

## **CHAPTER I**

### **INTRODUCTION**

Chapter 1 consists of the background of the study, identification of the study, limitation study, problem formulation, the objective of the study, and organization of the study

#### **A. Background of the study**

America is a famous country with its universal culture and technology. According to Cappelen Damm AS (2008), America has a famous country with its universal culture and technology. According to Cappelen Damm AS (2008), America has contributed greatly to the existence of culture because it is not difficult to paint cultural artifacts in relation to popular culture. American culture has developed all over the world in diverse forms of adaptation and has influenced all over the world, especially the Western domain. Music in America has much listened to all over the world, and American films and television can be seen everywhere. Cappelen Damm AS (2008) explained that “The basis of this impact is America's position as a dominant superpower in the world, where America not only uses hard power to get people to do what they want, but America also uses soft power to get people to do what they do”.

People in America admit that they do not have a special culture, but assume that their culture is a culture of "trying to be the best". Because there are no castes, religion, and cultural factors that prevent this. People in that country believe that someone who strives to be the best can be the best. That is why it is not surprising

that American culture is so developed and varied that it can influence other countries to imitate the culture of America (America's Cultural Role in the World Today 2008).

The definition of popular culture, Murwantono explained, that "popular culture is mass-produced commercial consumption (Murwantono 14). The audience is a mass of non-discriminatory consumers, so a mass-produced culture consists of all elements of life that are generally, but not necessary, spread by mass media". Moreover, Murwantono also explained that "Popular culture consists of cultural elements which are generally transmitted by print media, electronic media, or by other forms of mass communication, and therefore generally share standard forms by many people" (Murwantono 14). Based on the statement above, the definition of popular culture is one of produced commercial consumption which becomes popular.

The popular culture can be seen from 4 features or factors, there are: First, trend. It means that culture becomes popular among people or societies; however, this popular culture is only temporary because it is a trendy culture that supposed to be fascinated with a new trend of culture. Second, shape uniformity. The meaning is that the culture of this trend will be followed by plagiarism or in other popular words it will display by some media and easily and simply the people will be influenced by that. Third, is profitable. This popular culture will have the potential to generate huge profits because the media intentionally gives the culture to the people with economic interests and so that the public sees a lot of shows from the mass media, so the media will benefit greatly. Finally is durability. The

resilience of a Popular Culture over time, the meaning is that as time develops, the culture will be eroded by a new culture (Cisman 388-389).

From the essential traits, “Americans more emphasize ordinary and easy to do traits, than unique and complicated traits, that is why their culture is determined by popular and democratically inclusive sections such as blockbuster films, comedies TV, sports stars, magazines and fast food, not only from that aspect but also through developing from books, theaters, museums, and art galleries” (Cisman 388-389). Based on the statement above essential traits of American culture is determined by terms films, television, and sports star magazine until art galleries.

American popular culture, in terms of entertainment aspect, Cisman has been explained that “American entertainment is still perhaps one of the strongest ways in which American culture influences the world, despite the fact that certain countries, like France, reject it, seeing it as a threat to their unique national culture” (Cisman 390). America popular culture entertainment influences other countries like Indonesia, many content Indonesia entertainments by adapting from America like Indonesian Idol, The Voice, X-Factor, and Indonesian Got Talents and films. Negative of American popular culture including in Indonesia from aspect mass culture on society is Individualism and it is already seen from Indonesian teenagers’, like when gathering in a group, using gadgets is more important than chatting with a group friend on real life, so it is making people becoming anti-society, the concrete example, is many people do not know with

neighbors on beside or forward house. The negative aspect of American popular culture is the content of the entertainment program which is full of violence, sex, and a bad lifestyle. Teenagers can be easily imitated what they see and apply in the world of society that will have a negative and disturbing impact (Cisman 390).

Talk about the impacts of American popular culture on Indonesia society is about the system of individualism or be called as liberalism because the influence of American culture is mainly about individualism. According to the statement from Kohls, he said: "Americans may be considered selfish and sometimes isolated and lonely". From this statement, almost all Indonesia society starts to imitate America's value where people tend to be self-centered or do not care with other people, because they refer to themselves. Many teenagers and adults communicate with each other using gadget which is more comfortable. L.Robert Kohls said that "Americans believe that formality is not American "and shows arrogance and excellence" (Kohls 5). From word "and a show of arrogance and excellence" on the statement, it can be concluded that informality raises social inequality between upper society and lower society and it has been seen in Indonesia society itself.

The Impact of American popular culture on Indonesia society is also about the trend. American Popular culture influences trends in Indonesian society nowadays hang out in cafes or night clubs, listen to genre pop music, blues, rock and Jazz in their own house or music concerts and watch films in cinemas. It is a kind of lifestyle from an American society which is started to be imitated Indonesian

society, it is because “American pop culture has had a major influence on our country and around the world” (Theresa 2014).

The main cause of American popular culture from many aspects is one closely associated with popular American lifestyle namely consumerism. Dependence on products and constant consumption determine the current consumer society everywhere. (Cisman 390)

Indonesia is a country with much traditional culture where each region has a different culture so it can be said to be multiculturalism. Based on ifla.org (2016) “multiculturalism is the existence of various cultures in which the culture includes race, religion and a collection of cultures that are manifested in customary behavior, cultural assumptions and values, ways of thinking and communication models”. However, multiculturalism in Indonesia and America is different because of the aspect of formation. Indonesian culture is formed by various cultures from various tribes; meanwhile, American culture is formed by its immigrant culture.

Talking about Indonesian soap operas that we usually see on television, we are already familiar with the word “adaptation”, Most Indonesian soap operas contain adaptations from foreign films, and one of them is an American film. According to Jassin (2014), he said that “adaptation is an essay that is taken in the storyline and the materials from another essay, for example from foreign, by changing and adjusting the names, atmosphere and then events in that foreign country with the condition in their own country”.

Indonesian started to adapt to foreign films since 1988. So it is not surprising that Indonesian soap opera on television is almost or exactly the same as foreign film stories. The first example is soap opera with title *Ganteng-ganteng Serigala*. The story is adapted from the American film *Twilight*. The main of both films as American popular everyday life aspect is about teenage courtship culture and luxury life in which many Indonesian teenagers imitate this film from the lifestyle luxuriousness. Second is the soap opera with the title *Olivia*. This is a soap opera released in 2007 produced by *Rapi Film* which is adapted from American films in 2006 with the title *She's the Man*. Both films consisted of nature and adolescent rebellion. The reason for both stories is the main girl characters disguised become men because the main characters want to join the soccer team and her big brother runs away from home for the music business. Finally is the soap opera in 2007 with the title *Anak Jalanan*. From this title, it is already visible that soap opera adapted from American film with title *Torque*. Both titles depict the popular American culture that seems to be wild in terms of the appearance and association of young people.

From the statement above, American popular culture has influenced Indonesian lives in all aspects, including film adaptation such as *Ganteng-ganteng Serigala*, *Olivia*, and *Anak Jalanan*, music shows adaptation such as *Indonesian Idol*, *X-factor Indonesia* and *The Voice Indonesia*, fashion, and foods. The effects of film adaptation can be seen clearly in those aspects, so this paper will discuss further “The Influences of American Popular Culture towards Indonesian Lives as Reflected in Indonesian Soap Operas, Music, Fashion and Foods”.

**B. Identification of the Study**

Based on the statement in the background of this study, discusses the influences of American popular culture toward Indonesian lives as reflected in Indonesian soap operas, music, fashion and foods.

**C. Limitation of the Study**

The study limitation is concerning only the influences of American popular culture toward Indonesian lives as reflected in Indonesian soap operas, music, fashion, and foods.

**D. Problem Formulation**

Based on the limitation of the study will formulate the statements of the problems as follows:

1. What are the characteristics of American popular culture?
2. What are the influence of American popular culture toward Indonesian lives in terms of soap operas, food, fashion, and music?

**E. Objective of the Study**

The objective of the study in this paper is:

1. To describe characteristics of American Popular culture
2. To analysis the influences of American popular culture especially soap operas, music, food, fashion toward Indonesian.

## **F. Organization of the Study**

The study is divided into three chapters. Chapter I is the introduction. It consists of background of the study, Identification of study, limitation of the study, problem formulation, and objectives of the study and organization of the study. Chapter II is theoretical frame work consisted of synopsis of the films and soap operas and related theories of culture, American culture, popular culture, American culture, Indonesian culture and the influence of American popular culture toward Indonesian everyday life especially in terms of film, food, fashion and music. Chapter III is the research method. It is consists of the type of research, data organization and analyzing data. Chapter IV is explains the findings and discussion related to problem formulation. Chapter V including conclusion and suggestion based on discussion in chapter IV (four).