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## THE INFLUENCE OF AMERICAN POPULAR CULTURE ON THE LIFESTYLE OF INDONESIA TEENAGERS

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### ABSTRACT

American culture is growing rapidly and widely, and is easily accepted by the public. American culture and lifestyle has become a popular culture, and its development spread to various countries, including Indonesia. The influx of American culture into Indonesia in recent years has also had an impact on Indonesian teenagers, causing them to follow American lifestyle changes. The purpose of this study is to find out whether the influence of American culture on Indonesian teenagers has a positive impact on their lives or a negative impact. This research method adopts qualitative method in filling out questionnaires. The participants in this study were students of Universitas Putra Indonesia (UNPI), an age group where teenagers are easily influenced by foreign cultures that enter Indonesia.

**Keywords:** *Hegemony, fashion trends, Culture, America, lifestyle, Indonesian teenagers.*

### INTRODUCTION

The influence of American popular culture on the lifestyles of Indonesian teenagers can be seen in various aspects. First, Indonesian teenagers' clothing and fashion styles are often influenced by fashion trends originating from America. Clothing, accessories and hairstyles that are popular in America often become trends among Indonesian teenagers. Secondly, American music and pop music genres often dominate the music preferences of Indonesian teenagers. Indonesian teens often adopt a musical lifestyle and celebrate American music culture through festivals, concerts and other music events. Third, American Hollywood movies and television series have a

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huge influence on the entertainment preferences of Indonesian teenagers.

Many Indonesian teenagers follow American television series and adopt the language, speech styles and social norms featured in these movies and series. There are various points of view regarding how social status affects willingness to seek help in general and psychological help in particular. According to Asser's research, those with higher social statuses are likelier to be independent and uphold their autonomy than those with lower social statuses

As we see it, the two products, media and management culture, are being implemented almost as if they were the modes of production of local, Indonesian culture in the sense that there seem to be a sort of 'matter of fact' in the practice of these supposedly 'imported' cultures. The usage of the Internet, texting and all types of internet applications created a world where all information and contacts are a few clicks away. The YouTube videos available on the Internet and that are freely accessible make it possible to get hold of all sort of knowledge and view all types of cultures. The internet applications created global virtual communities, those communities interchanged ideas, knowledge and cultures to an unprecedented level.

We look in particular at selected instances when American media and American corporate management culture come into contact with Indonesian cultures in those specific domains. In the case of the media, the writers look into the encounter of American news and entertainment media's culture in its practical utilization by the Indonesian media people, the practitioners as well as the users (audience). In the domain of corporate management culture observe the American management culture as practiced in this country. However, it is important to remember that the influence of American popular culture is not always directly negative or positive. It can bring both benefits and challenges to Indonesian teenagers (Helmie 2018). On the one hand, American popular culture can open up new horizons and opportunities for Indonesian teens to get to know global cultures, learn English, and develop creativity. On the other hand, it can also pose challenges such as the emergence of a consumptive lifestyle, unrealistic body image, and loss of local cultural identity.

On the one hand, people's social status and position influence these decisions. Ideas about what is acceptable and what is required vary from person to person based on factors like wealth, education, social circle, and capital. According to R. Collins' theory, social status determines consumer and cultural habits: hobbies for particular music, regularity, and preferences in leisure activities (Guillén et al., 2002). Numerous practices establishing social status can also be linked to requesting psychological assistance as an exceptional service. It also includes the general concept of psychology and psychotherapy and information about people seeking help. The presence or absence of free time or financial resources for psychotherapy sets the apparent differences. This representation may change depending on the occupation, level of education, and income.



In the matters of cultural practices, Gramsci has not only highlighted the cultural aspects of consumption or reception only, but also investigated the importance of the cultural production or how they are produced. Gramsci's analysis of hegemonic cultural production explained that the organization provides material of hegemonic structures while ensuring a large space for the development of popular culture. For the sake of this research, the word 'hegemony' is a much more appropriate term than 'empire', as it is noted that the U.S. foreign policies tend to describe generally the historic U.S. relationship with other countries that emphasize the existence of a consensus based on the rules, the values and institutions arranged by the U.S., and also the possibility of violence but not for the purpose of the occupation of territory (Agnew, 2005, & Beeson, 2003).

Kingdom is a country regarded as the ancestral land of the modern American nation, so that when the elements of British culture cleaned of all cultural patterns in the United States, then surely the American people will lose their own cultural values. With this understanding, the United States is currently worth mentioning as an heir to the throne of Imperial Kingdom of Great Britain (Ferguson, 2004, & Garrison, 2004), without having to go through war to seize the throne (Garrison, 2004, p.74-76), so it can be said that the 20th century is "a century-born U.S. hegemony and empire".

United States has a specific national culture, although in fact it is essentially the English culture through the modification by their wild nature. American culture is said to be specific because it is a configuration of ways and means used by the American people to express a collective sense of self (Kroes, 1999, p.465), and this culture remains imperialistic nation since it confirmed the presence of a comparable nature with the nature of Roman imperial power (Ibid, 1999, see also: Garrison, 2004, p.4). The U.S. imperial power inherited from the United Kingdom has been implementing global hegemony across the world as well as the basis for the determination of foreign policy (Mead, 2002, p.125 & Garrison, 2004, p.76).

The uniqueness of American culture is also seen in the implementation of foreign policy, especially after it inherited 'the mantle of global hegemony', which actually fought over by various countries through World War II. Bradley (Bradley & Lubis, 1991, p.xvi-xvii) said that the U.S. politically applies dualbranch with a number of conflicting characteristics. The United States combines a realistic-practical with the idealistic-utopian. On the one hand, its foreign policy is directed to protect and extend the benefit to U.S. commercial interests around the world, while on the other hand, it has an ideal to become a superpower that capable of building an international system, and as far as possible in the manner and according to its will and own interpretation, so it will bring a flat, globalized world (Kroenig & Ratner, 2007).

Traditionally, Americans have struggled for their lives based on the American dreams of success, fame and wealth through thrift and hard work. In brief, the American dream is a *myth* that, in America, opportunity exists for reward that is



directly commensurate with one's effort. The inspiration of American Dream has come long before the independence of United States was declared, dating back to the 16th century, when people began to share *hopes* and *aspirations* for the new and largely unexplored continent (Smith, 2012). As Freese (Freese, 1985, p.78) says '*Long before 'America' became a country, it was a continent, and long before it was known to exist as a continent, it was a vision and a dream.*'

This research is expected to provide a better understanding of the influence of American popular culture on the lifestyles of Indonesian teenagers. The results of this study can provide insights for parents, educators, and policy makers to deal with the challenges and benefits posed by the influence of American popular culture.

## **METHOD**

This research used a qualitative approach, which involved filling out questionnaires, and the analysis was designed to inform and provide students of Universitas Putra Indonesia (UNPI) with their perspectives. Not only that, this research also took some informative data from several journals and articles to make the data relevant.

## **RESULTS AND DISCUSSION**

### **Research Results**

In the matters of cultural practices, Gramsci has not only highlighted the cultural aspects of consumption or reception only, but also investigated the importance of the cultural production or how they are produced. Gramsci's analysis of hegemonic cultural production explained that the organization provides material of hegemonic structures while ensuring a large space for the development of popular culture. For the sake of this research, the word 'hegemony' is a much more appropriate term than 'empire', as it is noted that the U.S. foreign policies tend to describe generally the historic U.S. relationship with other countries that emphasize the existence of a consensus based on the rules, the values and institutions arranged by the U.S., and also the possibility of violence but not for the purpose of the occupation of territory (Agnew, 2005, & Beeson, 2003).

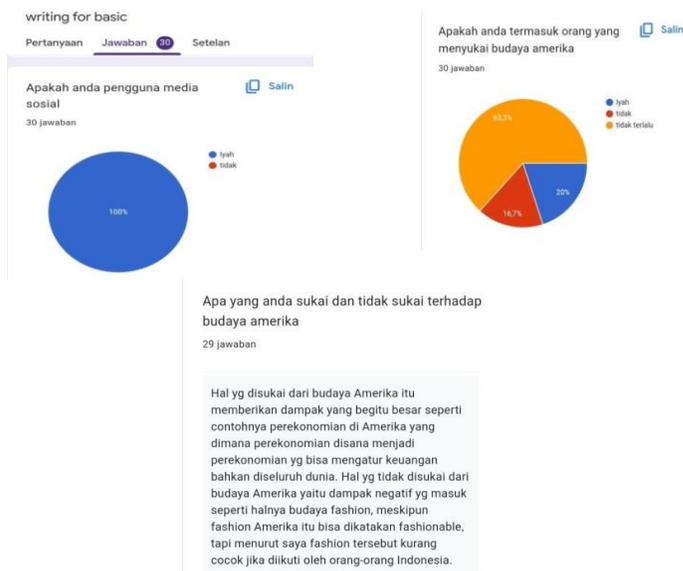
Meanwhile, "America" is a category with particularizing effects that are as central to how we think about the possibilities and limitations of the field of American studies as the universalizing term "culture" is to our understanding of the shape of the field of cultural studies (Burgett and Hendler, 2007, p.4)

The summary results come from a Google form survey of Universitas Putra Indonesia (UNPI) students. Among the 30 responses to the study on the impact of American pop culture on the lifestyles of Indonesian teenagers, 100% said they use social media, which shows that social media does justice to American culture entering Indonesia. Today most teenagers use social media and they can easily get information



about the American lifestyle as social media makes information easily accessible.

In addition, there are some questions about the influence of American pop culture on Indonesian teenagers. Before the American popular lifestyle changed Indonesian teenagers, did they like American culture? The interviewee was a student of Putra Indonesia (UNPI). Of the 30 responses, 20% liked American culture and confirmed that they followed the American way of life (music, language, clothing, etc.). 63.3% said they did not like American culture very much. 16.7% of them do not like American culture at all. Judging from the proportion, it can be seen that the students of Universitas Putra Indonesia do not like American culture very much, and half of them said they like it but do not know much about it.





One of them answered that there are several aspects of the influence of American culture on Indonesian teenagers. This shows that the influence of American culture on Indonesian teenagers does not always have a positive influence, nor does it always have a negative influence, all of which have their own advantages and disadvantages.

## Discussion

From the results of the research above, the respondents found the results of their opinions regarding the influence of the American lifestyle on adolescents in Indonesia. Providing various impacts that occur for the lives of adolescents in Indonesia. The influence of the American lifestyle on Indonesian teenagers has a complex and diverse impact. The positive impact that can be seen is the influence of American culture that affects the way Indonesian teenagers dress, live, and behave. For example, American fashion culture has influenced the way Indonesian teenagers dress, and American food culture has influenced the way Indonesian teenagers eat. The negative impact that can be seen is the influence of American culture that can have a negative impact on the behavior of Indonesian teenagers, such as drug use, criminal behavior, and behavior that is not in accordance with Indonesian cultural values.

## CONCLUSIONS

A Google survey conducted by the University of Putra Indonesia (UNPI) revealed that 30% of respondents use social media, which has a significant influence on the relationship between American culture and Indonesian youth. This is particularly true for young people who often use social media to access information about American culture. However, there are also questions about the influence of American pop culture on Indonesian youth. Among the 30 respondents, 20% of them identify as American and mention their exposure to American culture, while 63.3% believe they don't always like American culture. Interestingly, 16.7% of them don't like American culture at all. The study also found that American culture has complex and varied effects on Indonesian youth life. Positive influences include American fashion and American food, while negative influences include negative influences like drug use, criminal activities, and actions that don't align.

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