

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A classic car is a car judged over a period of time and mostly it is from the 1990s or older. The population of classic car owners in Indonesia is increasing along with the purchase of newly made cars. For classic car enthusiasts, classic car function is not only for traveling from one place to another but as symbolic aspects; lifestyle, social class, and nostalgia. Nostalgia is defined as a "dream of an earlier era accompanied by a strong emotion" and "a fundamental sense for managing the present, the aesthetic direction of daily life, and the establishment of emotional and social relationships" (Setiffi and Scotto 2018). Thus, the meaning of owning classic cars from the perspective of classic car owners is a value that could not be achieved by non-enthusiasts, especially classic cars.

Many Indonesian classic car enthusiasts are derived to own at least one classic car because of nostalgia reason and its unique model (Raditya 2021). Jeremy Clarkson, an English motoring specialist entertainer, argued that "You can develop a relationship with a car and that's what non-car people don't get" (Cooper 2016). On account of Jeremy Clarkson's argument, a relationship between the car and its owner is mainly achieved by car enthusiast. Which the object in this study was limited only for classic car owner for better result later in the discussion.

Many Indonesian celebrities such as Andre Taulany, Deddy Mahendra Desta, and Gading Marten own classic cars and they are based in Jakarta. These celebrities play such significant roles for classic car enthusiasts and owners. Because of their influential power in terms of owning a classic car, positive role modelling behaviors that are highly valued are utilized as standards to build comparisons and ambitions for upward social mobility (Escallas and Bettman 2003). Furthermore, these celebrities also affected the market price of classic cars, especially in Jakarta. Although other cities are also famous for their classic car as well for instance *Museum Angkut* in Batu city, however, Jakarta as the capital city of Indonesia was perhaps the trend center for classic car culture in Indonesia which also supported by several influential celebrities (Ramadhan 2021). Other than that, according to Aswicahyono (2018, 145-146) in 2016 “Indonesia exported 194,397 completely built-up vehicles alongside with 6,233,114 components and mostly went to Jakarta.”

Although there are variety of transportation, personal motorcycles and cars are the most used vehicle to travel around. People in Jakarta prefer personal transportation to public transportation due to their lack of conveniences, such as Trans-Jakarta and commuterliner can be considered inferior transportation mode (Maulana and Yudhistira 2020). Jakarta’s traffic often jammed due to its lack of convenient public transportation. However, this becomes problematic since the personal transportations often causes traffic jam around the city. In 2011, the total number of vehicles in Jakarta exceeded 13 million. Motorcycles continue to dominate, with almost 9 million in total, in the course of time with passenger cars

(2.5 million), and utility vehicles (buses and trucks) accounting for the remaining (0.9 million) (Wismadi, Soemardjito and Sutomo 2012). Therefore, to reduce the amount of traffic in Jakarta, the DKI Jakarta Department of Transportation enforced a law based on the license plate number which is odd or even, also known as the Even-Odd System (or *ganjil-genap* in Indonesian). However, the long-term effectiveness of the system is regarded as less effective. As of the present, there are flaws that make it difficult to parse the traffic (Satria 2021). Thus, the DKI Jakarta government needs another solution to the traffic problem, which is known as the diesel ban policy. It is a policy in a form of government regulation to reduce emission around a city. Back in August 2019, Jakarta provincial government issued a regulation where cars aged over 10 years are forbidden to be driven in Jakarta and will take effect in 2025, following the implementation of the instruction from the Governor of DKI Jakarta Anies Baswedan Number 66 of 2019. Not only that the Jakarta provincial government issued the regulation to reduce traffic, but also its main purpose was for air quality control. This issued regulation, however, generates a stereotype among cars aged above 10 years old that those cars produce bad gas emissions.

The plan to ban over 10 years old cars brings various response among Jakarta people, especially, in this study, the owner of classic cars. Rather than to stop using classic cars, many classic car communities actively conduct meet-up which aims to shows their movement against the regulation issued by the government. Although it is contrary to the regulation issued, most classic car owners exceedingly have their car in good condition, especially the engine parts

which it is the main source of gas emission. Banning 10 years old cars entirely is not very efficient to control the air quality since every car has a different gas emission production. In addition, cars that produce bad emission are not only those that are already aged more than 10 years old. Rifat Sungkar, an Indonesian rally driver (2021, 1) once said that “The cars that are more than 10 years old, that is the average *hobby car* that is not used every day.” The issued regulation also causes misunderstanding between the meaning of old cars and classic cars. The term “old car” however, is not equal to “classic car.” An old car is one that is used on a daily basis and is more than ten years old. On the other hand, classic cars are cars that are driven and maintained by car enthusiasts, but they are not driven on daily basis (Dewanda 2021).

Owning and maintaining a classic car is part of classic cars preservation. Since classic cars are will never be produced again, the owner keeps it from extinction and in the best condition as possible. Moreover, classic car owners have a different kind of sense towards classic cars, compared with an ordinary car user. Classic car owners see the car from its classical and unique design, types of modifications applied, and the feeling of driving the car. They care about how the car’s condition is, mainly the engine parts. Other thing that matters to classic car owners is that driving a classic car can bring their memories back to when the car was newly made.

Taking a look at developed countries, the government thinks about how to preserve and conserve classic cars. In Singapore, for instance, classic cars have the privilege to be driven only at night time, on weekends, or on other holidays, and no

more than 45 days a year. It makes sense since classic cars must have intensive and special treatment, therefore it is only allowed to go out at certain times (Tan 2020). In Indonesia, the tax regulation for classic cars does not have special requirements. However, classic cars have their taxes cheaper compared to newly made cars. Contradictory to the tax regulation in Indonesia, the older the car in Singapore, the more expensive the tax will be, and there are many considerations to think of if people in Singapore wants to own a classic car.

Furthermore, not only that purchasing classic cars can bring nostalgia to the owners or as part of preservation, but it also corresponds with social class. Social class among classic car owners is perhaps quite strong, depending on what car, how many of them are owns, and how is the condition of the car. To be seen as a member of the upper class, individuals of each social class strive to match the consumption habits of the class above them (Memushi 2013). They purchase classic cars to show off their social status within their group. Many historical and sociological studies have focused on the vehicle and its consumers, emphasizing its capacity to indicate the owner's status (Setiffi and Scotto 2018). As mentioned in the previous paragraph, classic car enthusiasts do care about what car they owned and use because it represents their social status. Social status refers to the level of social value or worth that a person is thought to have (Sauder, Lynn and Podolny 2012). Therefore, owning a good classic car represents what social class they were. Moreover, many good classic cars in Indonesia can be considered beyond rupiahs.

The study is important to be conducted because the DKI Jakarta provincial government regulation where cars aged over 10 years old are forbidden to be driven

in Jakarta, is contradictory with the intention of classic car owners in Jakarta. The diesel ban is a way regulated by the government to reduce the use of fossil fuel or diesel. In this case, the diesel ban policy is specifically dedicated to regulate cars aged above 10 years old. Classic car owners in Jakarta, as the object of this research, have an important role in DKI Jakarta provincial government issued regulation where it will, perhaps, shuts down classic car enthusiasts' hobby. In brief, the procurement of new cars is basically increasing every year. The Evolution of Automobile Manufacturing is dominated by technological innovation, an invention that has been thrived and implemented throughout the world economy's sectors of industry and services (Naymwange and Naymwange 2014). At the same time, it is also increasing along with the procurement of classic cars. Therefore, consumption of classic car in Jakarta plays important role in this study, mainly the consumption of maintaining classic cars in term of services and spare parts.

The diesel ban policy was issued in 2019 by Jakarta's Governor. However, even before the regulation was issued, there was already an attempt to ban cars that are aged over 10 years old. In 2015, there is an open petition for the rejection of Jakarta provincial government's plan to prohibits vehicle aged more than 10 years to be driven in Jakarta. The petition was signed by more or less 300 classic car owners in Jakarta and more than 40 classic car communities. However, the 2015 issued regulation focused on traffic jam that often happened in Jakarta, a problem that classic cars do not contribute in. Amroe Wahyudi, the head of a classic car community argued that "When it comes to traffic jams, many of us only use our classic cars on Saturdays and Sundays. So, you could say we did not cause traffic

jams” (Antikasari 2015). Moreover, conspicuous consumption also plays a role along with the disagreement of classic car owners in Jakarta towards the issued regulation.

To conduct the consumption analysis of classic car owners in Jakarta in this study, the writer used Thorstein Veblen’s theory of Conspicuous Consumption. It is known for the public consumption or use of expensive goods, services, or leisure activities for the purpose of displaying or enhancing one's own social status, indicate one's ability to pay for it, and thus, displaying one's own wealth, despite the availability of cheaper alternatives that provide the same functionality (Hammerl and Kradischnig 2018). The conspicuous consumption in this research focuses on the social settings of classic car owners in Jakarta, which also correlated with wealth and status. Status is defined as how members of a society perceive an individual's social standing (position), and for this position to be created, there must be a display of wealth (Trigg 2001). The display of wealth, in this case is an ownership of classic car, determines the position or status of a person within the context of classic car owner in Jakarta. Furthermore, Trigg (2001, 100) argued that “Veblen's theory of conspicuous consumption is indicated by the formation of a leisure class whose members are not expected to work but acquire a surplus created by those who do work, the working class.” This triggers many classic car enthusiasts to work harder to be able to purchase classic cars and show their status among other classic car enthusiasts. Other than to show social status within classic car owners, Memushi (2013, 253) through the lens of conspicuous consumption argued that “consumers try to conform to social norms, expectations and personal

desires of other members of their own group,” or a desire of conformity. For that reason, classic car owners in Jakarta and Jakarta provincial government issued regulation that does not relate to one another.

Lastly, a previous study with the same object discussed classic car has been conducted. It is titled *Driven by Nostalgia: A Study of Classic Cars' Social Representations Among Italian Youth* written by Francesca Setiffi, and Vincenzo Scotto (2018). The previous study was purposed to define and understand stereotypes and social representations of historic automobiles and their owners from the perspective of young people. Interviewees were asked to imagine not only the age and occupation of certain car owners, but also the symbols and lifestyles associated with classic cars. In other words, they tried to identify the typical owners of classic cars and their social connotations according to youth in Italy. The research of car's stereotypes is based on the interviewees' understandings of the imagined world of classic cars, which is made up of real or future owners, enthusiasts, and engineers. Also, their point of view towards classic car as an item.

The present study identified the consumption of classic car owner, in term of buying classic car and their cost for the maintenance using Conspicuous Consumption theory by Thorstein Veblen. Not only that this study identified the consumption of classic car owner in Jakarta in term of buying classic car and its maintenance, personal status such as the type of classic cars they own, their position among classic car owner community, their spending power, job, etc.

1.2 Statement of the Problems

The problem discovered in the object of this research comes from the diesel ban policy, which does not match with classic car owners' intention. According to the background of the study, the writer formulated a statement of problem as follow.

1. What do classic car owners in Jakarta do to anticipate their classic cars to avoid being banned by the Government diesel ban policy from the perspective of conspicuous consumption?

1.3 Objectives of the Study

By doing this research, the researcher has several aspects of the problem to be analyzed as the purpose of this research. With regard to the statements of problem above, the research purpose is written below.

1. To find out the way of classic car owners in Jakarta to anticipate their classic cars to avoid being banned by the Government diesel ban policy from the perspective of conspicuous consumption.

1.4 Significance of the Study

The Jakarta provincial government issued regulation for the plan to prohibit cars aged above 10 years becomes a threat among Jakarta's classic car owners. The basic concept between Jakarta provincial government's regulation for the prohibition of cars above 10 years is contradictory with the intention of classic car owners in Jakarta. The Jakarta provincial government issued a regulation to control the air quality in Jakarta by prohibiting cars above 10 years. On the other hand, the number of classic car owners are increasing over the years. The consumer of classic cars after the diesel ban policy was published by the Jakarta provincial government does not affect the owners to stop doing their hobby on collecting, and taking care of classic cars.

Using conspicuous consumption, the writer believes that this research would show the reader that the diesel ban policy needed a rework in certain circumstances. Thus, the aim of this study was to discover on what do classic car owners in Jakarta do to anticipate their classic cars to avoid being banned by the government diesel ban policy from the perspective of conspicuous consumption. Furthermore, the writer also expects that this thesis could contribute to serve as a guide for all researchers who will conduct further research with the same theory or concerns that are not significantly different from one in this research.

1.5 Definition of Key Terms

Diesel Ban:	A way for the government to reduce the use of fossil fuel or diesel in form of regulation.
DKI Jakarta provincial government:	The administrator of government by the regional government and the Regional House of Representatives of the Province of Special Capital City Region of Jakarta (DKI Jakarta).
Classic Car:	Classic car are cars that are driven and maintained for car enthusiasts, but they are not driven on daily basis (Dewanda 2021).
Conspicuous Consumption:	People consume conspicuously in order to be acknowledge and acquire a greater social standing in society (Trigg 2001).