

The Role of Films with Regional Settings and Stories in Increasing the Welfare of Regional Communities

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Abstract

The utilising regional settings and stories which are provided by the local films have the potency to exceptionally enhance the prosperity of regional communities by empowering economic growth, promoting cultural legacy, and increasing the identity of the community. This paper examines the varied contributions to regional competitiveness and community welfare which is concerned more with their roles in improving the creative economy, attracting tourism, and enhancing local culture. Through thorough and complete reviews of current literature and case studies, I believe that the local film industry will be developed in advance by serving as the best strategic asset for regional development. Based on my deeper research found that local films not only accelerate economic growth but also improve cultural vitality and social cohesion. My conclusion is that strategic recommendations have to be given to the local governments to harness the power of the local film industry in promoting regional development.

Keywords: *Regional films, community welfare, regional competitiveness, creative economy, local film industry.*

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INTRODUCTION

A powerful medium to share cultural expression and storytelling can be delivered through films. Film functions that are concerned about regional settings and stories can act to be a pivotal role in promoting local community welfare, empowering economic growth, cultural enhancement, and regional competitiveness.

The intersection of film and regional development has garnered increasing attention in recent years, as scholars and policymakers recognise the multifaceted contributions of the local film industry to regional communities. As the creative economy continues to expand, understanding the role of local films in enhancing the welfare of regional communities becomes increasingly pertinent. This paper delves into the intricate ways in which local films contribute to community welfare, enhance regional competitiveness, and foster a vibrant creative economy.

Background

Regional films are defined as films that employ local settings and narratives which have improvingly well-known for their potency to lead the economic and social benefits. By exhibiting local landscapes, traditional cultures, and stories, films have benefits to boost local business and empower the culture of a regional vibrancy. Furthermore, they can stimulate the creativity of local citizens in terms of their economy by distributing the chance of employment as well as increasing the number of local talents (Hartono et al., 2023). The success stories of films like "Yowis Ben" and "Uang Panai" underscore the profound impact that regional cinema can have on local economies and communities. These films not only entertain but also serve as cultural ambassadors, showcasing the rich heritage and unique attributes of their respective regions to a broader audience (Muhamad et al., 2022).

The concept of regional competitiveness is intrinsically linked to the ability of a region to attract and retain investment, talent, and visitors. Films with local settings and stories can significantly enhance a region's competitiveness by highlighting its cultural and natural assets, thereby making it a more attractive destination for tourists and investors alike (Lee, 2014). The exposure generated by successful local films can put a region on the map, drawing attention to its unique offerings and fostering a positive image. This, in turn, can lead to increased investment in local infrastructure and businesses, further boosting the region's economic vitality (Evans, 2009).

Research Problem

Even though the potency of local films is quite well promising, it still needs a deeper acknowledgement of how these films will contribute to regional competitiveness and community welfare. Despite the evident benefits, the development of a thriving local film industry faces several challenges, including limited funding, inadequate infrastructure, and insufficient professional training. To fully harness the potential of

local films, it is imperative for local governments to implement strategic initiatives that support filmmakers, promote regional cinema, and create an enabling environment for the creative industries.

The existing literature provides a robust foundation for this analysis, highlighting various aspects of the creative economy, film-induced tourism, and the role of cultural initiatives in regional development. Hartono et al. (2023) examine the potential and challenges in creative economy development, offering insights into strategic recommendations for fostering a vibrant creative sector. Lee (2014) discusses how the creative industries can spur urban economic growth by attracting talent and investment. Evans (2009) highlights the importance of creative spaces and cultural initiatives in urban policy and tourism promotion. This research is aimed at filling the gap by examining different ways in which local films affect the regional communities and delivering strategies for leveraging these impacts for the development of the regions.

Objectives

The primary objectives of this study are to:

1. Investigate how local films with regional settings and stories contribute to the welfare of regional communities.
2. Examine the positive impacts of local films on regional competitiveness.
3. Propose a strategy for developing a local film industry to strengthen regional competitiveness and increase community welfare.

Research Questions

This study addresses the following research questions:

1. How do local films with local settings and stories contribute to increasing the welfare of regional communities?
2. What positive impacts do local films have on regional competitiveness?
3. What is the potential for implementing a local film industry development strategy with local locations and stories to strengthen regional competitiveness and increase community welfare?

LITERATURE REVIEW

The Role of Films in Society

Films have long been a medium for not just entertainment, but also for cultural expression and social commentary. According to Dienstag (2016), cinema plays a crucial role in shaping democratic values and societal norms. In the context of regional films, this role extends to promoting local culture and identity. Films have the unique ability to reflect and shape societal values and perceptions, often serving as a mirror

to society. Evan (2009) discusses how creative cities leverage cultural industries to foster urban development and economic growth, highlighting the potential for films to contribute to these processes.

Regional Competitiveness and Community Welfare

The concept of regional competitiveness relates to the ability of a region to attract and retain businesses and talent, thus ensuring economic prosperity and improved living standards for its residents. Andreotti, Mingione, and Polizzi (2012) highlight the importance of local welfare systems in fostering social cohesion, which is a critical component of regional competitiveness. Effective local welfare systems can enhance the quality of life for residents, making regions more attractive places to live and work. Lee (2014) provides empirical evidence on the positive impact of creative industries on urban economic growth, supporting the argument that a vibrant local film industry can contribute to regional competitiveness.

Economic and Cultural Impacts of Local Films

Local films can significantly impact the regional economy by attracting tourists and boosting local businesses. Kubrak (2020) discusses how films influence societal attitudes, which can translate into increased tourism and economic activity in the locations where these films are shot. Additionally, films can serve as a vehicle for cultural preservation and promotion, enriching the cultural fabric of a region (Jones, 2018). Hartono et al. (2023) identify key challenges and opportunities in developing the creative economy, offering strategic recommendations that can be applied to the film industry.

Case Studies and Examples

Several case studies illustrate the positive impact of local films on regional communities. For instance, Mineri and Riyanto (2023) analyse audience responses to the film "Yowis Ben," highlighting how it promotes local culture and identity. Similarly, Hapsari and Tanjung (2022) examine the reception of the Bugis tradition depicted in the film "Uang Panai" among non-Bugis audiences, demonstrating how films can bridge cultural divides and promote understanding. The film "Sang Pencerah" has been analysed for its influence on community life in Yogyakarta, showing how local films can promote cultural and religious values (Muhamad et al., 2022). These case studies, coupled with strategic insights from Hartono et al. (2023) and Lee (2014), demonstrate the practical benefits of a thriving local film industry.

METHODOLOGY

This study employs a qualitative research methodology, utilising a combination of literature review, case study analysis, and expert interviews to explore the impact of local films on regional communities. The literature review synthesises existing

research on the economic and cultural impacts of films, regional competitiveness, and community welfare. Case study analysis provides detailed examples of how local films have impacted specific regions. Expert interviews with filmmakers, local government officials, and cultural experts offer insights into the practical challenges and opportunities associated with developing a local film industry.

FINDINGS AND DISCUSSION

Contribution to Community Welfare

Local films significantly contribute to community welfare through a variety of mechanisms, including economic stimulation, cultural preservation, and social cohesion. The production of local films often necessitates a wide range of services, from catering and construction to transportation and accommodation, thus creating numerous employment opportunities for local residents. Additionally, films that highlight local narratives and traditions can foster a sense of pride and belonging among community members, strengthening social cohesion and community identity.

Economic Stimulation

The economic impact of local films is particularly noteworthy in their capacity to generate both direct and indirect employment. Direct employment arises from the need for cast, crew, and production staff, many of whom are often sourced locally. This not only provides jobs but also facilitates skill development and professional growth for local talent. According to Dienstag (2016), cinema plays a crucial role in shaping societal norms and providing employment opportunities. Indirect employment includes services such as catering, transportation, and accommodation, which support the needs of the production crew. Hartono et al. (2023) highlight that the creative economy, including the film industry, can drive economic growth and resilience in regional areas through the creation of jobs and business opportunities.

Moreover, the presence of a vibrant film industry can attract investment in related sectors, such as tourism, retail, and hospitality. Lee (2014) discusses how the creative industries can spur urban economic growth by attracting tourists and stimulating local businesses. The filming of popular films in specific locations often leads to an increase in tourists who wish to visit these sites, a phenomenon known as film-induced tourism. This can significantly boost local economies, as tourists spend money on accommodation, food, transportation, and other services.

Cabuyao, Cordero, Kudose, and Madrilejos (2023) provide evidence of film-induced tourism's impact on travel to Japan, demonstrating how destination exposure by locally-made films can enhance tourism. This finding aligns with Strielkowski's (2017) case study on Japan, which highlights the role of film-induced tourism in promoting tourist destinations and boosting local economies.

Cultural Preservation and Promotion

Local films play a pivotal role in preserving and promoting cultural heritage. By telling stories rooted in local traditions and experiences, these films help maintain cultural practices and keep them relevant. According to Jones (2018), films serve as a vehicle for cultural preservation and promotion, enriching the cultural fabric of a region. Films like "Sang Pencerah," which explores Islamic principles and their application in Yogyakarta, highlight how local films can promote cultural and religious values (Muhamad et al., 2022).

Furthermore, local films can also enhance the visibility of regional cultures on a national and international stage. This visibility can foster a greater appreciation and understanding of diverse cultural practices, contributing to cultural tourism. Kubrak (2020) discusses how films influence societal attitudes and perceptions, which can lead to increased interest and engagement with the cultures depicted in the films. This cultural enrichment can attract cultural tourism, further boosting the local economy and enhancing the region's attractiveness.

Social Cohesion and Community Identity

Local films also contribute to social cohesion and community identity by providing a shared cultural experience. Films that depict local stories and settings can create a sense of pride and belonging among community members, strengthening social ties. Andreotti, Mingione, and Polizzi (2012) argue that local welfare systems, including cultural initiatives, play a crucial role in fostering social cohesion. Films can serve as a medium for expressing and sharing collective memories and experiences, reinforcing community bonds.

The role of films in promoting social cohesion is further supported by Sharp and Maynard-Moody (1991), who emphasize the importance of cultural initiatives in enhancing the quality of life and fostering a sense of community. Local films can address social issues, spark conversations, and bring communities together to discuss and reflect on their shared values and challenges. This can lead to greater social cohesion and a stronger sense of community identity.

Case Studies: Yowis Ben and Uang Panai

Two notable examples of local films that have had a significant impact on their respective regional communities are "Yowis Ben" and "Uang Panai." These films highlight the potential of local cinema to drive economic growth, cultural preservation, and social cohesion.

"Yowis Ben," directed by Bayu Skak, is a film set in East Java that incorporates local language and culture. The film's success has brought attention to the cultural richness of the region and has fostered a sense of pride among the local community. Minerri and Riyanto (2023) highlight how the film has resonated with local audiences,

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reinforcing their cultural identity and promoting the Javanese language and traditions. The economic impact of "Yowis Ben" is also significant, as it has boosted local tourism and attracted visitors interested in experiencing the locations featured in the film.

"Uang Panai," directed by Asril Sani, is another example of a local film that has had a profound impact on its community. The film explores the cultural practice of "uang panai" in Bugis society and has sparked discussions about cultural traditions and modernity. Hapsari and Tanjung (2022) discuss how the film has been received by non-Bugis audiences, promoting cultural understanding and appreciation. The film's success has also stimulated the local economy by attracting tourists and generating revenue for local businesses.

Enhancing Regional Competitiveness

Local films can enhance regional competitiveness by attracting tourists, showcasing the unique attributes of a region, and fostering a vibrant creative economy. Tourists drawn to film locations spend money on accommodation, food, and other services, thereby boosting the local economy. Furthermore, the exposure generated by films can attract investors and businesses to the region, enhancing its competitiveness.

Attracting Tourism

Film-induced tourism is a significant driver of regional competitiveness. The exposure generated by films can attract tourists to the locations where they were shot, leading to increased economic activity in the region. Evans (2009) discusses how creative spaces and cultural initiatives can enhance urban policy and attract tourism. Tourists visiting film locations often spend money on accommodation, food, transportation, and other services, providing a boost to the local economy. The film "Yowis Ben" has attracted numerous visitors to East Java, boosting the local tourism industry and generating revenue for local businesses (Mineri & Riyanto, 2023).

Cabuyao et al. (2023) and Strielkowski (2017) emphasize the positive impact of film-induced tourism on local economies, highlighting how destination exposure through films can significantly boost tourism and related economic activities. Yoon, Kim, and Kim (2015) provide insights into the varying success of film tourism destinations, suggesting that the perceptions of local residents are crucial in determining the overall impact of film-induced tourism.

Showcasing Regional Attributes

Local films can also showcase the unique attributes of a region, making it more attractive to potential investors and businesses. By highlighting the region's landscapes, culture, and traditions, films can create a positive image of the region, attracting investment and fostering economic development. Dienstag (2016) discusses how cinema can shape societal norms and perceptions, influencing the attractiveness

of a region. Films like "Uang Panai" showcase the cultural richness of Bugis society, promoting the region's unique cultural practices and attracting tourists and investors (Hapsari & Tanjung, 2022).

Fostering a Creative Economy

A vibrant local film industry can foster a creative economy, driving economic growth and innovation. Lee (2014) highlights how the creative industries can spur urban economic growth by attracting talent and investment. Local films provide employment opportunities for local talent, including actors, directors, writers, and production staff. This not only boosts the local economy but also fosters a culture of creativity and innovation. Hartono et al. (2023) discuss the potential of the creative economy in driving economic growth and resilience in regional areas, emphasizing the importance of supporting local film industries.

Cultural Enrichment

Local films play a crucial role in preserving and promoting cultural heritage, thereby enriching the cultural fabric of a region. By telling stories rooted in local traditions and experiences, these films help maintain cultural practices and keep them relevant. According to Jones (2018), films serve as a vehicle for cultural preservation and promotion, enriching the cultural fabric of a region. Films like "Sang Pencerah," which explores Islamic principles and their application in Yogyakarta, highlight how local films can promote cultural and religious values (Muhamad et al., 2022).

Cultural Preservation

Local films help preserve cultural practices and traditions by depicting them on screen. This not only keeps these practices alive but also introduces them to new audiences, ensuring their continued relevance. Films like "Yowis Ben" and "Uang Panai" have played a significant role in preserving the cultural practices of their respective regions. Mineri and Riyanto (2023) highlight how "Yowis Ben" has promoted the Javanese language and traditions, while Hapsari and Tanjung (2022) discuss how "Uang Panai" has brought attention to Bugis cultural practices.

Cultural Promotion

Local films also play a crucial role in promoting cultural heritage by showcasing it to a broader audience. This can foster a greater appreciation and understanding of diverse cultural practices, contributing to cultural tourism. Kubrak (2020) discusses how films influence societal attitudes and perceptions, leading to increased interest and engagement with the cultures depicted in the films. The cultural promotion generated by local films can attract tourists interested in experiencing the unique cultural attributes of a region, further boosting the local economy.

Strategic Recommendations for Local Governments

To maximise the benefits of local films, local governments should consider implementing the following strategies:

1. Funding and Support

Provide financial support for local filmmakers through grants and subsidies. This can help cover production costs and encourage the creation of high-quality films that showcase local culture and stories.

2. Film-Friendly Policies

Create policies that make it easier for filmmakers to shoot in the region, such as streamlined permitting processes and access to public spaces. Evans (2009) discusses the importance of creating a supportive environment for creative industries through favourable policies and infrastructure.

3. Promotion and Marketing

Promote local films through marketing campaigns and partnerships with national and international film festivals. This can increase the visibility of local films and attract tourists and investors to the region.

4. Infrastructure Development

Invest in the development of film production infrastructure, such as studios, equipment, and training facilities. This can attract filmmakers to the region and create a supportive environment for local talent.

5. Collaboration and Networking

Facilitate collaboration between local filmmakers, cultural institutions, and tourism boards. This can create synergies and enhance the overall impact of local films on the regional economy.

6. Education and Training

Provide education and training programs for aspiring filmmakers, focusing on skills development and professional growth. This can nurture local talent and ensure a steady supply of skilled professionals for the local film industry.

Implementing these strategies can help local governments strengthen their local film industries, enhance regional competitiveness, and increase community welfare. The success of films like "Yowis Ben" and "Uang Panai" demonstrates the potential of local cinema to drive economic growth, cultural preservation, and social cohesion.

By incorporating these strategies, local governments can create a thriving local film industry that not only boosts the regional economy but also preserves and promotes cultural heritage, fosters social cohesion, and enhances the overall quality of life for community members.

CONCLUSION

This study underscores the significant role that local films can play in enhancing regional competitiveness and community welfare. By boosting the creative economy, attracting tourism, and enriching local culture, regional films can serve as a strategic asset for regional development. Local governments should consider implementing policies and initiatives that support the growth of the local film industry, such as providing funding for local filmmakers, creating film-friendly regulations, and promoting regional films in national and international markets. Drawing on the strategic recommendations from Hartono et al. (2023) and the evidence from Lee (2014) and Evans (2009), regions can develop targeted strategies to leverage their creative industries for broader economic and social benefits.

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