

Panel Title: Southeast Asian Consumers, 1970s-Present

Panel Convenor: Mina Roces, University of New South Wales, Sydney, NSW, AUSTRALIA 2052. Email: m.roces@unsw.edu.au
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Brief Description of Panel: Single Session: 3 presenters: 1 x 90 minutes

This interdisciplinary panel analyzes the consumption practices of Southeast Asians in the period from the 1970s to the present using case studies of Indonesians, Malaysians and Filipinos. Papers use the disciplinary methodologies from the social sciences (anthropology, political science) and the humanities (history) to tackle areas of consumer behavior that have so far received little attention in the scholarship on consumption in Asia more generally. These include a focus on how consumption and the display of markers of the supernatural is made meaningful by different actors in Indonesia, linguistic consumption of the Arab language and religious piety in Indonesia and Malaysia, and the ways in which Filipino migrants' conspicuous consumption symbolized both the success of the migration project and love for families left behind. From forms of religious and mystical or spiritual consumption to conspicuous consumption, panelists examine the semiotics of spending in the everyday practices of Southeast Asians from the 1970s to the present.

Paper titles:

Judith Schlehe, University of Freiburg, "Consuming Contested Markers of the Supernatural in Contemporary Indonesia"

Claudia Derichs, University of Marburg, "Making Arab Language Fashionable: Religious Piety and Consumption in Indonesia and Malaysia"

Mina Roces, University of New South Wales, Australia, "Hey Big Spender: Filipino Migrants' as Consumers, 1970-2015"