

Marketing the Divine

QASIMA

Qasidah Modern, Gender, and Islamic Identities in Indonesia

Rebecca Selin | UM Center for Southeast Asian Studies

How do global and national forces interact with regional and local cultures? What texts record these interactions?

Case: Qasidah Modern music as one record of changing concepts of modernity in Indonesia 1975-present.

Indonesia

Indo (India(n)) [nesos] (islands)





Medan

Kuala Lumpur

Singapore

Jakarta

Bandung

Java

Brunei

Indonesia

Makassar

Manado

Timor-Leste

Cocos
(Keeling)
Islands

Qasida to Qasidah to Qasidah Modern



Qasidah Rebana



Qasidah Modern Band, Nasida Ria

Modernity and National Identity in Indonesia



Sukarno, 1st President of Indonesia (1949-1967)

- coined the term “third world” for non-aligned nations
- sympathetic to PKI, Indonesian Communist Party
- envisioned a uniquely Indonesian socialist modernity
- deposed after CIA-sponsored staged coup in 1965



Suharto, 2nd President of Indonesia (1967-1998)

- championed trickle-down economics
- known for stifling religious and arts organizations
- envisioned a modern Indonesia defined by material prosperity and nationalist pride

Nasida Ria

www.NasidaRia.net

BANYAK GEDUNG KAU DIRIKAN
KE MENDANGI KAU ITU DITURUNKAN

Perdamaian

[Perdamaian, perdamaian (x8)

Banyak yang cinta damai, tapi perang makin ramai
Bingung, bingung ku memikirkannya]x2

Meski kau anak manusia, ingin aman dan sentosa
Wahai kau anak manusia, ingin aman dan sentosa
Tapi kau buat senjata, biaya berjuta-juta

Banyak gedung kau dirikan, kemudian kau hancurkan [2x]
Bingung-bingung ku memikirkannya

[chorus]

Rumah sakit kau dirikan, orang sakit kau obatkan [2x]
Orang miskin kau kasihi, anak yatim kau santuni [2x]
Tapi peluru kau ledakan, semua jadi berantakan [2x]
Bingung-bingung ku memikirkannya

[chorus]

Peace

[Peace, peace (x8)

Many love peace, but war is on the increase
I'm confused just thinking about it] (x2)

Although you children of the earth want safety and health,
Yes you children of the earth want safety and health,
But you make weapons with all of your wealth.

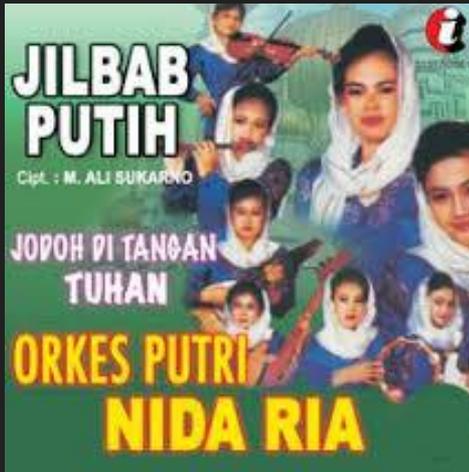
Many buildings you build, only to be destroyed,
I'm confused just thinking about it.

[chorus]

Hospitals you build, the ailing you heal,
The poor you pity, the orphans you comfort,
But missiles you deploy turn all to disarray,
I'm confused just thinking about it.

[chorus]

1990's Islamic Awakening and Consumerism



- New prevalence of *jilbab* (hijab/veil)
- Growing base of Muslim middle class consumers
- Arab-themed products, services, and entertainment
 - Islamic fashion
 - Superstar televangelists
 - Self-help and religious education courses catering to the wealthy
 - Increased popularity of religious pop music

Reboots: Qasidah Modern returns via Social Media



Qasidah Memes



Qasidah-Dangdut Fusion: Qasima

“[Social media] really helps a lot. Since the beginning of our career [in 2011], EI Wafda could be like it is now because of our presence on social media, which allows us to directly communicate with listeners...Most of them follow our schedule on social media.” -Ibu Ulvi, promotion, Qasidah EI Wafda

Thank you!
¡Gracias!