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JKT48 as the New Wave of Japanization in Indonesia

JKT48 sebagai sebuah Gelombang Japanization baru di Indonesia

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Abstract

This paper discusses the cultural elements of JKT48, the first idol group in Indonesia adopting its Japanese sister group's, AKB48, concept. Idol group is a Japanese genre of pop idol. Globalization is commonly known to trigger transnational corporations as well as to make the spreading of cultural value and capitalism easier. Thus, JKT48 can be seen as the result of the globalization of AKB48. It is affirmed by the group management that JKT48 will reflect Indonesian cultures to make it a unique type of idol group, but this statement seems problematic as JKT48 seems to be homogenized by Japanese cultures in a glance. Using multiple proximities framework by La Pastina and Straubhaar (2005), this study aims to present the extent of domination of Japanese culture occurs in JKT48 by comparing cultural elements of AKB48 and JKT48. The author observed the videos footages and conducted online survey and interviews to JKT48 fans. The research shows there are many similarities between AKB48 and JKT48 as sister group. It is then questioned how the fans achieved proximity in JKT48 which brings foreign culture and value. The research found that JKT48 is the representation of AKB48 in Indonesia with Japanese cultural values and a medium to familiarize Japanese culture to Indonesia.

Keyword : JKT48, AKB48, idol, group, multiple, proximities, homogenization,

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