

## **Surabaya We Love: Through the Eye of Youth Independent Filmmakers in Surabaya**

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### *Abstract*

The title of this paper is inspired by the project called “CUK (Love For The City) Surabaya”. It is collaboration project of the film, photography, music, and comic community, which later produced the feature-length film “Surabaya Roman Taste”. Further, as mentioned by the project producer, the project aims to explore Surabaya in the broadest senses –the food, the landscape, the dialect, etc.

Regardless of the conflict that emerged over who initiated this project, I am inspired by the idea of how these young people of Surabaya visualize the city of Surabaya; moreover, I am interested to elaborate more on how they build the city identity since identity can no longer be understood as a given social reality. Complexity of the changing world has opened the opportunity for identity to be constantly producing. Or, as referred to by Arjun Appadurai, locality is no longer perceived as given social reality in a bounded site (Peleikis, 2000). Further, the intensified exchange between localities, nations, and world regions will have the implications for how the local identity will produce itself constantly. Again, as mentioned by Appadurai, producing locality is a constant struggle.

In particular, to elaborate how the young people produced and constructed the city identity, I will analyze the films produced by independent filmmakers in Surabaya who joined the CUK project, and also those who did not join, by using Barthes’ Semiology within the framework of Appadurai.