
foreign comics





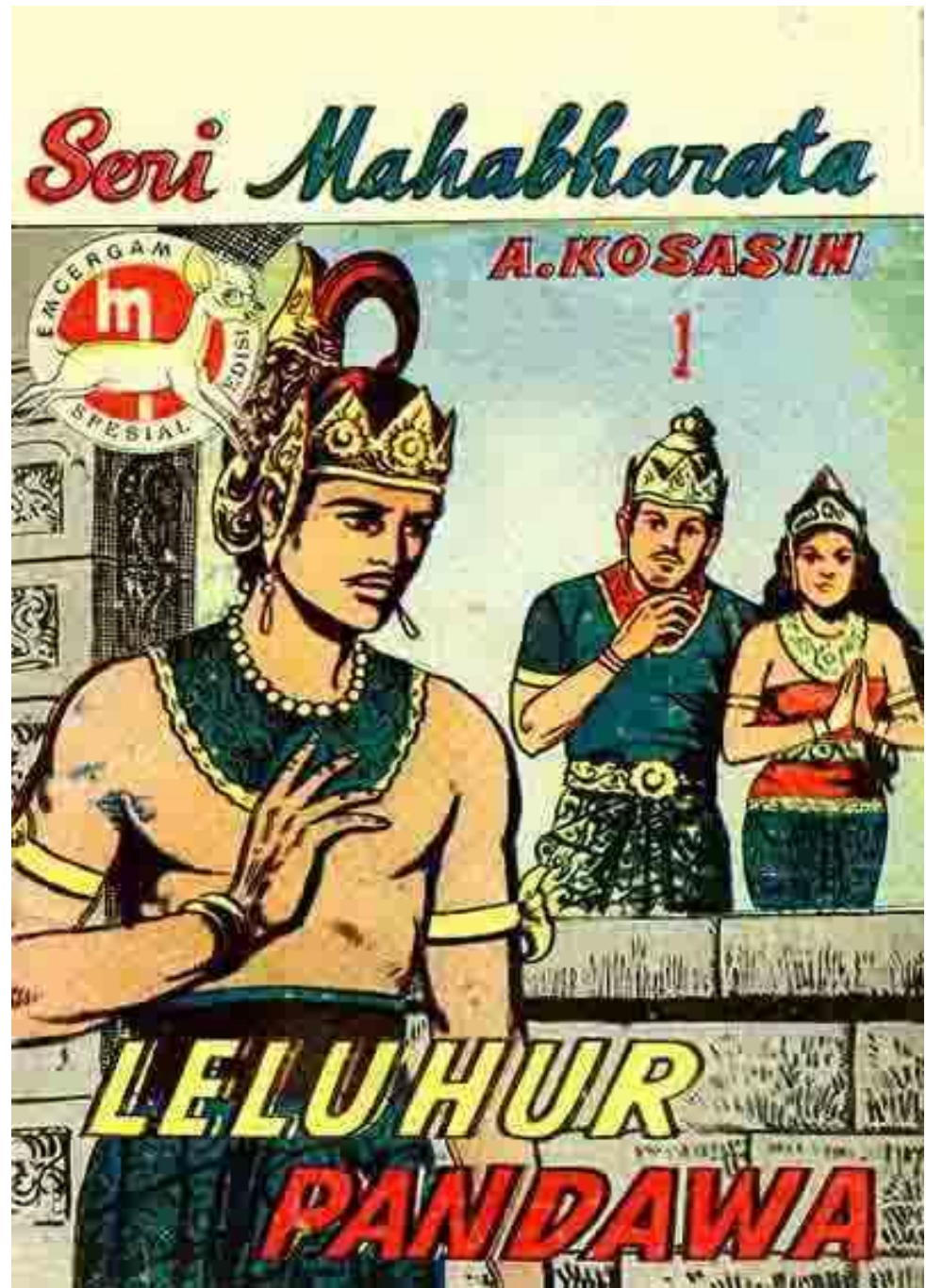
## 1930s – 1940s

- ***Put On***, a comic strip by **Kho Wan Gie**, started its debut regularly in Sin Po newspaper in 1931 (14 years before Indonesia independence).
- A daily life story of a middle-class Chinese-Indonesian native living in Jakarta.
- After *Put On*, other comic strips emerged in folklore, humour, and adventure genres.



**1950s**

Adapted from Ramayana and Mahabharata Hindu epics, and inspired from 'Wayang', a centuries-long heritage in Javanese culture, **R.A. Kosasih** published the epics in comic book format in 1954





# 1950s

- These works countered negative sentiments that comics were Western & capitalist products. Readers praised the results and the birth of Wayang comic genre began.
- R.A. Kosasih's success became the benchmark and inspired thousands comic artists for decades until today.



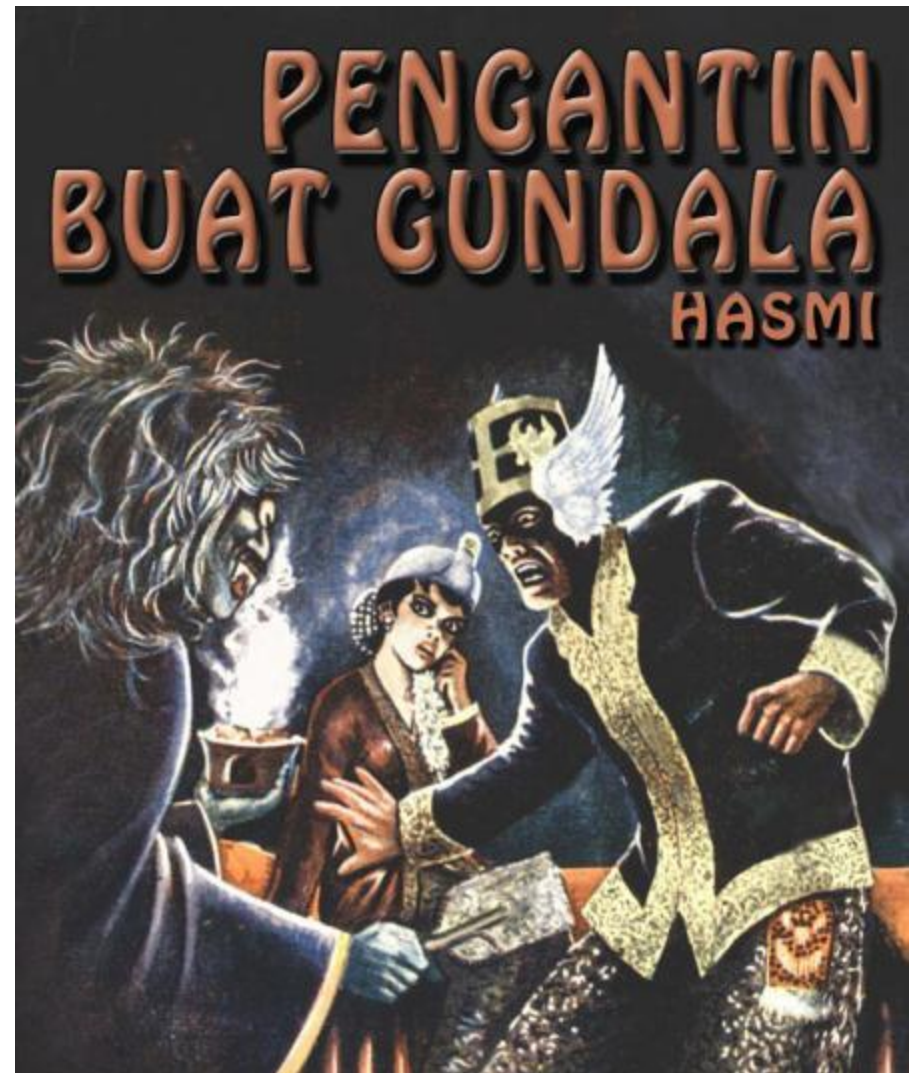
## 1960s – 1970s

The mid 60's witnessed the birth of martial arts, romance, historical-fictions, sci-fi and fantasy, and super hero comic genres.



## 1960s – 1970s

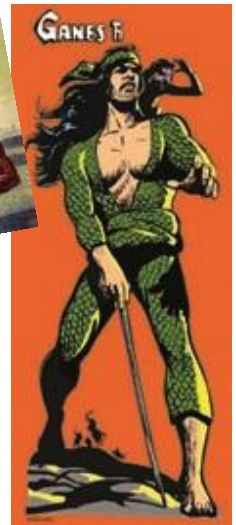
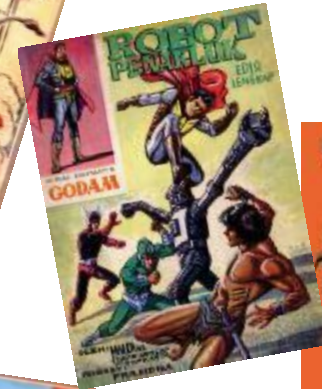
Although most were fictions, readers found the settings, values, landscapes, clothes, social relationship, etc were so close with local culture. Even superheroes are so 'local'.





# 1960s – 1970s

- This era until late 70's was considered the one of the most successful period in Indonesia's comic history.
- Comics became pop culture and most children and teenagers in major cities read comic books.



# 1980s

Our comic's popularity declined along with the invasion of translated European, American & Japanese comics in early 80's, and TV colour.





# 1980s

- Comic artists and writers found irresistible fortune in other industry (cinema, theatre play, graphic design, script writing, etc) and left comics.
- Publishers went bankruptcy, uncertain with the future of comics.
- Readers moved to new attractive products: foreign comics.





# 1990s

The 90's saw indie (photocopied) comics emerged from campus and high schools, and the formation of community based.

Thanks to internet technology.



# 1990s – 2000s

Young talents got hired by major foreign publishers, and opened new opportunities for other talents.



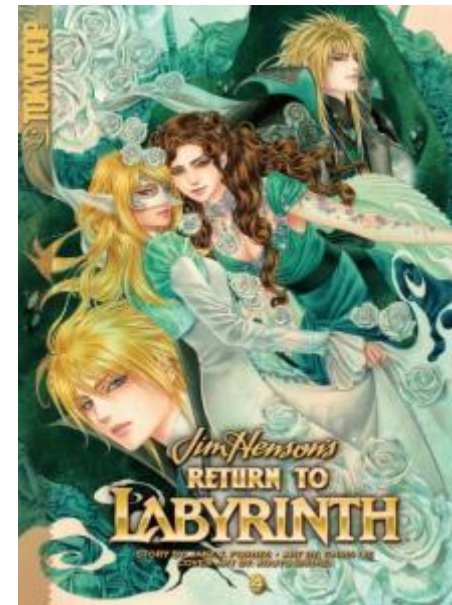
**Ardian Syaf**



**Admira Wijaya**



**Sami Basri**

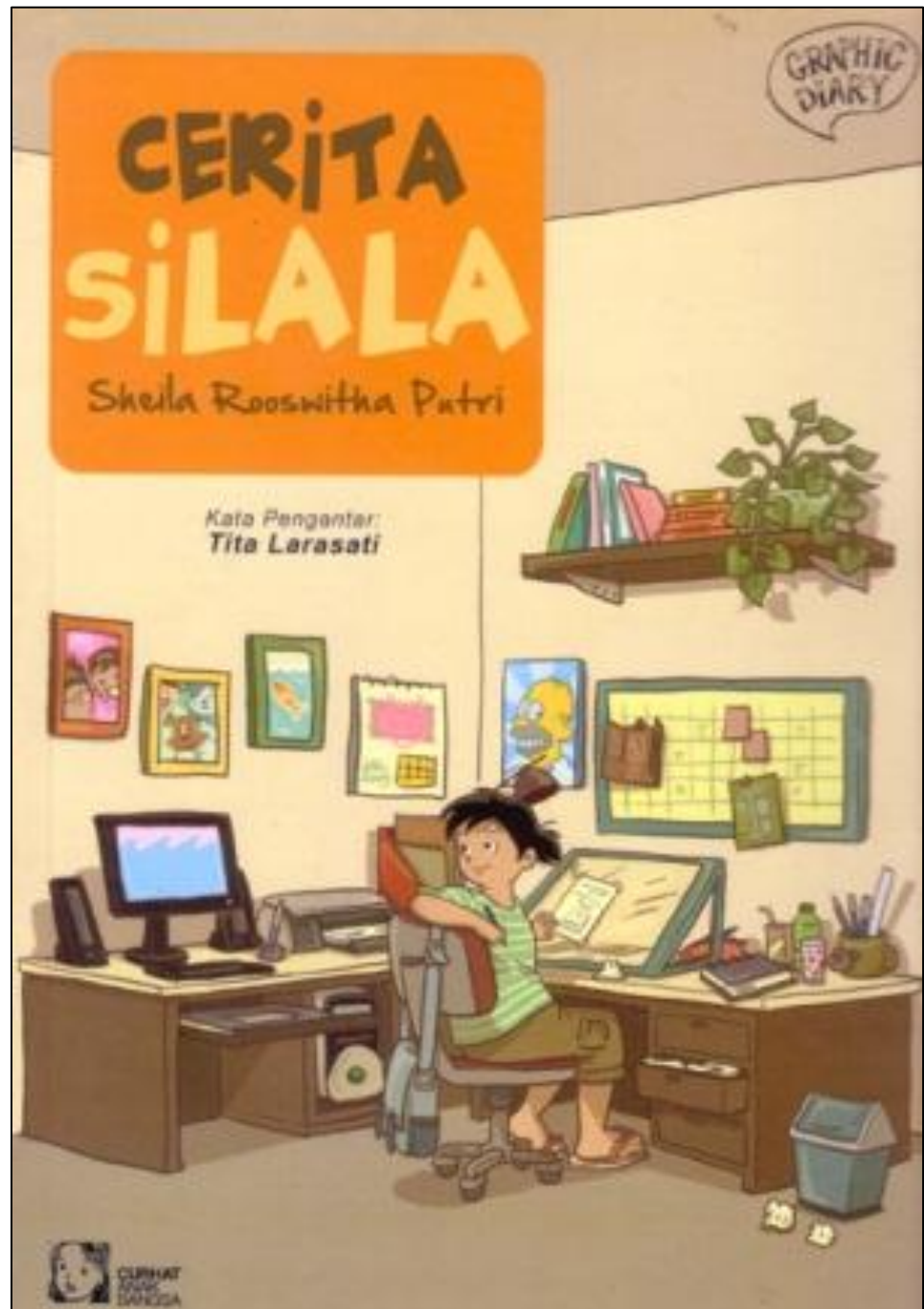


**Chris Lie**



## 2000s

2000's saw comic festivals and workshops took place, new publishers, digital-based comics, mobile phone comics, CSR and NGO comic projects, Gov't sponsored initiatives, and of course, new talents and new books.

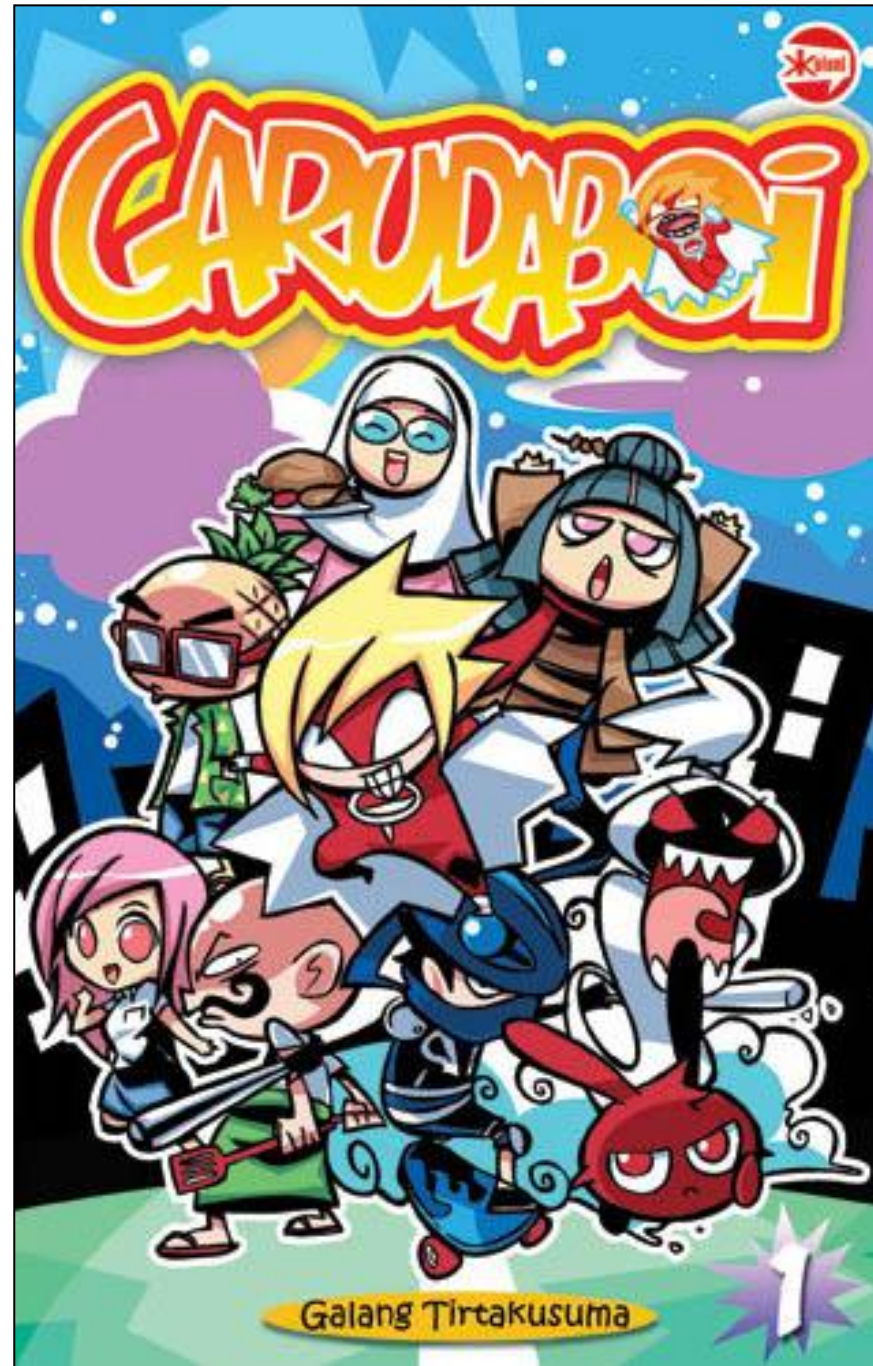




## 2000s

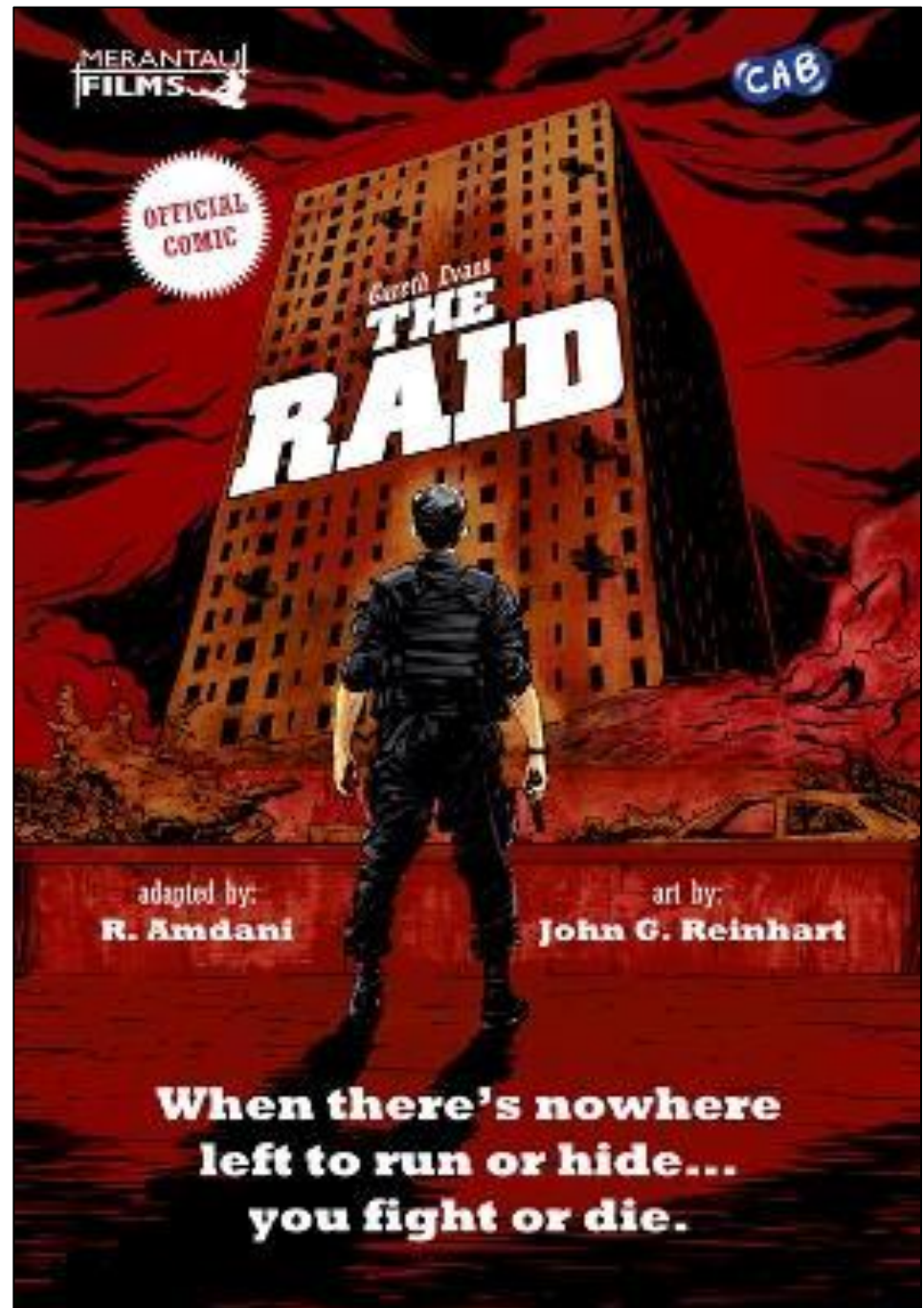
**Most of our comics reflected the culture.**

It can be in form of settings (architecture, scenes of a city or traditional market, forests, maritime, political and economic situation), local issues, values, social interaction, clothes and its accessories, etc.



## 2010s

After surviving foreign comics invasion, today Indonesian comics must fight for its existence in the entertainment world filled with television, home movies, online cinema, computer & mobile phone games, and social networks.





# TOWARDS THE FUTURE

Indonesian comic artist,  
Indonesian publisher

Foreign comic artist,  
Indonesian publisher  
(translated comics)

Indonesian comic artist,  
Foreign publisher,  
International distribution

Foreign comic artist,  
Foreign publisher  
(imported comics)

vbi\_djenggotten  
Penulis Married with Brondong

Zaytuna  
Jalan Raya Keludangan 1000

## 33 Pesan Nabi

### Jaga Mata, Jaga Telinga, Jaga Mulut



Kumpulan Komik Hadis Bukhari-Muslim

"Sangat Kreatif! Perpaduan antara pesan-pesan suci  
dan indahnya karya seni."

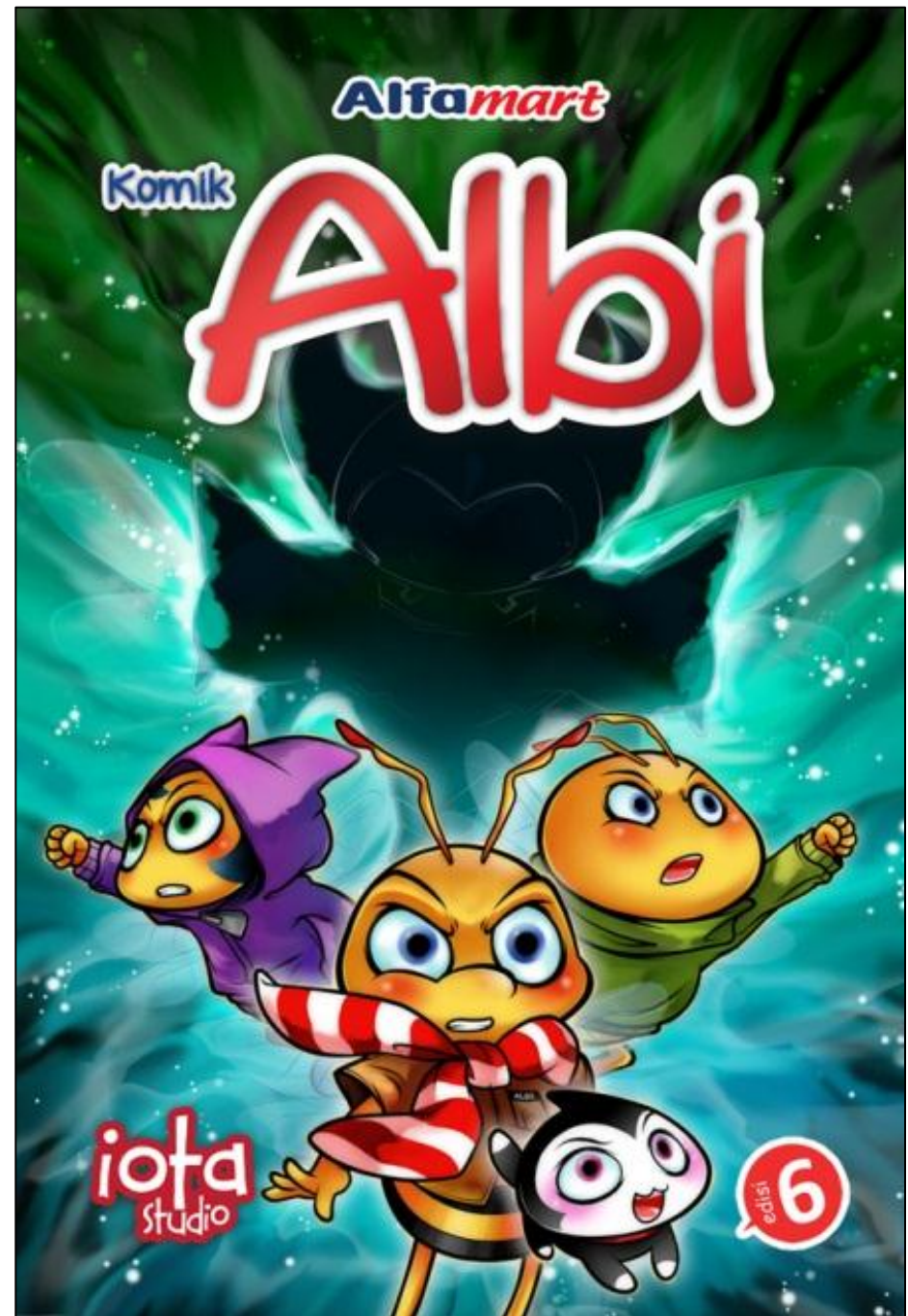
—Oki Setiana Dewi, Aktris Muslimah dan penulis buku *Melukis Pelangi*



# TOWARDS THE FUTURE

## CURRENT CONDITION

- 200 import comic books published monthly
- 2 – 5 local comic books published monthly
- 200.000+ potential buyer (Naruto vol 1 first print 10.000 copies, vol 37 sold 100.000 in 2 weeks)



# TOWARDS THE FUTURE

## CHALLENGES

- Lack of international exposure
- Lack of specific educations
- Lack national identity and positioning
- Low trust from local market about it's own local products
- Lack of public awareness about the careers in this industry

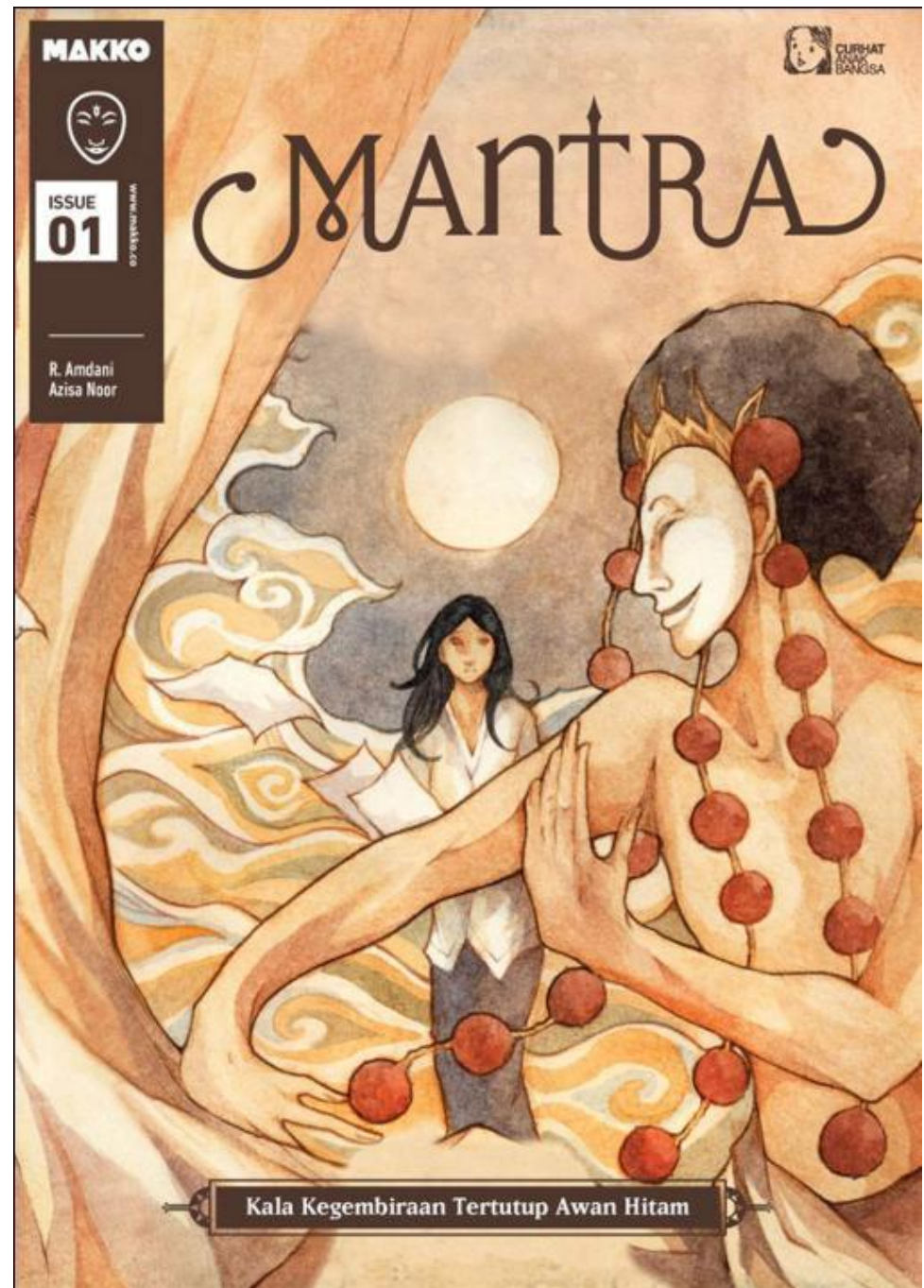




# TOWARDS THE FUTURE

## OPPORTUNITIES

- Large market
- Fast growing internet users
- Competitive (International) cost
- High multicultural diversity sources to explore
- Enthusiast talented young generation

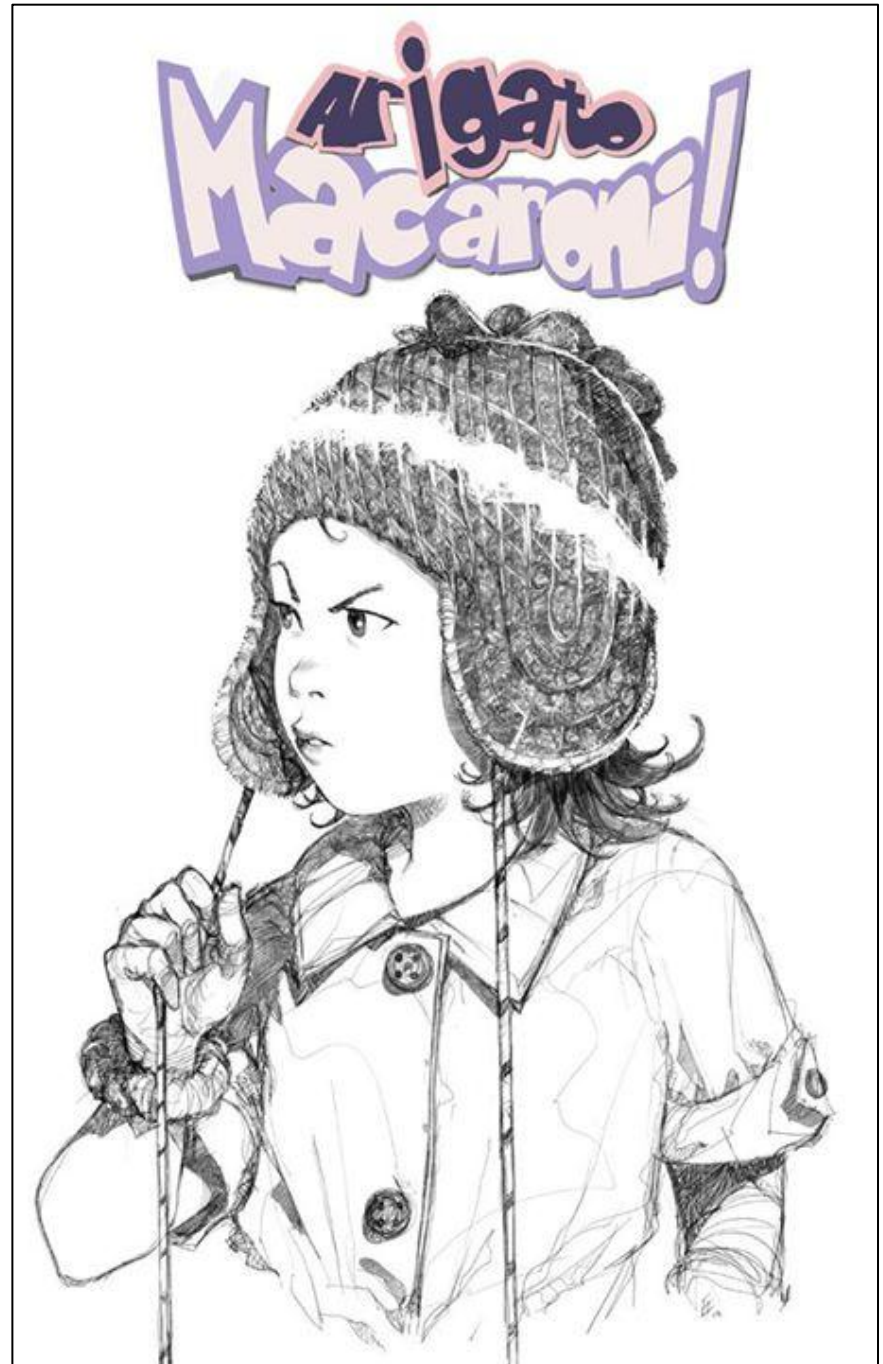




# TOWARDS THE FUTURE

## MISSION

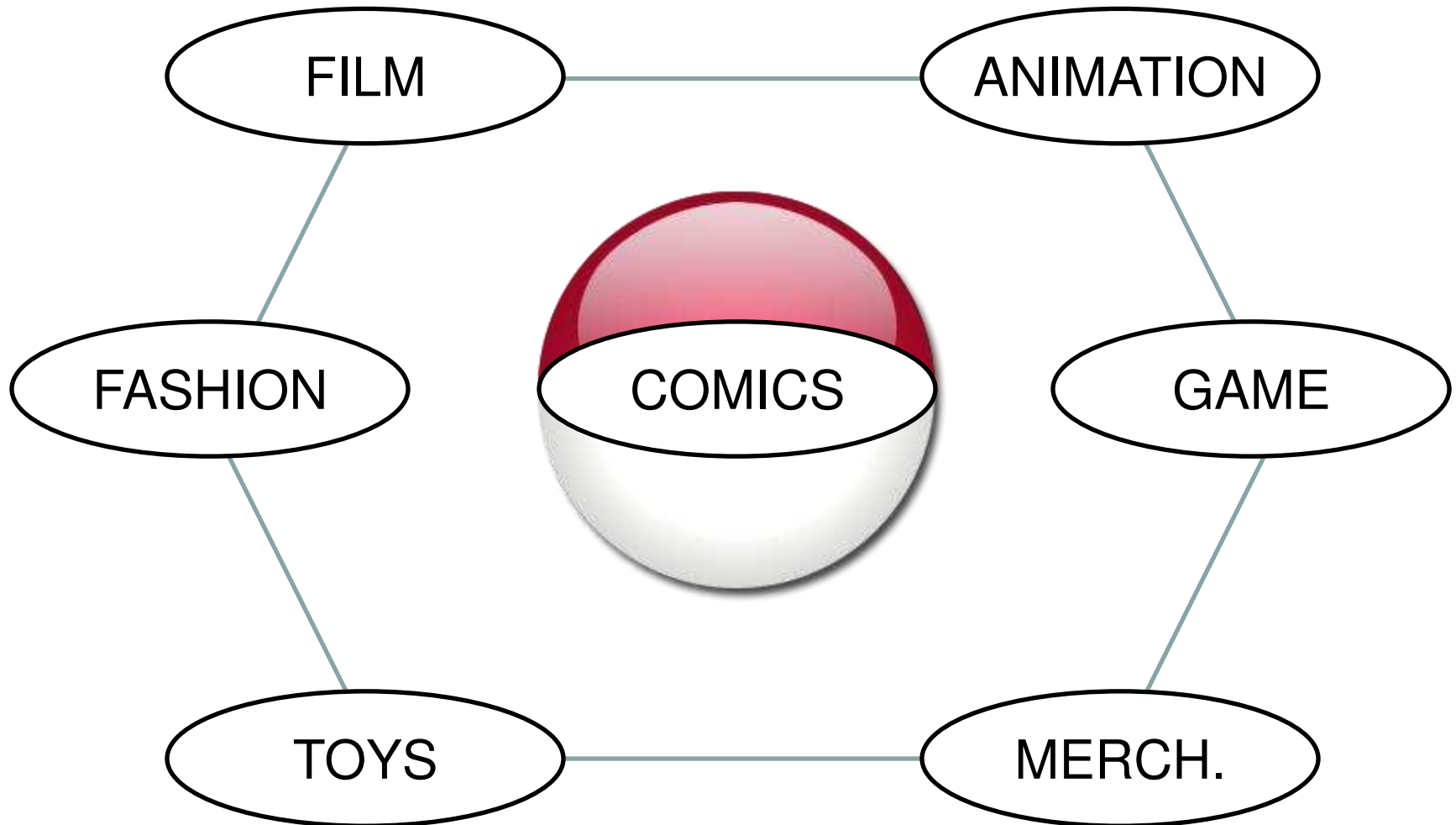
- Finding new audiences for comic industry
- Expanding the boundaries of the medium
- Changing the culture of comic industry



# **TOWARDS THE FUTURE**

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## **COLLABORATION**





**END OF PRESENTATION.  
THANK YOU VERY MUCH.**

