

A Social Change, Machiavelli and Establishing a New Order of Things: The Role of Literature in Creating a New Culture for Our Times

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Abstract

A brief glance at the history of Indonesian literature illustrates how social change is usually accompanied by a new wave of literary production that stands distinct from previous works. In this keynote we will examine the economic causes of this renewal, based on earlier examples, and speculate on the emerging pandemic literature. As Indonesia becomes wealthier and social change accelerates literature will help people define who they are. Just as books replaced serialised novels, online literature will substitute for books. Low transaction costs may usher in a period of literary competition (concentration) or fragmentation.

Keywords: Machiavelli; New order of things, Social change,

A. Introduction

The isolation, the separation, and denial of access to one another that we felt and which have come about during covid-19 pandemic have turned off the tap, if you like, in terms of the market for literature and creativity. At the same sense, and you will read in this paper, in a symbolic sense there is a very traditional process that we have gone through. We have gone up the mountain. Many of us have been in. We have been in solitary. We have been in confinement and it is from that period of introspection, often that a new wave of creative energy is released.

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Indonesian literature illustrates how social change is usually accompanied by a new wave of literary production that stands distinct from previous works. In this concise paper we will examine the economic causes of this renewal, based on earlier examples, and speculate on the emerging pandemic literature.

B. Research Method

Quantitative research method was applied in this research in which Creswell (2003: 18) states, quantitative research “employ strategies of inquiry such as experiments and surveys, and collect

data on predetermined instruments that yield statistical data”. Furthermore, Williams, (2011) remark that quantitative research starts with a statement of a problem, generating of hypothesis or research question, reviewing related literature, and a quantitative analysis of data.

C. Results and Discussion

1. Socio-economic change demands interpretation and expression

First the researcher wants to touch on Machiavelli. Machiavelli is an Italian. He is the first ever political scientist, the Italians claim. He said as follows:

There is nothing more difficult to take in hand, more perilous to conduct, or more uncertain in its success, than to take the lead in the introduction of a new order of things, because the innovator has for enemies all those who have done well under the old conditions, and lukewarm defenders in those who may do well under the new
(Machieveli: *The Prince*)

It means that it is not easy for a person to be the trend setter or hero of revolution because there are many

people prefer to be in the old condition and those people do not want to bring new system or order or idea. The new order will be a chaos for those people who feel comfortable with the old condition but high pressure sometimes happens so that we can see the changes that result in the emergence of new order or generation.

What Machiavelli said is that basically it is very difficult to bring about a new order of things, a new generation of literature or culture, and we can see this in Indonesia. We saw in the past that there were new generations emerging when major social-economic changes took place as presented in the table 1 of Indonesian literature periods below:

Table 1. Indonesian Literature Periods

No	Generation	Period
1	Angkatan Pujangga Lama (Literates of Olden Time/ Traditional Literature)	
2	Angkatan Sastra Melayu Lama (Generation of Older Malay Literature)	
3	Angkatan Balai Pustaka (Generation of the [Colonial] Office for Popular Literature)	1920–1932
4	Angkatan Pujangga	1933–

	Baru (Generation of New Literates)	1942
5	Angkatan 1945 (Generation of 1945)	1942–1949
6	Angkatan 1950 - 1960-an (Generation of the 1950s)	1950-1960
7	Angkatan 1966–1970-an (Generation of 1966 into the 1970s)	1966-1970
8	Angkatan 1980–1990-an (Decade of the 1980s)	1980-1990
9	Angkatan Reformasi (Reformation Period)	The post Suharto
10	Angkatan 2000-an (Generation of 2000s)	2000-2019
11	Angkatan Covid -19 (Generation of Covid-19)	2020 - ?

Based on the Indonesian Literature Periods, we have seen that there were different new generations of literature and culture emerged because of major social-economic changes. It started from *Angkatan Pujangga Lama*, *Angkatan Sastra Melayu Lama*, *Angkatan Balai Pustaka*, *Angkatan Pujangga Baru*, and *Angkatan 1945*.

If we have the opportunity to read Chairil Anwar's line "...*Saya mau hidup seribu tahun lagi*" then we realize that that line taken from Chairil Anwar's poem and the period of creativity in Angkatan 1945 are

absolutely marvelous but please remember also that Chairil Anwar was suffering from the feelings of frustration at that time so that he was able to write a poem with very powerful language.

The isolation period related to the Covid-19 we are undergoing now represents a pause. We are waiting and searching for spirit and now it is the time to bring about new generation, a new have of literature and culture, either in Indonesia or other countries.

2. Literary Substitution: A creative process where markets are made

The researcher is interested in analyzing one of the forms of popular fiction, *cerita silat* (martial-arts story).

Table 2. Cerita Silat Insight

S H Mintardja (1933-1999): 'A story for our people'

Channels have changed: Serialisation-> lending libraries-> Radio -> Film (in many instance)

Genre has evolved: SHM-> Bastian Tito ->

Let's take a look at SH Mintarja, one of favorite Indonesian authors as it is stated in able 2. Mr. Singgih is the

author of Naga Sasra and Sabun Inten in the 1960s and it was serialized in local newspaper Kedaulatan Rakyat in Yogyakarta in 1960 and it became a very popular story amongst mostly Javanese people in Indonesia. He did not have a big following outside of Java, but in Java, people were very interested in SH Mintarja and Naga Sasra and Sabuk Inten.

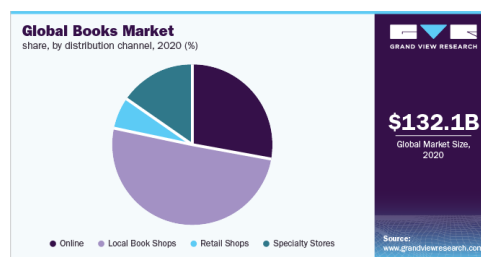
The researcher wants to highlight two things here. One is the channels. The channels that we used for distribution of his product and this was done to repair processes serialization. It happened in newspapers and it is not good. There was serialization and then in newspapers, and then it went to learning libraries and of course, it went on to radio. It went on to the radio and martial-arts story, in many instances has also gone on to radio and then it went on to film. and if you think about film there have been films for Bastian Tito, and we can see here that there has been a progression as well in genre. We started with SH Mintarja. We went to Bastian Tito and most recently langit Kresna Hariadi with Gajah Mada series, which many

of younger listeners will be familiar with.

3. Globally the book sales are going online

In terms of channels as it is portrayed in the table below that what is happening globally is that book sales are now dominantly sold online. Roughly half of the product is sold online and that number is increasing.

Table 3. Global Book Market



Based on the table 4 below, online consumption of books rose quickly during the early pandemic (2020 data)

Table 4. Online Consumption of Books

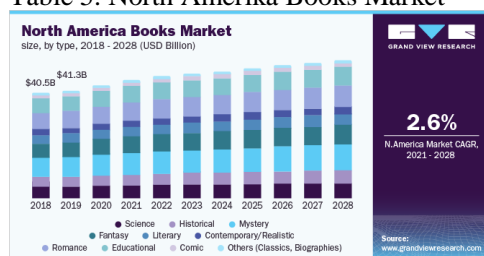


If we look at what is happening with data from the united Kingdom, we can see that.in the circle area we have a four percent increase on a

much larger base but in digital, it is up twenty four percent. Now for our readers, for our listeners, we are familiar with china. We might think well, so what? It is because this kind of transformation was happening in china five years ago but it indicates that there is a harmonization going on and a transition to online construction and that is important. It is terribly important to the types of genres and the types of reading that people will do going forward so we are really looking now the economics of the field and how that is changing.

Now what we can see based on table 5 below.

Table 5. North Amerika Books Market



We are moving now into this space where we are looking at what is happening in North America and other lines that came up, and we can see that literature broadly speaking, is on the right, so here it is shown how mystery, fantasy literature,

contemporary and realistic, and romance, particularly romance were already popular but which are accelerating.

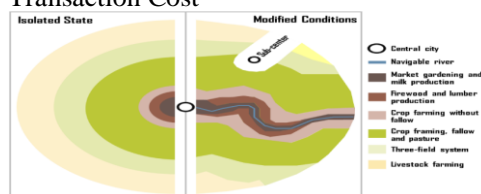
This is not uncommon whenever you have a big social change, people like to figure it out, so they start reading mysteries. They fantasize about the future, so there are more fantasies going being produced and maybe there is also a question of accounting again, going back to earlier point, a sense of isolation. We can see there are these changes going on in society and is reflected in the demand for the type of literature that people are consuming.

4. Transaction costs shape markets and culture

When we talk about consumption, people think about the costs of consult consumption, what the benefits are in economic. We have this area, which is transaction costs and when we talk about transaction costs. We could go on for hours, but what is really probably quite interesting to do is to look at this in terms of a visual framework Therefore, if we look at this, we will

see that you have a city in the middle and then around the city. you have the park and then a little bit further out, you have your cows and a bit further out, you have your woods and this creates these products. They make a journey into the center where they consumed the market, eaten by the King and people in that country. This is a way of thinking about how people consume the product but the thing that is important here is that if you can find a way of reducing costs then the form of organization changes. If we take a look at this from a geographical perspective, we can see that if you add a river then the form of society changes because the transportation cost decreases.

Table 6. Geographical Perspective on Transaction Cost



That is during feudal era and now the form of the river is the internet and also mobile-phone. This changes the form of our society. It changes the way we consume so that we dare to read book or genre that

previously does not exist and this is the change that is not only related to Covid-19 but also to the economic changes.

Transaction cost also forms culture. This is one point of view to help us understand how the world changes mathematically when we have different transaction costs. Therefore, imagine here we have a set of norms and culture in Indonesia.

We have these norms and we have interpretation that we have behaviors and, in that space, they judge risk. they judge what is acceptable and not acceptable and outside of that, they have uncertainty and so what happens when you have a large social disruption is that the norms are not acceptable anymore and so we have this change in the distribution of behaviors that takes place, and this is what is so fascinating and this is what is written in the literature. If we think about it in terms of a distribution here, we have the unit costs for literature. We have the distance and obviously, the unit costs for the more that you sell and distance is also proportional to volume. So the more we produce, the

cheaper it gets, this is a basic economic rule. but also because of distance.

There are costs associated with distance and then we have a curve and this gives us a critical volume and a distance which is nice but what happened in the digital world is that this cost curve has now changed. What that means in practice is that this curve here comes out to here so we have a new volume and a new distance in principle.

D. Conclusion

We have a situation now that as Indonesia becomes wealthier, the literature will continue to help people define who they are and who they want to be but just as books replaced serialized novels. online literature will substitute for books. Falling transaction costs will usher a period of literary competition and concentration or fragmentation and what is meant by this ultimately is as communication costs for the market for literature will expand.

So if we think about this in terms of music we have seen with spotify in recent years. Taylor Swift is

now a global phenomenon because her music is accessible anywhere. We can be in Papua. We can be in Aceh. We can be in North America. We can access our music. This is altering. The market for creativity.

By the same notion, we also see fragmentation. We see areas where localized consumption of cultural artifacts are emerging and again pass through did a great service to us earlier by showing us those traditional manifestations of culture that have emerged and are thriving as a result of a change circumstances with Covid-19.

References

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