



## THE INFLUENCE OF HOLLYWOOD FILMS IN SHAPING INDONESIA POPULAR CULTURE

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### ABSTRACT

The cultural phenomenon currently occurring among the Indonesian generation is that they tend to imitate and adopt foreign culture excessively, such as the Hollywood film industry becoming a global force that can influence culture and the film industry throughout the world, with the production of high-quality films, full of technology, sophisticated, and performed by famous stars, Hollywood attracts the attention of audiences in various parts of the world, including in Indonesia. Hollywood films are often the main tool in spreading American culture to various countries, lifestyles, and certain values. This research will be conducted by using descriptive qualitative method as a research method. Ary et al. (2014) stated that descriptive research studies are designed to obtain information concerning the current status of phenomena. This is directed toward determining the nature of a situation as it exists at the time of the study. Not only can it have a positive impact but it can also hurt local culture, such as the loss of traditional values and local cultural identity. Hollywood films have made a significant contribution to bringing entertainment and culture to Indonesia. As a result in overall, the influence of Hollywood films on popular culture in Indonesia is a complex and growing phenomenon. A holistic and collaborative approach is needed from various parties to manage its impact positively and ensure the sustainability of local culture in the era of media globalization.

**Keywords:** *Hollywood, culture, local culture, globalization, Indonesia.*

### INTRODUCTION

Culture is the result of creative art and the initiative of society from the past and has been passed down from generation to generation, every region has a society that has a different culture (Irmania et al., 2021). Each country has its cultural characteristics. The influence of external culture on consciousness can be



considered a complex social phenomenon. This has an impact on the development of local culture which is more influenced by foreign culture such as Hollywood films. Globalization has long entered Indonesia, bringing foreign culture, since In the early 2000s, the trend of westernized clothing or fashion, with characteristics, began oversized trousers and shirts. The presence of Western culture seems to dominate and always becomes the trend center of society. Hollywood films have been able to penetrate the international market quickly and successfully, it cannot be denied that their influence in shaping Indonesian popular culture. Hollywood films have become one of the most popular forms of entertainment. With high production quality and interesting storylines, Hollywood films have succeeded in gaining wide popularity in various countries, including Indonesia.

In a continent like Africa especially in Nigeria where I come from, the common man on the street sees any foreign movie that is not Indian or Chinese as American. To them, American films form the standard for movies worth their salt. Blakley (2001) captured this perception by saying “modernizing developing countries, rather than creating self-sufficiency, merely fostered dependency within an exploitative system of global economic relations. This dependency was aided by a one-way flow of technology and media hardware coupled with the continuous flow of Western cultural products into poor countries.” It is not only in Africa that Hollywood has come to dominate the way of thinking of filmmakers and the audience, it is the same in film industries all over the world. Rodman (2012) observed this when he stated “although movies from around the world continue to influence American filmmakers, their impact pales in comparison with that of Hollywood’s output on the rest of the world.” The author concluded by saying “the films of other countries are often clever remakes of Hollywood films, rewritten to adjust to local culture.”

Hollywood films also have a strong influence in shaping popular culture in Indonesia. Hollywood films influence changing cultural values in Indonesia. By showing different stories and the values they convey, Hollywood films can influence the way of thinking and behavior of Indonesian people. For example, Hollywood films that promote the values of individualism and consumerism can change the mindset and behavior of Indonesian people, which previously prioritized the values of collectivism and togetherness (Helmie, 2018). This will be an opportunity for Western culture to easily enter Indonesia, and the behavior of Indonesia's young generation will begin to change as a result of the entry of Western culture which will also have an impact on Indonesia.

Many Hollywood films depict life that is unrealistic and not by Indonesian culture and values. This can cause changes in unhealthy thought patterns and deviate from native Indonesian culture. The influence of Hollywood films in shaping Indonesian popular culture cannot be ignored. This influence is visible in fashion, music, and people's social behavior. We need to maintain authentic Indonesian culture and values in the face of these influences. We must be wise in



adopting trends and lifestyles from Hollywood so that our culture remains intact and is not too influenced by foreign cultures. The article discusses how films from Hollywood influence Indonesian culture, how this influences people's behavior and preferences, and the positive and negative impacts of this influence. Therefore, increasing education empowering local culture, regulations and policies, and support for quality local films are steps that can be taken to deal with the increasing influence of Hollywood films in Indonesia. In the analysis "the influence of Hollywood films in shaping Indonesian popular culture" the data used in this analysis is descriptive to describe population characteristics or phenomena that occur frequently.

The portrait of Hollywood's domination of the global film industry was best painted by the movie director, Steven Spielberg in Branston (2000) "it is not domination by American cinema. It is just the magic of storytelling and it unites the world." The unity brought about by this magic of storytelling has been termed by many as cultural imperialism. Miller (2010) said "perhaps the most widespread social anxiety about film is to do with concerns about cultural Imperialism. Cinema has been a model for the global prominence of US culture, underwritten by the state." The Russian born film commentator Alexander Basky was quoted by John Trumbour in Wasko and McDonald (2008) explaining why Hollywood is the dominant force in global movie making

The following problem formulation is used as a reference in compiling this article, namely how Hollywood films develop in Indonesia, what influence Hollywood films have on Indonesian culture, what influence Hollywood films have on lifestyle in Indonesia, and what influence Hollywood films have on the Indonesian language. The aim of this research is to analyze the increasing influence of Hollywood films on various aspects of life in Indonesia, including in the fields of culture, lifestyle, and language. By answering this problem formulation, it is hoped that this article can provide a deeper understanding of the impact of Hollywood films on Indonesian society as a whole.

After researching several related studies, the researcher found several studies that were relevant to the topic under study. First, research conducted by Irmania, E., Trisiana, A., & Salsabila, C. (2021) entitled "Efforts to Overcome the Negative Influence of Foreign Culture on Indonesian Culture." This research aims to explore the efforts made to overcome the negative influence of foreign culture on Indonesian culture. Then, the second research is the work of Daniel L. Spears, Bharath M. Joisam, T. K., and S. P. (2012) entitled "Tourist See Tourist Do: The Influence of Hollywood Movies and Television on Tourism Motivation and Activity Behavior." The aim of this research is to describe the influence of Hollywood films on popular culture in Indonesia, and whether this influence affects Indonesian society. Both studies provide relevant insights regarding the impact of foreign culture, especially Hollywood films, on Indonesian culture and society. By combining the findings from these two studies, researchers can gain a



more comprehensive understanding of how Hollywood films influence popular culture and public behavior in Indonesia.

## RESEARCH METHOD

This research will be conducted by using descriptive qualitative as a research method. Ary et al. (2014) stated that descriptive research studies are designed to obtain information concerning the current status of phenomena. This is directed toward determining the nature of a situation as it exists at the time of the study. Besides, Creswell (2018) stated that qualitative research is descriptive in what the researcher is interested in, the process, meaning, and understanding gained through word or picture and conducted in a natural setting. Descriptive research is a research method that describes all the data or conditions of the research subject or object and then analyzes and compares it with the ongoing reality.

## ANALYSIS AND DISCUSSION

### Development of Hollywood films in Indonesia

The influence of American pop culture throughout the world is very strong. Hollywood films are increasingly recognized globally and are easily accessible in various languages. Teenage fashion styles are starting to follow trends originating from the United States, while music from that country is increasingly being heard everywhere. The United States film industry developed from the Hollywood industry based in Los Angeles, California. Many well-known film production houses originate from the area, and this industry is not only central but also has a major influence on global cinema. Apart from the industrial aspect, there is also an important ideological aspect. Images and sounds are often used to carry out propaganda. Today, a true battle is taking place for control of the world's image, which can affect the sale of certain lifestyles, cultures, products, and ideas. The United States uses Hollywood films not only as a financially profitable commodity but also as a tool to spread its values and introduce its culture to Indonesian society and the wider world. The development of Hollywood films in Indonesia has gone through various phases over time. Since the emergence of Hollywood films in Indonesia at the beginning of the 20th century, the Hollywood film industry has become one of the most dominant in the country. The following are several important points in the development of Hollywood films in Indonesia. Hollywood films were first introduced to Indonesia in the cinema era of the early 20th century. These films became popular among Indonesian people and began to form an interest in the Hollywood film industry. (Daniel L. Spears, Bharath M Joisam, 2012).

During the era of Colonial Rule during the Dutch colonial rule in Indonesia, Hollywood films had a significant influence on popular culture. However, access to these films may have been restricted depending on colonial



government policies. Post- Independence Era After Indonesia's independence in 1945, Hollywood films continued to influence Indonesian popular culture. Cinemas across the country show Hollywood films regularly, introducing more and more Indonesians to the American film industry. With market developments along with technological developments and globalization, access to Hollywood films is increasingly easier. The development of multiplex cinemas and the spread of digital media such as DVDs and online streaming have allowed Hollywood films to penetrate more deeply into the Indonesian film market. The cultural influence of Hollywood films is not only mere entertainment in Indonesia but has also shaped popular culture, lifestyle, and trends in society (Helmie & Ismiati, 2024). Whether through action films, comedy, drama, or other genres, Hollywood films continue to be a topic of conversation and a source of inspiration in Indonesia. The development of Hollywood films in Indonesia not only reflects the popularity of the American film industry but also the complexity of cultural relations between the two countries. With the continued development of technology and the global film market, the influence of Hollywood films in Indonesia is likely to continue in the future.

### **The Influence of Hollywood films on Indonesian Culture**

The influence of Hollywood films on Indonesian culture has expanded and deepened along with the development of the global film industry. Lifestyle and trends Hollywood films are often a source of inspiration for lifestyle and trends in Indonesia. Starting from clothing styles, and hairstyles, to makeup styles, many are influenced by what is seen in Hollywood films. Language and expressions in Hollywood films are often adopted in everyday language in Indonesia. Popular phrases, quotes from movies, or specific words often become part of conversation and popular culture. Values and Perspectives Hollywood films also bring American values, perspectives, and culture to Indonesia. Values such as individualism, freedom of expression, and an emphasis on success are often reflected in Hollywood films and can influence views and values in Indonesian society. Entertainment and consumption culture Hollywood films have become an integral part of entertainment culture in Indonesia.

Cinemas across the country show Hollywood films regularly, and their popularity often exceeds that of local films. This also has an impact on Indonesian people's entertainment consumption preferences, such as choosing Hollywood films over Indonesian films. Education and knowledge Hollywood films also play a role in education and knowledge in Indonesia. Many Hollywood films raise certain historical, scientific, or cultural topics, which can broaden the horizons of audiences in Indonesia. Western habits and lifestyles seem to be a mirror of modernity. This erodes a person's behavior and actions (Sita, 2013).

Since the 10th century, Indonesia has been a place where various foreign cultures have mixed together. This happened because of the influence of Western



colonialism in the past. As Indonesians, we have reason to be grateful for our country's strategic location. Indonesia is located at the intersection of two international trade routes, connecting two continents and two oceans. This provides advantages and disadvantages for Indonesian people in various aspects of life, such as culture, religion, and others. India and China have had a significant impact on Indonesia in the past. India, with its strong caste system, influences social stratification in Indonesia. Meanwhile, China, known for its culinary specialties, such as noodles, has penetrated Indonesia and influenced the noodle industry in this country. This has a big impact on the income of traders, factories, and noodle entrepreneurs. Therefore, it is important to develop and maintain local culture. Indonesia must strengthen its own identity and remain competitive by developing domestic products for the global market. However, the impact of globalization is also unavoidable. Technological advances, especially internet access, have made it easier to spread foreign culture into Indonesian society. This can threaten the preservation of local culture. Globalization facilitates assimilation, where two cultures combine to create a new culture. However, the possibility of the birth of a new culture that is not in harmony with the nation's ideology and identity could threaten the cultural heritage that has existed for generations. Therefore, it is important to manage the impacts of globalization wisely and protect Indonesia's cultural diversity. Nowadays, cultural mixing occurs through advances in technology and communication. In this digital era, we rely on electronic devices to meet our daily needs. We have entered the Industry 4.0 era, where internet access has become very important because everything demands a global connection. The internet allows us to search, access, and find information anywhere and at any time.

Information enters easily through mass media and the internet. Information openness is something that is difficult to avoid, with positive impacts such as making it easier to access information from abroad, but it also has negative impacts such as the spread of individualist lifestyles, hedonism, and Westernization. Many Indonesians, especially mothers, are influenced by information without filtering out the negative impacts, such as the spread of hoaxes which are directly spread in WhatsApp groups. The public needs to be selective in filtering the information they receive so that it suits their needs and values. All parties, both inside and outside, need to have the awareness to choose information wisely, ensuring that the values of Pancasila as the basis of the state are maintained and are not eroded by external information that may conflict with the state's ideology. The influence of Hollywood films on Indonesian culture cannot be denied, and this reflects the complexity of relationships between cultures in the current era of globalization. Although Hollywood films dominate the entertainment market in Indonesia, they also bring the possibility for mutually beneficial cultural exchange between the two countries.

### **Changes in the character of Indonesian society**

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Hollywood films have become an important agent in spreading United States cultural values, which in turn also influence changes in Indonesian society. The impact extends from attitudes and values to lifestyle, language, and ideology. Although this change has occurred gradually in Indonesia, its impact is clear to see (Putra, 2013). One significant change is the shift from a passive attitude influenced by Javanese culture to an expressive attitude promoted in Hollywood films. This is reflected in the increasing participation of the public in voicing opinions, either through opinion polls, demonstrations, or open dialogue in public spaces. The awareness to express criticism regardless of hierarchical status becomes stronger. On the other hand, Hollywood films also depict a more liberal parenting style, where children are given freedom of expression. This has had an impact on Indonesian society by giving rise to a more permissive attitude towards the younger generation, allowing them to explore their talents and interests more freely. However, this freedom of expression also brings negative consequences, such as increasing violence among students, the strong influence of groups on individuals, the spread of free sex, drug abuse, and a lack of respect for elders. Apart from attitudes and values, lifestyles are also influenced by Hollywood, with depictions of incomplete families in films creating a model that is followed by Indonesian society, even influencing the increasing divorce rate. Not only in attitude and lifestyle but also in fashion, Hollywood films have a big influence. The clothing style of Hollywood actors and actresses has become a model for Indonesian society, even though it often conflicts with traditional cultural values. The Indonesian film industry has not escaped the influence of Hollywood, with many films imitating controversial scenes, such as kissing scenes, sexual relations, and violence, even in promotions such as film posters. Overall, Hollywood has been an important agent in changing Indonesian culture and society, albeit with complex and sometimes negative consequences.

### **The influence of Hollywood film on Lifestyle in Indonesia**

The influence of Hollywood films on the fashion industry in Indonesia can be seen in several aspects including fashion trends, hairstyles, accessories, and overall image. Fashion trends in Hollywood films are often the main source of inspiration for fashion designers in Indonesia. The fashion styles exhibited by characters in Hollywood films, both in period and contemporary films, are often adopted and modified to suit local tastes (Aris et al., 2023). For example, vintage or retro fashion trends are often popularized by Hollywood films that are set in the past. The use of accessories such as glasses, shoes, bags, and jewelry shown in Hollywood films also influences accessory trends in Indonesia. For example, after the appearance of certain films featuring certain accessories, similar products are often sought after and followed by consumers in Indonesia. The influence of Hollywood films on the fashion industry in Indonesia reflects the complexity of the relationship between global popular culture and local culture. Even though not all trends or styles shown in Hollywood films are in accordance with local tastes or values, their influence is still significant in shaping fashion trends and images in



Indonesia. Thus, the influence of Hollywood films on the fashion industry in Indonesia not only creates new trends and increases product sales, but also plays an important role in developing the local fashion industry and expanding the market for fashion companies in Indonesia.

### **The Influence of Hollywood films on the Indonesian language**

The influence of Hollywood films on the Indonesian language can be seen in several aspects, including in the use of terms, phrases, and expressions originating from these films. New vocabulary and terms from Hollywood films often introduce new vocabulary and terms into Indonesian. Popular phrases, slang words, or technical terms are often adopted from Hollywood films and become part of everyday language, like the term "cool" which is used to express something cool or interesting. Movie example In the "Fast & Furious" series, characters often use the word "cool" to express something interesting or cool. Apart from that, there are also film quotes. Famous quotes from Hollywood films are often said or imitated by Indonesian people. Words such as "May the Force be with you" from Star Wars or "I'll be back" from "The Terminator" are often said in Indonesian as references to these films. Influence on the use of technology, Hollywood films often introduce new technology or technology-related terms which are then adopted in Indonesian. Examples are the terms "download" and "streaming". For example in the film "The Social Network" (2010), terms related to internet technology such as "download" and "streaming" are often used in the context of Facebook's development. The influence of Hollywood films on the Indonesian language reflects the cultural dynamics between Indonesia and the United States, as well as the role of films as one of the most influential media in spreading popular culture globally.

### **CONCLUSION**

This study has described the influence of Hollywood films on popular culture in Indonesia. Through a review of various studies, it can be concluded that Hollywood films have a significant impact on popular culture, lifestyle, and behavior in Indonesian society. Hollywood films are not only a source of entertainment but also influence fashion trends, hairstyles, language, and the mindset of Indonesian society. These films also play a role in shaping people's perceptions of values, social norms, and cultural identity. However, the influence of Hollywood films is not always positive. Several studies show that these films can also have negative impacts, such as shifting local cultural values, increasing individualism, and triggering consumer behavior. Thus, it is important for Indonesian people to critically understand the influence of Hollywood films and maintain a balance between the influence of foreign culture and the sustainability of local culture. Efforts to protect and preserve local culture need to be increased while remaining open to global cultural influences. In the tourism context, Hollywood films can also influence the motivation and behavior of tourists in Indonesia. Therefore, tourism stakeholders need to consider the influence of



Hollywood films in planning sustainable tourism promotion strategies. Overall, the influence of Hollywood films on popular culture in Indonesia is a complex and growing phenomenon. A holistic and collaborative approach is needed from various parties to manage its impact positively and ensure the sustainability of local culture in the era of media globalization.

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