

PANEL 6

Current Issues surrounding Digital and Social Media in Southeast Asia

1. Social Media and Area Studies: How to Cope with the Fake News of Myanmar

Jang Sik Park, Professor, Southeast Asian Studies & Director, Institute of ASEAN Studies, Dong-A University

Thanks to information and communications technology in this very globalized world, students of Area Studies can easily access news and information about the areas or nations through social media as YouTube, Facebook, Instagram, Twitter, etc. In reality, fake news from foreign social media is often manipulated to attract people's attention, and if its contents are shocking, it can spread rapidly and provoke big misunderstanding. Specifically, there is virtually no way for ordinary people to distinguish fake news or information from overseas. If it is necessary to examine foreign information or news, is it what experts in Area Studies can do? In this context, this study aims to consider our roles related to its review or examination through the cases of Myanmar, where fake news has recently been flooded.

Jang Sik Park

I am currently a professor at the Department of Global Business, Dong-A University and also the director of the Institute of ASEAN University. My academic career began to study Indian languages (Hindi, Sanskrit, Pali) at Hankuk University of Foreign Studies, Seoul, Korea, studied the Myanmar language and Area Studies in Osaka, Japan, and received a PhD degree in Linguistics from Banaras Hindu University, India. Also I was a visiting scholar at the Program in Agrarian Studies, Yale University, during 2000-2002. As the president of the Korean Association of Southeast Asian Studies I had served for two years since 2013. My academic interest has been the influence of Indian culture in Southeast Asia, and concentrated on the study of culture and arts in Myanmar and Cambodia. Recently, I am involved in developing the digital transformation of ASEAN cultural heritage (cultural technology including VR), for which a couple of projects under my leadership had been completed.

2. From a Contracted Market to an Expanding Horizon: An Assessment of the Changing Market Dynamics and Value Chain of Indonesia's Film Industry

Putri Widya Utami, PhD Candidate, Graduate School of Asian and African Area Studies, Kyoto University

Every film industry is built under the foundation of varied historical context and internal idiosyncrasies. In the case of Indonesia, past domestic restrictions and unfriendly policies constricted the industry's value chain and markets. A literature review and secondary data analysis of the industry's unique character, market dynamics, and value chain reveal that liberalization, digitalization, and audience behavior change due to the Covid-19 pandemic have expanded the diversity of both market players and film distribution channels, particularly in the creation of vibrant secondary markets for local films. The study finds that a contracted market and immature industry value chain can expand and diversify with the help of pertinent

responses to external factors, and unexpected changes can be beneficial when tailored to specific industry conditions. Although past government policies have had negative effects on the industry, intervention is still needed to support intellectual property (IP) management, piracy prevention, and market diversity.

Putri Widya Utami is a PhD student at ASAFAS, Kyoto University. She studies political economy and is passionate about creative industries in Southeast Asia. Her current research is on Indonesia's film industry, focusing on its market dynamics and the impact of digitalization on the industry.

Discussant and Moderator

Mario Lopez, Associate Professor, Center for Southeast Asian Studies, Kyoto University

Mario Lopez is an associate professor at the Center for Southeast Asian Studies, Kyoto University. An anthropologist, he researches the transnational flow of healthcare personnel within the Asia Pacific region in response to demographic change and labor shortages. He has carried out research on how the Covid-19 pandemic impacted the Procurement and Lives of Migrant Healthcare Workers in Japan's healthcare sector. He is one of the editors of the Corona Chronicle Website that was set up to document the effects of the pandemic in Southeast Asia.