

Promote China's Poverty Alleviation
to Indonesia in the Time of
Economic Recovery After Pandemic

PROPOSAL



PREPARED FOR :
GYLD WiseDemo

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Promote China' s Poverty Alleviation to Indonesia in the Time of Economic Recovery After Pandemic

A Research Project to Create Video Documentary Series to Introduce
the successful Chinese Poverty Alleviation Model to Indonesian
People.

A Proposal for GYLD WiseDemo

A PROJECT DELIVERABLE



A Project Summary

The project's focus in this proposal is to promote successful poverty alleviation in China to the Indonesian people. The team will make video documentaries in rural areas where poverty alleviation programs were carried out in four regions: Tibet, Jiangxi, Fujian, and Yunnan. Documentary videos will be made or dubbed using Indonesian and uploaded to various international and Indonesian social media. The target of these video documentaries is 191 million Indonesian people active on social media by 2022. This project is expected to inspire so that the Indonesian people and government can do the same to alleviate poverty during the economic recovery after the pandemic.

1. Background

1.1 China Poverty Alleviation

The world is facing a lot of uncertainty after the COVID-19 pandemic and the threat of climate change. Economic disparities are still a problem for many countries. The World Bank predicts that the economic slowdown will continue until 2023. Global extreme poverty increased from 650 million in 2019 to 711 million in 2021. With this situation, poverty eradication in various countries also slows down. China's poverty alleviation program can be an inspiration to developing countries. During eight years (2012-2020), as many as 98.99 million people came out of extreme poverty. In 2020 China won the war against poverty with zero extreme poverty rates.

China's poverty alleviation ideas and inspiration must be promoted to the international community so that the world economy can recover quickly. By adopting the values of peace and development, we must work together in eradicating poverty, utilizing information technology, and people-to-people exchanges. My proposal is formed based on this foundation.

China's experience of using technology to cultivate natural resources and online marketing can be an inspiration for countries that are battling poverty. I take my own experience reporting the achievements of Xinjiang people in poverty alleviation. Therefore, in this proposal, I promote the achievement of poverty alleviation in China with an effective and fast method to become an inspiration for poverty alleviation in Indonesia as developing countries.

1.2. Indonesian Still Struggle to Reduce the Poverty

With about 273 million people, Indonesia is the world's most populous country and the largest economy in Southeast Asia. Indonesia has charted impressive economic growth since overcoming the Asian financial crisis of the late 1990s and become 10th largest economy in terms of purchasing power parity. Furthermore, Indonesia has made enormous gains in poverty reduction, cutting the poverty rate by more than half since 1999, to under 10 percent in 2019 before the COVID-19 pandemic hit.

Indonesia assumed the G20 Presidency in 2022, encouraging all countries to work together to achieve a stronger and more sustainable recovery from the pandemic's impacts. With its economy impacted by the pandemic, Indonesia went from upper-middle income to lower-middle income status as of July 2021. The pandemic also partially reversed recent progress in poverty reduction, from the record-low of 9.2 percent in September 2019 to 9.7 percent as of September 2021.

Indonesia is still working hard to eradicate poverty, especially after the pandemic. With 191 active social media users in 2022 and an average of 3 hours using social media, disseminating information through social media in Indonesian is an effective strategy.

1.3. Relevant Experience

In 2021 I made articles and videos in various locations in Xinjiang, with people experiencing their daily work, writing about their experiences out of poverty, and publishing the videos on international social media such as Youtube and Instagram and articles in the popular Indonesian blog. Some of my work can be presented as follows.

1. <https://www.youtube.com/watch?v=AuGJvzgqebM>



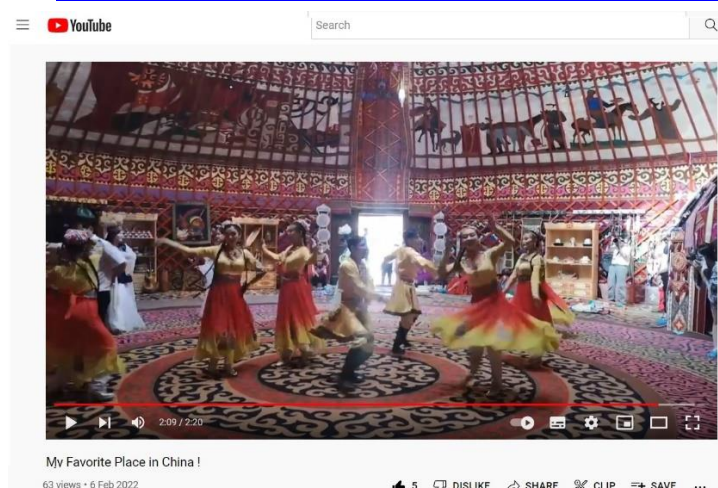
2. <https://www.youtube.com/watch?v=QAUDT27Y7ZQ>



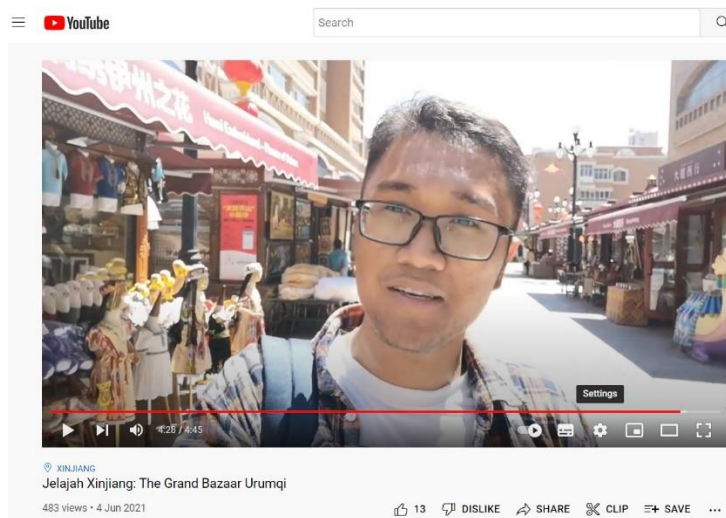
3. <https://www.youtube.com/watch?v=Jo8imEj4RcM&t=134s>



4. <https://www.youtube.com/watch?v=PzW31LrQeIo&t=39s>



5. <https://www.youtube.com/watch?v=V6qNM7it69s&t=94s>

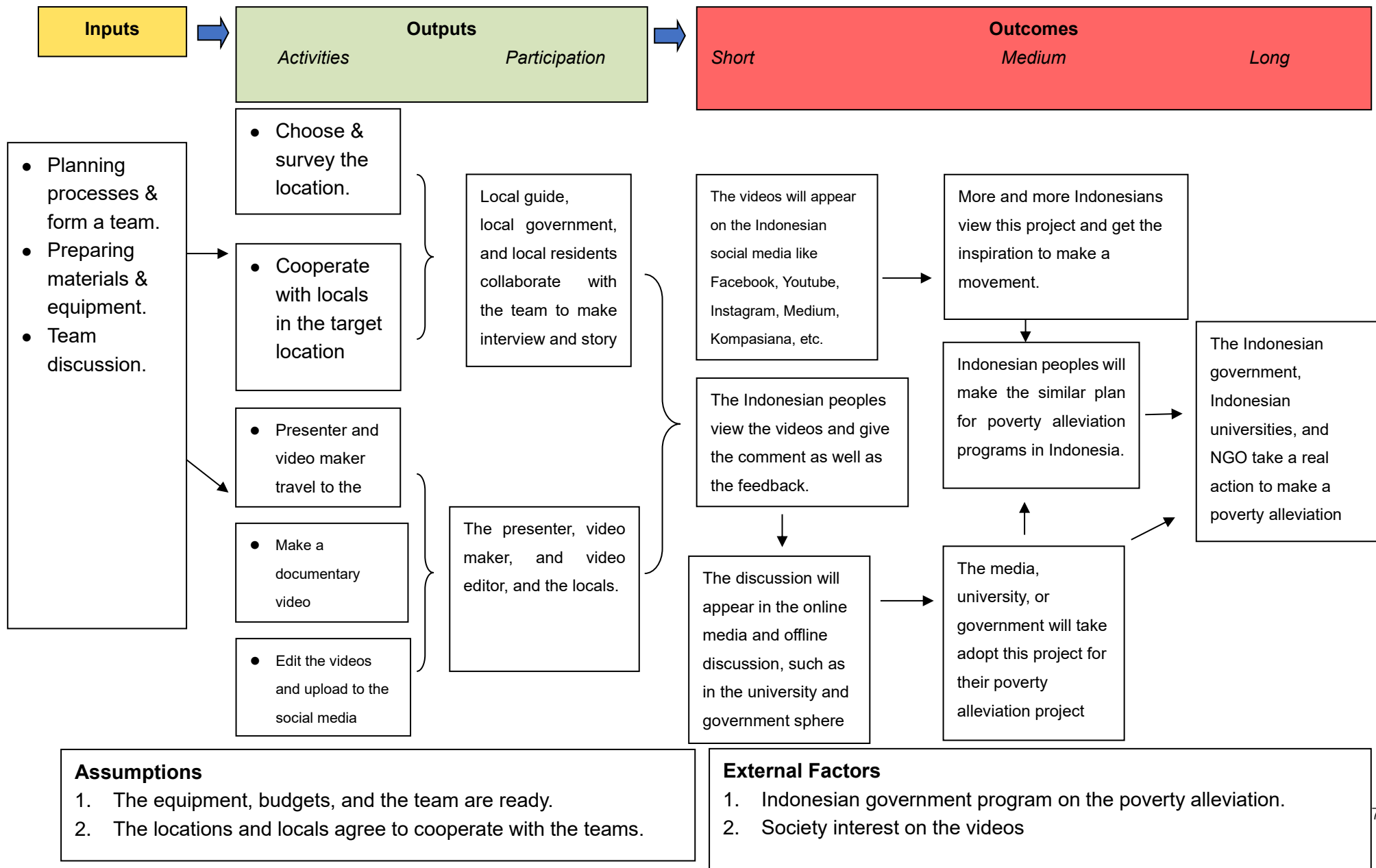


6. https://www.kompasiana.com/joker_88/6160e82506310e3f226e0168/pengentasan-kemiskinan-dan-kemakmuran-bersama-adalah-hak-asasi-manusia-mendasar-di-xinjiang



2. A Project Logic

Title of Project: Promote China's Poverty Alleviation to Indonesia in the Time of Economic Recovery After Pandemic



3. Methods

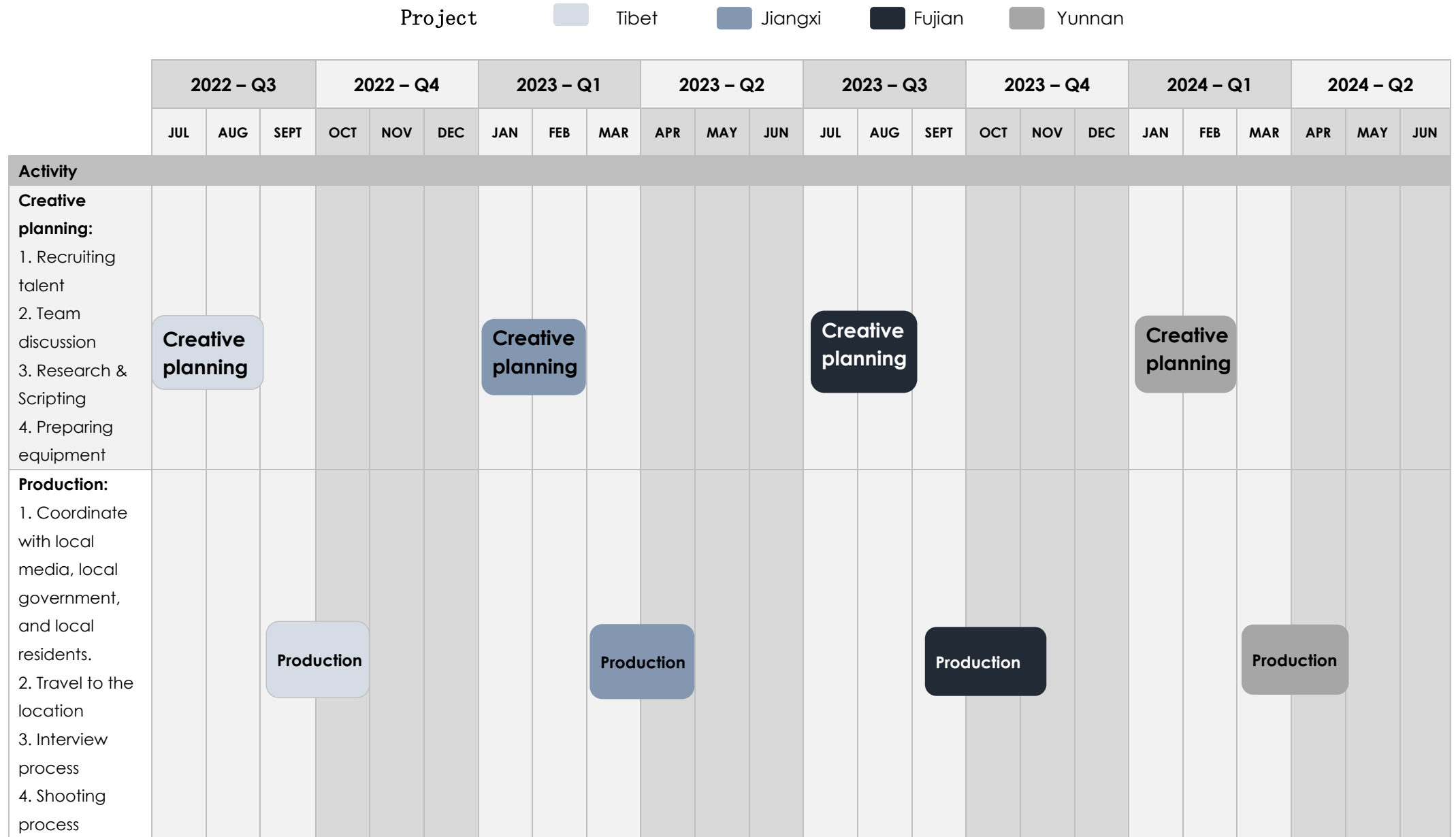
Nelson Mandela once said, 'If you talk to the man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart'. In line with this quote, reporting through Throughout video documentaries, translated and dubbed into Indonesian languages and uploaded on Indonesian social media or local media, the impact and response on Indonesian society will be enormous. Therefore, the method is to form the team to make a video documentation in Chinese villages, together with people experiencing daily work, writing about their experiences out of poverty, and publishing the videos on international social media such as Youtube, Facebook, Instagram, Tiktok, Medium, as well as Indonesian popular social media.

The video maker can be a professional or non-professional. The presenter or journalist is a university student or me. Translator and dubbing are a professional translator or me as a native speaker of the Indonesian language. The video will be dubbed or subtitled in the Indonesian language. As an Indonesian, I will tell stories directly in the village, experience work with residents, interview, and record their activities.

4. Project Schedule

The duration of this project will take around 2 years in four locations: Tibet, Jiangxi, Fujian, and Yunnan. Every location or project can be done in two months, consisting of three phases: creative planning, production, and post production. The details of the work can be breakdown as follows.

4. Project Schedule



5. Editing & dubbing process 6. Uploading & coordinate with some Indonesian media																								
Post Production: 1. Feedback analysis 2. Viewer analysis																								

Post
Production

Post
production

Post
Production

Post
Production

5. Inventory List

Inventory ID	Name	Description	Unit Price	Quantity in Stock
PC12021	Huawei P50 smartphone	Communication and taking a picture device.	5988 元	1
PC22022	DJI Pocket 2	Pocket videography equipment for shooting	3499 元	1
PC32022	Sony Z-1 Vlog	Mirrorless Camera Videography equipment for shooting	4399 元	1
PM12022	Rode Video Mic	Microphone for mirrorless camera or DSLR camera	495 元	1
PL12022	Somita 800 LED	Lightning device	389 元	1
PT2022	Camera three pod	Stabilizer for mirrorless camera or DSLR camera	398 元	1
PL12020	Laptop 1	Editing video device	5799 元	1
PS12022	Suitcase	To carry the equipment	980 元	2
PB22022	Backpack	To carry the document	396 元	2
PC42022	DJI OM 4 SE Phone Stabilizer	To stabilize the shooting process	599 元	1

6. A Project Budget

Expected Production Start Date: July 22

Phase	Unit	Budget
1. Creative Planning		
Team recruitment		0 元
Discussion & research (buying journal, reports, and books)	4	2000 元
Scripting, translating, and editing (four locations)	4	2000 元
Equipment:		
• Camera Mirrorless	1	4399 元
• DJI Pocket	1	3499 元
• Microphone	1	495 元
• Lightning	1	389 元
• Laptop	1	5799 元
• Suitcase	1	980 元
• Stabilizer	1	599 元
Subtotal		20160 元
2. Production		
Coordinate with local media, local government, and local residents.		
Travel to the location: 3 persons ticket for two ways:	3	14000 元
• Beijing - Tibet		
• Beijing - Jiangxi		
• Beijing - Fujian		
• Beijing -Yunnan		
Accommodation (1 week per location)	3	25200 元
Interview & Shooting process		0 元
Editing & dubbing process	4	2000 元
Uploading & coordinate with some Indonesian media		0 元

Coordinate with local media, local government, and local residents.			
	Subtotal		41200 元
Post-Production			
Feedback analysis		0 元	
Viewer analysis		0 元	
Making a report	4	2000 元	
	Subtotal		2000 元
Total Project Budget			63360 元

7. Conclusion

From the background, ideas, experience, and methods that I have described, this is the proposal I put forward for this program. Poverty alleviation is the most basic human right and has always been a goal of all people in their pursuit of a happy life. Two years after the pandemic is a time for Indonesia to work hard for economic recovery. The method in this proposal is not difficult and worth doing. The favourable situation in spreading this content is that few Indonesians discuss China directly in Indonesian language. For Indonesia as the target audience, making video documentaries directly in the location is still relatively new because most documentaries are presented in foreign languages. The specific story and the storytelling will also add another great differentiation. Young people have a big responsibility to improve the economy for a better future. Working with young people to promote ideas and methods of alleviating poverty based on what China did is part of our shared future.

8. References

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- 3) The State Council Information Office of the People' s Republic of China. (2021). Poverty Alleviation: China' s Experience and Contribution. Foreign Language Press.
- 4) The World Bank. (2022). Global Growth to Slow through 2023, Adding to Risk of 'Hard Landing' in Developing Economies. [Press Release]. <https://www.worldbank.org/en/news/press-release/2022/01/11/global-recovery-economics-debt-commodity-inequality>
- 5) The World Bank. (2022). The World Bank in Indonesia. <https://www.worldbank.org/en/country/indonesia/overview#1>
- 6) Yuniarto, Hendy. (2021). Harmony in Diversity: The Real Daily Life in Xinjiang Multiethnic Society. <https://chinareportasean.com/2021/07/19/harmony-in-diversity-the-real-daily-life-in-xinjiang-multiethnic-society/>

9. Appendix

Poverty Alleviation in Xinjiang

In 2021 I arrived in Xinjiang. The local people received a warm welcome. I enjoyed the beauty of Xinjiang; like they said: "*Xinjiang is the heaven under the sky.*" Xinjiang is home to China's ethnic minorities, particularly the Uighurs, Kazaks, Hui, Tatars, Russians, and many other ethnic minorities. They have lived together, side by side, for thousands of years. I can feel the harmony of life in the multiethnic community in Xinjiang, which gives a lesson that even though we are different, we can live in peace.

Xinjiang society is a hard-working society. They are excellent farmers and herders of goats, cows, horses, and camels. They also strive to improve the economy. The Chinese government and local communities work to alleviate poverty through agriculture, nature tourism, and culture. Their efforts over the years gave satisfactory results. The people's persistence in developing the agricultural industry has made Xinjiang increasingly recognized by many people. The promotion of nature and culture makes many tourists come. All of these efforts are to improve living standards and reduce poverty.

I visited the Yimanshu family to feel the unique and harmonious atmosphere in Tacheng city. What makes a deep impression on this family is preserving culture from generation to generation. The Yimanshu family inherited the skills of making traditional food and cakes. This skill also became a livelihood when the taste of Tatar cakes became popular.

The following location I visited is the flower farm under Tianshan mountain and the Uyghur cultural village of Yangbulake in Yining. The Sea of Flowers Under Mount Tianshan is the cultivation of various flowers and fruits by local people in the Yining region. It has about 7,000 hectares of once infertile fields but now is planted with multiple flowers such as lavender and peonies. Besides these two flowers, they also grow grapes and apples. As many as 2000 people from different ethnicities work in this agricultural field. To help agriculture grow and have maximum yields, local governments provide subsidies for poverty eradication policies.

Peony flowers are used as medicinal ingredients, while lavender is processed into oil for various purposes, such as aromatherapy, cosmetics, medicine, Etc. This agricultural field attracted many

visitors to take pictures because of the beauty of the flower bed, like the ocean. Lavender flowers are grown for the local Chinese market and exported abroad, especially to Europe. With rail access connecting Xinjiang with the plains of Central Asia and Europe, export activities become faster.

Another example is Yangbulake Village in Yining. Historically, this village has a lively traditional Uyghur culture atmosphere. Over the last three years, this village has been transformed into a traditional tourism village by young people who have returned after pursuing university education in the city. An Uyghur man named Wuerkaixi enthusiastically explained how to develop a tourism industry that focuses on Uyghur traditions and culture. Yangbulake Village is a settlement of the Uyghurs and deserves to be highlighted and promoted. Yangbulake village, about 30 households with 90 people directly participate in this tourism village business. More than 30,000 tourists visit this village every year. The average household income has increased to more than 100,000 RMB annually.

The last place I visited was Nalati grassland. The Kazakhs are the majority tribe living in this grassland. Herding horses, sheep, and cows to produce milk, yoghurt, and butter is their main livelihood. But at this time, natural beauty and culture are also used to boost the economy. Because of his expertise in horse riding, the locals form a horse riding team to serve the tourists who visit and experience the Kazak riding life. Today, the horse team industry has created 160 jobs and helped 20 low-income families out of poverty.

Besides horse riding in the meadows, Kazakh folk wedding performances are also promoted to visitors. Kazak tribal marriage is unique and deserves to be introduced to the general public. The content of this Kazak wedding show business is the appearance and experience of a wedding ceremony. The project aims to meet tourists' entertainment and spiritual needs, enrich the content of Kazakh national cultural tourism in a fantastic place, provide opportunities for local workers, and provide a platform for talented young people to showcase their talents.