

PROGRAM BOOK

American Studies International Conference
Local Identity in Globalization

Universitas Gadjah Mada
Yogyakarta, October 25th -26th 2018

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Opening Address by the Rector of Universitas Gadjah Mada

Assalamualaikum Warahmatullahi Wabarakaatuh

Dear Colleagues, Distinguished guests, Ladies and gentlemen,.

We all know that Globalization is not a new concept. The history can go back to the time when people traveled across the globe to find new opportunities. With the development of technology today, the advancement in IT and the flow of information across borders have increased and accelerated the interconnectedness among global populations. The modern high-efficiency communication technology certainly results in the exchange of ideas and values among cultures. The intensification of cultural interaction among diverse groups through media is a revolutionary process. This is irreversible. Whether we like it or not, we have to deal with it, we have to cope with it, and we have to live by it. The discussion on globalization, therefore, is always interesting and important like what is intended in today's International Conference.

On behalf of Universitas Gadjah Mada, I am pleased to welcome you to the first American Studies International Conference. Universitas Gadjah Mada has the privilege of hosting the 2018 American Studies International Conference under the overall theme "Local Identity in Globalization". This theme is indeed in line with our vision to be "Internationally respected and locally rooted".

The choice of Universitas Gadjah Mada is also benefitting in regard to the fact that UGM has acquired high levels of expertise in humanity sciences, and in particular American studies. Our expertise should be used to give benefit and shared with other institutions both in Indonesia and in other countries.

Ladies and gentleman, globalization brings all good things from cultures around the world that may help us develop our potential to cope with environmental, economic, cultural and social problems. At the same time, however, we cannot lose sight of the vital role of our own local wisdoms which have guided us in living our life, giving us self esteem, and protecting our wellbeing across generations. In this regard, our local wisdoms should be sustained and continue to be part our identity.

Globalization also fosters the desire to revive local identity as an attempt to stem the outside influences that globalization has generated. We believe that distinctive cultural heritage is crucial to identify a nation, because the people of a country and the traditions they held are a reflection of the state itself. Human and the culture they produced are two inseparable entities in which the noble essence inside the local traditions, symbols and festivities is intended to humanizing humanity itself. Various kinds of cultural material created by humans cannot be separated from the intrinsic values that is ingrained in the traditions preserved from generation to generation. It is our opinion that in the global world, the local identity has a bargaining power to

negotiate the spread of globalization, hence we conclude that the discussion of the local identity in globalization is a notable topic.

Conferences such as this provides a valuable opportunity for researchers, academic staffs, and students, to exchange their knowledge, experience, and perspective to advance humanity sciences and to further any collaborative events that we have initiated. I am grateful to the many experts who have come to share their knowledge. I also welcome the many representative of universities and American studies Association who have joined us.

Ladies and gentleman, before I conclude, I wish to use this opportunity to express on behalf of Universitas Gadjah Mada, our most sincere gratitude to all our partners in the preparation of this conference. Please allow me to make a special mention of the Faculty of Cultural Sciences, Balai Penerbitan Universitas Gadjah Mada, and American Studies Society in Indonesia (ASSINDO) for their invaluable involvement in the preparation and the holding of this conference.

It is in my sincere hope that owing to your unreserved inputs, this conference will come up with strong resolutions on how we address globalization challenges in order to sustain our self esteem and wellbeings. I wish you every success with this important conference and I look forward to learning about the outcome.
Thank you.

Rector,

Prof. Ir. Panut Mulyono, M.Eng., D.Eng.

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Welcoming Speech from The Dean of the Faculty of Cultural Studies

Dear Colleagues, distinguished guests, ladies and gentlemen,

On behalf of the Faculty of Cultural Science, Universitas Gadjah Mada, it is a great pleasure to welcome you all to Yogyakarta and to Universitas Gadjah Mada. It is a great honor to facilitate the American Studies International Conference (ASIC) 2018 on “Local Identity in Globalization”. We are honored to welcome keynote speakers and other speakers from different countries as well as participants from many cities in Indonesia; all of whom have a shared interest in globalization which affects many aspects of our daily lives.

I believe that with the rapid development of technology fosters the spread of globalization worldwide. Quoting Waters (1995), we understand globalization as a social process whereas the geographical borders, social condition, culture diversity and finally personal awareness on limitation are put a side. As the grasp of globalization affects all over the world, we should underline the two intertwined aspects of globalization. It is safe to state that the two side of globalization are experienced by most of countries in the world. In one side, it provides easiness and openness due to the borderless society, but on the other hands, it also brings negative impact, mainly concerning the locality and tradition of a particular country. Many people are worried on the impact of globalization toward the preservation of their local identity. While globalization is celebrated, on the same time, many others are worried on the existence of their local identity since rapid access to information which results in homogenization, polarization and hybridization may threaten the uniqueness of their local identity.

Ladies and gentlemen,

On behalf of the Faculty of Cultural Studies, Universitas Gadjah Mada, I would like to express our appreciation to keynote speakers who are willing to share their expertise with us. I would also like to thank others speakers and participants without whom no sessions of this conference could be held. My gratitude also goes to the committee members who have planned and worked hard for this conference. I do hope that this conference facilitates us an effective means to strengthen our role and offers insightful contribution as lecturers or researchers.

I wish you success in the seminar, and i wish you all a pleasant stay in Yogyakarta. Thank you very much.

The Dean of the Faculty of Cultural Studies

Dr. Wening Udasmoro, S.S., M.Hum., DEA

American Studies International Conference Program

Time	Thursday, 25 th October 2018			
08:00-08:30	Registration		Lobby	
08:30-08:45	Performance of UGM Choir		Main Hall	
	Report from the Committee			
	Welcoming Speech from the Dean			
08:45	Opening address from the Rector		Main Hall	
	Plenary 1	Keynote Speakers		Topic
		1. Prof. Larisa Mikhaylova		American Imprint in Russian Identity
		2. Prof. Dr. Ida Rochani Adi, S. U		Feminine Forms of Muslim Belonging in Fraught World
Moderator: Dr. Aris Munandar, M. Hum				
10:15-10:30	Coffee Break			
10:30-12:00	Session	Speakers	Topics	
	Plenary 1A	1. I Dewa Putu Wijana	The Influence of English on Play on Words of Enterprise Namings in Yogyakarta	
		2. Ahmad Sukirmiyadi	Teaching English through Games	
		3. Jafar Fakhrurozi Shelly Nasya Putri	The Meaning and Function of "Pantun Wawancan" in Lampung Sabatin Traditional Wedding Ceremony	
		4. I Gede Agoes Caskara Surya Putra	Ethnic Identity: the Ideology, Practice, and Management of Ethnic Language among Balinese Families	
		5. Restu Anggi Gustara	A Critical Discourse Analysis: The Representation of 'Homosexual', 'Lesbian', and 'Gay' Collocates Words in Coca and BNC Corpus	
	Plenary 1B	1. Triastama Wiraatmaja	The Relation of Minority Group's Sport Attainment to Counter Racism: African-American at the Movie 42	
		2. Amin Basuki	Global-Local Contestation: A Transnational Study on Scientific Journal Articles	
		3. Mohammad Noor Rizal	The Medium is the Mise-en-Scene: an Analysis of "The Lost 'I Love Lucy' Pilot"	
		4. Annisa Istighfari	Documenting Indigenous Identity in	
			Room A 709	
			Room B 707	

			the Internet Era: Lessons from the Composition of Narrawong Town Social Profile in Victoria, Australia	
		5. Robi Wibowo	Questioning Globalization through Japanese Popular Culture in Indonesia: A Case Study of Weeaboo	
	Plenary 1C	1. - Wiwin Widyawati - Winantu Kurnianingtyas Sri Agung	Embedding the Students' Sense of Belonging through the Activity of Reading American Short Stories	Room C Main Hall
		2. Sokip	The Implementation of Local Cultural Identity in Form of 23 Character Values Taught In Islamic Boarding School	
		3. Arasy Pradana A Azis	The Preamble 1945 Constitution as Post-Colonial Normative Expression and its Contextuality	
		4. Tatit Hariyani	Pancasila as the Common Ground for Indonesian National Religious Identity in the Era of Globalization	
		5. Ashar Bayu Lazuardi - Pawito	Negotiation of Cultural Identity in Wayang Sasak Performing Arts	
12:00-13:00	Lunch Break			Lobby
13.00-14:30	Plenary 2A	1. Milawaty	" <i>Watusemar</i> " : The Reflection of Thought and Local Cultures of the People of Sambongrejo, Gondang Subdistrict, Bojonegoro Regency, East Java	Room A 709
		2. - Nuriadi - Sribagus	Tuan Guru Maulana Syekh Muhammad Abdul Madjid as an Icon for West-Nusa Tenggara Province: a Study on His Literary Work <i>Wasiat Renungan Masa Pengalaman Baru</i>	
		3. Muhammad Hamdan Mukafi	Indonesian Literature and Its Identity in the Mood of the Age	
		4. Sukarni Suryaningsih	Reading Indonesians in International Setting in Andrea Hirata's <i>Edensor</i>	
		5. Nuruddin Al Akbar	Hamka and the Fluid Nationalism	
		6. - Nur Laili Nadhifah, - Arcci Tusita, - Sri Herminingrum	The Portrayal of Soft Masculinity in Indonesian Fanfictions Online	
		1. Chris Woodrich	Adapting Hollywood for the Local:	

	Plenary 2B		Making Islam Mainstream and Mainstreaming Islam in Two Indonesian Films	Room B 707
		2. - B. Guntarto - Nurina Sevrina	"You sure there's nothing more to say?": The Representation of Indonesian Youth Culture in LINE Ads on Youtube	
		3. I Komang Sumaryana Putra	Eobard Thawne: A Study Case of Main Villain in <i>The Flash Series</i> Season 1	
		4. Arcci Tusita	Jupri or John: Name and Identity of English Tutors In Kampung Inggris Pare	
		5. Sri Herminingrum	The Dichotomy of Proliferating Information Technology in Humanities Education	
	Plenary 2C	1. Dr. Dra. Ekawati Marhaenny Dukut, M.H	Actualizing Local Identity in Globalization through a Popular Culture's Playstore Product: A Cultural Hybridity Project	Room C Main Hall
		2. Siti Nurhasanah Chika Dewi	The Emergence of Local Coffee Shops in Indonesia as a Counter to American Culture Hegemony	
		3. Irma Febriyanti	Resistance and Local Control of American Multicultural Education in the Era of Globalization	
		4. Susanne A.H Sitohang	Who am I?: Discovering of Students' Concept of Identity and "Sense of Belonging" in Today's Global World	
		5. Muhammad Fithratullah	Globalization and Culture Hybridity; The Commodification on Korean Music and its Successful World Expansion	
14:30- 14.45	Coffee Break End of Day 1			

Time	Friday, 26th October 2018		
08:00- 08:30	Registration		Lobby
08:30- 10:00	Plenary 1	Keynote Speakers	Topic
		1. Prof. Carla Jones	Whither Difference? The Persistent Value of the Global in a Political Era of Locality
			Main Hall

		2. Prof. Heddy Shri Ahimsa-Putra, M.A., Ph.D	Global Symbols, Local Identity: the Brigata Curva Sud Ultras in Yogyakarta	
		Moderator: Dr. Nursaktiningrum, M.Hum		
10:15-10:15	Coffee Break			
	Session	Speakers	Topics	
10:15-11:45	Plenary 1A	1. David John Rawson	The Representation of Indonesian Migrant Workers in Contemporary Indonesian Literature	Room A 709
		2. Teguh Nurrohman	Black Male Author doing Black Feminism: Intersectional Feminist Activism in Colson Whitehead's the Underground Railroad	
		3. Hasanul Rizqa Bayu Kristanto	Wounds and Words: The Traumatic Memory in Omar El Akkad's Dystopian Novel	
		4. Titien Diah Soelistyarini - Teguh Nurrohman	Dismantling the Complexity of Borders: Identity and Coming-of-Age in Nicholas Mainieri's <i>The Infinite</i>	
		5. Lelu Dina Apristia	The Myth of Female Beauty Study of Representation Toward Post-New Order Novels Written by Males	
		6. Wahyu Seno Aji	Remembering Baraka's Dutchman: Absurd Dramaturgy on the Racial Absurdity	
	Plenary 1B	1. Dendy Suseno Adhiarso Prahaswati Utari Sri Hastjarjo	The Impact of Digital Technological to Change People's Behavior in Using the Media	Room B 707
		2. Al Amin	The Presence of Martial Art in Films as the Revival of National Identity	
		3. Upi Isabella Rea	Identity 4.0"	
		4. Lisa Okta Wulandari	Cultural Hegemony: White Gown vs Traditional Dress	
		5. Nailil Muna Yusak	American Islam in the Age of DIY Religiosity: A Reflective Response to a Perennial Conundrum?	
Plenary 1C	1. - Rangga Asmara, - Nisa Roiyasa	Meaning Making of Sintren and Early Gender Education	Room C Main Hall	
	2. - Ike Revita - Rovika Trioclarisa - Fahmi Gunawan	Local Wisdom as the Media to Present the Activity of Violence toward Women in Minangkabau		

		- Nila Anggreiny	Society	
		3. Agus Setiawan	The Impact of Foreign Oil Companies' Existence on The Sakai Community in Riau Province	
		4. Lukman Hakim	Community Empowerment Based on Local Wisdom (A Comparative Study in Kampung Ternak, Yogyakarta and Jambu Getas Merah Kendal, Central Java, Indonesia)	
		5. Rini Wahyuningsih	Transforming Students Work Ethics and Values to Face Globalization	
		6. Alexander Michael Tjahjadi - Ma'rifatul Amalia - Ivan Mahardika	Improving Literacy in Remote Areas: Experience from Teaching in Villages at West-Papua	
11:45-12:45	Lunch Break			Lobby
12-45-14:15	Plenary 2A	1. Simon Ntamwana	African-American Folklore and Power Structure Trauma: A Postcolonial Criticism of Mistaken Identity Tales from the Gulf States	Room A 709
		2. - Karina Hanum Luthfia, - Naya Fauzia	Identity Articulation of American Indian Women through Social Memory: Post Renaissance Literary Works	
		3. Nur Asiyah	Identity Negotiation of American Muslim Women as Reflected in Neither This nor That by Aliya Husain	
		4. Widyarini Susilo Putri	Indonesian Intangible Cultural Heritage: Uniting Millennials Vernacular Literature and Global Awareness	
		5. Kristiawan Indriyanto	Sense of Place and Sense of Planet: Reconciling Locality and Globalization in Kiana Davenport's <i>the House of Many Gods</i>	
		6. - Aidatul Chusna - Shofi Mahmudah Budi Utami	On Becoming "Other" Reading Agustinus Wibowo's Memoir in "Selimut Debu"	
	Plenary 2B	1. Rahmawan Jatmiko	Enunciating Indonesian National Identity in the Globalized World through a New Romantic Movement	Room B 707
	2. Stedi Wardoyo	Mobility and Existence: A New Historicism Study on Diaries of Japanese Immigrants in Dutch East Indies before World War II		

		3. Arief Budiman	Arabic Novel Translation	
		4. Rahayu Puji	Chaos and the Local Power in the Contact Zone: A Postcolonial Studies on Jeremy Allan's Jakarta Jive	
		5. Scarletina Vidyarini Eka Nurul Laili Nadhifah	Food on Instagram : This is Me and My Home	
		6. - Indrawati, - Sri Samiati Tarjana - Joko Nurkamto	Globalization and Language Hegemony	
	Plenary 2C	1. - Dr. Abdul Mohammed Ali Jinnah, - R. Lakshmi Priya	Exploring the Interstitial: An Enquiry into Indian Anti-Detective Discourse	Room C Main Hall
		2. Ario Bimo Utomo	Explaining the Low Level of Secessionist Sentiments in Alaska	
		3. Farah Ratna Alfriani	Indonesian Imagination on American Popular Culture through <i>Raminten</i> Cabaret Show	
		4. Riani Inkiriwang Winter Alfred Inkiriwang	American Studies in Indonesia: Global or Local Content	
		5. Bayu Kristianto	Who are the Real Indians: International Performance in the Complexities of Indigienity	
14:15- 14:30	Closing Remarks by The Chair of the Committee : Prof. Dr. Ida Rochani Adi, S.U Coffee Break Certificate Distribution			Main Hall

List of Abstracts

The Impact of American Oil Company's Existence on The Sakai Community in Riau Province 1967-2004

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Abstract

This paper focuses on the influence of the existence of foreign oil companies that has been operating in the territory of the Sakai Tribe as one of indigenous tribes in Riau Province. Sakai tribe has inhabited the area which later became the oil mining area of PT. Chevron Pacific Indonesia (PT CPI). The company continues the activities of foreign oil companies which previously also operated in Duri, Riau Province. Oil mining undertaken in Riau contributes to environmental changes including in the areas where the Sakai people live. The changes of the environment also change the pattern of society activity and character because of some changes in terms of patterns of working and settlements. Refers to the huge profits gained by oil companies around Riau, especially in Duri sub-district, this paper seeks to find out whether the policies of the foreign oil company can stimulate the economic growth in the region or on the contrary, it does not provide economic advantages to the people living around mining areas, especially the Sakai people. This research uses historical method where historical sources are also obtained through interview with people of Sakai tribe and officers of PT.CPI. The results of the research show the existence of environmental pollution caused by mining activities and it also influences on social mobility among members of Sakai community.

Keywords: oil exploration, Act, Foreign Oil Company, Sakai Tribe, Pollution

ON BECOMING 'OTHER': READING AGUSTINUS WIBOWO'S MEMOIR IN *SELIMUT DEBU*

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Abstract

The paper is aimed at describing the notion of Other in Agustinus Wibowo's *Selimut Debu (Blanket of Dust)* a memoir of the author's journey in Afganistan for three years. Throughout his journey, Agustinus Wibowo encounters innumerable experiences with Afganistan people. The memoir depicts the author's engagement with different ethnicity and culture which affects his identity. The analysis focuses on the narration as a travel writing which is relatively new in Indonesia; thus it can be explored more what is inside this genre. This writing portrays three patterns of travel writing suggested by Thompson (2011), namely romantic, explorative, and mythology. The process of 'othering' experienced by the author is shown by these three patterns. Thompson asserts that all travel writings reveal 'the act of othering' because it reports something new or unfamiliar and so called 'other' to the audiences. The act of othering includes what Canales (2000) calls as inclusionary othering and exclusionary othering. The result shows that Agustinus wibowo's interaction with many people from different places throughout his journey proves the act of othering through the representation of self and other within those three patterns. The act of othering happens when author is well-treated as a guest, not an enemy, by Afgan people who are familiar with war life; at the same time, the author is considered as the 'other' by the people due to their different religion. This condition shows inclusionary and exclusionary othering experienced by the author.

Keywords: inclusionary othering, exclusionary othering, travel writing

Understanding the Changing Concepts of Halloween In America

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Abstract

America has many cultures and most of them brought by the immigrants, as multiculturalism country it provides the people with freedom to explore themselves with many positive ways, what becoming the issues nowadays is about the origin of certain culture and how it can be part of American culture. Halloween is very famous in many parts of country around the world because some of the countries celebrated this day, in America itself celebrated annually with different ways in each state. Halloween has been being part of American culture, this is one of the important celebrations, here will be discussed about the original ideology of this celebration and the changes which happened in American Halloween. For this case, Creolization as theory is able to explain about the study because of the fundamental statement was none of culture is original and there must be influenced by other; furthermore this study will be clearer with qualitative method and descriptive analysis, at the end of discussion hopes would find the changes that happened in American Halloween.

Keywords: Culture, Halloween, Creolization.

**Improving Literacy in Remote Areas:
Experience from Teaching in Villages at West Papua**

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Abstract

Investing in human resources is among strategies to strengthen local capacity in global competition. In Indonesia, Arfak Mountains Regency, West Papua, is one of the areas with low Human Development Index (HDI). From 2013 until 2017, the HDI scored approximately 53%, which is below the national average of 68,4%. Access to education remains limited yet it is perceived as one of the feasible solution in the region. Combining descriptive-qualitative and quantitative survey method, this paper aims to understand the demand side of education, supply side of education, and literacy of primary school students in the Anggi Gida district. The research's social survey conducted in June-July 2017 found that the demand of education consisted of students' motivation to attend school, education at home, and parents' perception on education, while the supply side of education consisted of teacher quality and education infrastructure. As literacy considered to be a pivotal aspect, the study did an alternate methods to teach student by using properties and text explanation. Through pre-post analysis we found that the alternative teaching method can increase students' literacy and the subject understanding in general. Given the outcome, capacity training for teacher and can be considered to increase education outcome in Arfak Mountains Regency.

Keywords: demand, supply, literacy

GLOBAL-LOCAL CONTESTATION: A TRANSNASIONAL STUDY ON SCIENTIFIC JOURNAL ARTICLES

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Abstract

This article discusses how Indonesian and American authors write articles in scientific journals and how both cultures bind article products in scientific journals. Data were taken from Scopus-indexed international journals, which consisted of 4 articles written by Indonesian authors and 4 American authors. The articles are published in 2018 and comes from social sciences and natural sciences. Data were analyzed using transnational approach and discourse analysis. The (provisional) results of the study indicate that journal editors have standards that must be obeyed by those who want their articles to be published in the journals so that the article writer must follow these standards. However, the writer still looks to have the characteristics of their own culture which can be seen in how they use expressions in their article. Therefore, it can be seen how the local values embedded in each individual contest on a global scale. By using the same standards, they still bring local souls that show their cultural identity, i.e. their real culture which is originally expressed in their mother tongue.

Keywords: transnational, articles, cultural identity, standard

**DOCUMENTING INDIGENOUS IDENTITY IN THE
INTERNET ERA:
LESSONS FROM THE COMPOSITION OF NARRAWONG
TOWN SOCIAL PROFILE IN VICTORIA, AUSTRALIA**

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Abstract

Together with the process of globalization, the advancement of the Internet has created an easy access for researchers to conduct document analysis, which is a low-cost and time-efficient way to gain information about a certain topic. Nevertheless, the resources available on mainstream media mostly come from the Western world, especially the United States. Meanwhile, there are also other sources of knowledge that are inherited within indigenous communities. Reflecting on the experience of composing the community profile of Narrawong, a small town in regional Victoria, Australia, which traditionally belongs to the Gundiṯjmara people, the author found it challenging to prevent the bias of “modern” information. This bias is due to the limitations in studying the town’s indigenous identity using document analysis as a single method. Coming from this experience, the author explored and analyzed alternative ways in which indigenous knowledge can be documented, such as through interactive maps and public use of traditional language. The author also identified barriers to implementing similar efforts, namely the social structure within indigenous communities and different worldviews held by researchers and communities they work with. The author concludes that in doing documentation process, indigenous communities have to be involved in fruitful dialogues so that both the extraction of knowledge and empowerment of indigenous communities can be achieved. This paper is an important resource for those aiming to work on indigenous knowledge documentation.

Keywords: globalization, Western bias, indigenous identity, indigenous knowledge

**THE PREAMBLE OF 1945 CONSTITUTION AS
POST-COLONIAL NORMATIVE EXPRESSION AND ITS
CONTEXTUALITY
(A Politics of Law Analysis)**

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Abstract

The proclamation of Indonesian independence on August 17, 1945, marked Indonesia's transition from being a nation as an imaginary community to being a state as a legal-rational community. For the first time, the Indonesian have the authority to form the rule of law independently, apart from the intervention of the colonial nation. The fierce spirit of anti-colonialism was immediately reflected in various legislative products, including the 1945 Constitution. The opening part of the 1945 Constitution, which is often regarded as the highest source of value in the Indonesian legal system, reflects a thick post-colonial spirit. During the colonial period, the legal system was built on hegemony, by placing indigenous people as The Other in their own homeland. They are labelled as third-class identities, under other national groups. This mentality is then tried to be reversed after independence. The values of independence, perpetual peace, and social justice are presented clearly into the Preamble of the 1945 Constitution. The Preamble of the 1945 Constitution inherited the anti-colonial spirit and immediately became a manifesto of resistance to colonial domination. However, the process of value petrification of the Preamble of the 1945 Constitution should not be considered as complete when that text was announced. The real challenge actually happened today, decades after Indonesia's independence. The injustice and hegemony relation that still occurs throughout the world ideally awakens the Indonesian to continue to contextualize anti-colonial values in the Preamble of the 1945 Constitution.

Keywords: The Preamble of 1945 Constitutions, Post-Colonial, Politics of Law, Hegemony.

**JUPRI OR JOHN: NAME AND IDENTITY OF ENGLISH
TUTORS
IN KAMPUNG INGGRIS, PARE**

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Abstract

Since name is one factor which shapes a person's sense of identity, the exploration of the choice of names can shed a light to self-boundaries and identity. Thus, this study aims to show connection between Western names chosen and used by English tutors in Kampung Inggris and their feeling of identity and self. Drawing on data collected from English tutors in Kampung Inggris, Pare, ethnography is applied as its method. Observation and random interview are done to help gathering the data. The findings show the important role of the choice of using Western names in shaping their identity reflected from the desired image to be displayed to others. First, they see Western names as a symbol of modernity and thus give them the sense of being modern and part of global citizen; second, English names used as strategy management to present themselves as 'competent' English tutor.

Keywords: Identity, Western Name, English Tutor

Arabic Novel Translation

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Abstract

A work will be a commodity that has a wider range of readers or consumers if it is translated into several foreign languages . This also happens in Arabic literary works that have been translated into foreign languages, including Indonesian. The process of translating Arabic literary works into Indonesian has begun since the 1950s and continues to this day. However, the translation process has experienced ups and downs, and currently appears downwards compared to the previous decade. This study aims to observe formulas that often appear in the translated literary works. By investigating such formulas, it is expected that this study will find out formulas that are liked by Indonesian readers. Investigating formulas is usually used to analyze a popular literary work. However, translated novels are novels that are commodified, so that there is no harm in making translated novels the same as popular novels. This also focuses on theme, character and setting, which are the basic formulas of popular literature.

This study investigated formulas in at least 20 translated novels, most of which were published a decade ago. Novels with female characters turned out to be novels that were widely translated and liked by Indonesian readers. Novels with religion or religious controversy as a main theme also gained a lot of appreciation from Indonesian literary audiences. Urban community setting is also a popular formula in Indonesia. In conclusion, the translation of Arabic literary works should choose formulas that are widely appreciated in Indonesia.

Keywords: Arabic novels, translated novels, analysis of formulas, commodities.

Exploring the Dynamics of Secessionist Sentiments in Alaska

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Abstract

This article explores the dynamics of secession in Alaska, a state within the United States of America. Alaska has been an integral part of the modern American history when it was admitted as the second-youngest state after Hawaii in 1959. The territory was originally purchased by the United States from the Russian Empire in 1867 due to the latter's concern of the expected British invasion. Putting the colonial narratives aside, Alaska is also a home of the Indigenous Alaskans with distinct identities compared to the European settlers. Viewing this contested history, combined with controversies leading to the inclusion of Alaska to the United States proper, one might assume that Alaskans might possess a higher sentiment of self-determination compared to the rest of Americans. However, despite those backgrounds, secessionism is not a salient issue in Alaska. Therefore, the author attempts to explore why does the support for Alaskan secessionism is relatively unheard despite the disputed history of the state. Using Hechter's model of secession (1992), the author proposes that Alaska has been experiencing a relatively low level of secessionist sentiment due to (1) a low level of group identification among the Alaskans themselves, (2) a weak regional party, (3) a high level of economic dependency on the host state, and (3) an unfavourable institutional environment for secessionist sentiments to be advanced. The research concludes by suggesting that secessionism in Alaska is not a favorable choice due to every limitation it faces.

Keywords: secession, Alaska, postcolonialism, AIP

Negotiation of Cultural Identity in Wayang Sasak Performing Arts

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Abstract

Globalization has covered all aspects of human lives today, albeit not in entirety. The technological advancement is one sign of globalization. However, along with the globalization, the performing arts of wayang Sasak as local art and cultural heritage of Lombok has started to experience declining popularity among the young generation. On the other hand, dalang (puppet master) of wayang Sasak, as the communicator, have realized about the matter and started to take actions. Therefore, it created the negotiation of cultural identity between the dalangs and the people or community of Lombok. The objective of this research is to describe the negotiation of cultural identity through the use of theory of communication. The data collection of this research is done by interviewing several dalangs of wayang Sasak performing arts. The result of the research shows that they created an innovation in the performance of wayang Sasak; one instance is using social media like YouTube as an effort to preserve its existence and as a form of negotiation for local and global cultural identity.

Keywords: Performing arts, wayang sasak, communication.

**“You sure there's nothing more to say?”:
The Representation of Indonesian Youth Culture in LINE Ads
on YouTube**

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Abstract

It is believed that local identity to some extent has been influenced by globalization. Prominent to this issue is that digital media serve a crucial role in the spread of global values. As a form of digital media, YouTube video ads play a part in promoting global products to the locals. In general, YouTube ads have more influence on young people particularly because the majority of YouTube visitors are young people. Because young people are the main targets of global media products, YouTube video ads may contain representation, values or references of youth culture which are critical for young people to build their identity. This paper sets forth to explore Indonesian YouTube ads of LINE, an instant messaging (IM) app developed by Naver Korean company. LINE ads on YouTube are examined through textual analysis, in order to learn how Indonesian youth culture is represented on the ads. The title of this paper “You sure there’s nothing more to say?” is taken from one of the dialogues in the videos, which is indicating that youth culture and identity portrayed in the ads appreciate face-to-face social communication of young people more than individualization. Furthermore, the function of online chatting is to strengthen young people’s offline relationship. It is also argued that if used aptly, YouTube video ads could contribute effectively to preserving local identity as a strategy of glocalization, thus, not all advertisements of global corporations may threat local identity.

Keywords: glocalization, YouTube ads, Indonesia, youth culture, identity formation.

Who are the “Real Indians”?: International Performance and the Complexities of Indigeniety

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Abstract

This paper deals with the question of how indigeneity is contested by different indigenous communities in the Americas (the United States, Peru, Bolivia, and Ecuador) as Andean musical performers and other “Indian-look-alike” performers sing and dance in public in major cities of the world, an effect of globalization on indigenous people, projecting the lingering image of the Indian to the international world. How is the notion of indigeneity contested when indigenous music is performed in international venues? What are the challenges of bringing indigeniety to the international world through music and performance while also conflating multiple indigenous identities and adhering to the common stereotypes of the Indian? The international performance of Andean music is the manifestation of the complexity of defining indigeneity in Andean countries as well as the way indigeniety negotiates with the universal representation of indigeniety. The international performance of Andean singers conveys the idea of versatility and flexibility of indigeniety as it can conform to different situations in/and different localities. This strategy of negotiation, however, becomes problematic when it appropriates other versions of indigeneity whose adherents take a more cautionary stance towards appropriation and a cautious use of indigenous images. Indigenous people in many North American indigenous communities object to the display of Hollywood stereotypes of the Indian as Andean performers appear in public in different parts of the world, seeing it none other than commodification of native culture. The opportunities provided by globalization complicate the idea of “the real Indians” as various indigenous communities develop different understandings of indigeneity, with some seeing it as a resource to profit economically.

Keywords: Indigenous, Indigeneity, Andean, performance, Hollywood stereotypes

Whither Difference? The Persistent Value of the Global in a Political Era of Locality

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Abstract

I am an anthropologist. Anthropologists study human difference, and indeed find human variation an endlessly fascinating subject. In this talk, I situate two phenomena from the past decade: the recent rise of social movements in the United States and elsewhere, including Indonesia, that pair nationalism with local identity, and the scholarly debates about globalization as form of cultural standardization. I ask how the theoretical anxieties that scholars once had about the potential loss of cultural diversity can inform more recent political anxieties regarding economic and national self-determination. I conclude with an honest analysis of my own anxieties, asking why, if anthropologists cherish local variation, I worry about diminishing interest in global connections.

Adapting Hollywood for the Local: Making Islam Mainstream and Mainstreaming Islam in Two Indonesian Films

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Abstract

The Indonesian film industry, as with film industries around the globe, has been heavily influenced by the semiotic codes and cinematic models of the United States through the widespread distribution of Hollywood-produced blockbusters. These imported films, because of their success among Indonesian audiences and perceived superior quality, are widely referenced by Indonesian filmmakers. However, as this argues, the influence of Hollywood has not been accepted passively. Rather, it has been negotiated with local values and knowledges, creating a hybrid semiotic code directed primarily at Indonesian audiences. Using as its case studies two Indonesian films, *Ayat-Ayat Cinta* (Verses of Love, 2008) and *Assalamualaikum Beijing* (Peace Be With You, Beijing, 2013), this article will show how Indonesian filmmakers adapt Hollywood tropes and techniques while still presenting non-American understandings. In the cases of *Ayat-Ayat Cinta* and *Assalamualaikum Beijing*, this was done as part of the process through which their source novels were adapted. Through transformations in their narrative approach, these films were able to Hollywoodize the message of the source novels by making them more broadly applicable, while simultaneously promoting specific local (Islamic) values to the mainstream. By simultaneously making Islam mainstream and mainstreaming Islam, these films were able to reach broader audiences than possible without Hollywoodization, while still maintaining a degree of integrity in their messages.

Keywords: Hollywoodization, Indonesian cinema, Islam in Indonesia, *Ayat-Ayat Cinta*, *Assalamualaikum Beijing*

THE REPRESENTATION OF INDONESIAN MIGRANT WORKERS IN CONTEMPORARY INDONESIAN LITERATURE

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Abstract

Indonesia has a large number of overseas workers varying from professional workers to the unskilled, legal and illegal who take up work across the globe. In the public consciousness this group is characterised as taking considerable risk but can gain considerable financial reward. This paper will examine the theme of Indonesian migrant workers' risks and rewards and a sense of belonging as represented in contemporary Indonesian short stories from 1992 to 2015. The paper draws upon the theory of narratology to analyse the representation of Indonesian migrant workers in six Indonesian short stories, three from the New Order Period and three from the Reformation era period. The stories themselves have been published in newspapers, magazines and anthologies. The sample has been chosen to represent a range of migrant worker experiences both in Indonesia and abroad, male and female, and skilled and unskilled. The paper finds that the representations of migrant worker's sense of belonging is particularly marked by gender and class differences. Women are depicted over the two periods as the victims of a patriarchal ideology and unregulated capitalism which leads to exploitation, abuse and alienation of working class women. While the representation of migrant worker experiences are largely similar there are changes in terms of contesting the ideologies of patriarchy and New Order developmentalism.

Keywords: Indonesia, migrant, workers, Indonesian short stories

THE IMPACT OF DIGITAL TECHNOLOGY TO CHANGE PEOPLE'S BEHAVIOR IN USING THE MEDIA

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Abstract

The development of digital technology very rapidly at this time has made all kinds of media fused into the entire life of the community. So that makes humans becoming addicted always to utilize the technological sophistication. Not only in the context of technological progress physically but the impact of technical complexity that has affected the community, either way, we communicate, interact, transact and how society. This study aims to determine how the effect of technological sophistication to change people's behavior in using the media. The theory used in this study are a digital theory, behavior change theory, media theory and the theory of convergence. This research is a qualitative descriptive study that seeks to explain and describe the real situation in society at this time by combining secondary data types. Data were analyzed to formulate a prediction for the future based on data from prior periods to obtain a picture of reality past, present, and future on the changes that occur. The results showed that the new media has an impact on the behavioral change in the use of media that has implications for social change, culture, economy, and politics.

Keywords: Digital Technology, New Media, Change Behavior

ACTUALIZING LOCAL IDENTITY IN GLOBALIZATION THROUGH A POPULAR CULTURE'S PLAYSTORE PRODUCT: A CULTURAL HYBRIDITY PROJECT

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Abstract

Cultural hybridity exists when a local culture is made hybrid with a foreign culture. The result of the hybrid culture is not clearly demarcated that it becomes uncertain of which culture is originally influencing which culture. Due to the many kinds of U.S. popular culture products that enters Indonesia, the door to globalization entails that an Indonesian product is accepted globally if it fulfills some U.S. characteristics in the making of the product. Taking into consideration of the Z generation, who are digital savvy and of popular culture's characteristics, which 1) brings satisfaction to its users, 2) is easy to obtain, 3) is eager to please, and 4) is a reflection of society; a U.S. Integrated-Based TOEFL like mobile application that inserts some Javanese scenes in the animation is created and made available for google's playstore. The product is devised on the basis of the eagerness of raising Indonesian citizens' English competence through a popularly globalized product, which does not put aside the creator, who is an Indonesian. This paper, which shares the finding that Asian players from Indonesia and Japan see the mobile application product as being valuable in 1) raising their English competence, 2) understanding a foreign culture, and at the same time 3) understanding their local culture, is reported to inspire others to create more local-global digital media innovations by use of cultural hybridity.

Keywords: cultural hybridity, digital media, google playstore mobile application, local-global innovation, popular culture

INDONESIAN IMAGINATION ON AMERICAN POPULAR CULTURE THROUGH RAMINTEN CABARET SHOW

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Abstract

The era of globalization has had a significant impact on the changing of political, social, economic, and even cultural systems. The change is based on the will to spread the influence of ideology from each nation and country, so that created the desire to hegemony. The process of hegemony is born even in the most subtle and intangible way. Hence, it can be said that the target of colonization is to mentally change the stand of the nation. The most noticeable hegemony comes from Americanization, which in Indonesia a wide range of changes is present. The pattern of change was imported from various things, including through songs, movies, TV shows, and various lifestyles and entertainment.

Highlighting about lifestyles and entertainment, it is closely related to a famous place quite unique in Yogyakarta, the Raminten Cabaret Show. A place of entertainment that is fully filled with Javanese culture mixed with Americanization atmosphere within its values. Questions about cultural phenomena began to emerge as the predicate of Yogyakarta as a special and cultured city. Therefore, it is necessary to ascertain what form of hegemony arises in Raminten Cabaret Show.

In Yogyakarta, the cabaret show was held in a very conservative way in which Javanese culture is still presented explicitly. Along with the understanding of post-colonial theory, analysis shows the existence of two things that become part of mimicry and anti-orientalism. Everything that reinforces Americanization like the drag queens, the impersonation of American pop divas, the sustainability of values in American culture, and the use of language in the show are analyzed in such a way by linking the idea of Homi Bhabha' mimicry. Meanwhile anything closely related to Indonesian nationalism and Javanese culture is closely linked to the understanding of anti-orientalism. The analysis refers to things, namely: 1. Hybridity, where the crossing of American and Javanese cultures can not be categorized as a whole culture in the show; 2. Capitalism, where everything that is there is none other than aimed at fulfilling commodification rules.

Keywords: Cabaret, Raminten, Yogyakarta, Mimicry, Anti-orientalism, Post-colonial

**WOUNDS AND WORDS:
THE TRAUMATIC MEMORY IN OMAR EL AKKAD'S
DYSTOPIAN NOVEL**

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Abstract

This paper discusses the literary portraying of personal trauma in Omar El Akkad's dystopian novel *American War*. The purpose of this research is twofold: (1) identify the way in which the traumatic memory of war victims is transmitted from the first generation to next generation and (2) understand how the narrator constructs his discourse about the future of America and the world. The method used in this research is descriptive qualitative. The researcher uses Christa Schönfelder's theory on postmodern trauma texts. This research shows that the main narrator's choice to positioning Sarat as a war victim, not a perpetrator of biological genocide, makes the narrative of Sarat's traumatic memory political. It exposes that the first generation's desire for personal narration becomes unnarratable, and that there is second/third generation's urge for a future beyond trauma. The conclusion proves that *American War* contains the quest for stability out of disruptive experiences, constituting a crucial aspect of the need for narrative in the face of a dystopian future.

Keywords: America, dystopia, postmodern, trauma, war

**GLOBAL SYMBOLS, LOCAL IDENTITY
- THE *BRIGATA CURVA SUD* ULTRAS IN YOGYAKARTA -**

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Abstract

Football (soccer) is a real global phenomenon today. League championships in centers of world football, aired through global television networks, always attract millions of viewers and supporters around the world. These supporters are not passive audience however. In stadiums, their presences have made the football games look more colorful. In this paper the author analyzes and interprets the global symbols appropriated by the ultras -football club supporters- of Brigata Curva Sud from Sleman, Yogyakarta. The appropriation has made them succeed not only in strengthening their social position among other groups of ultras in Indonesia, but also in gaining international recognition. Globalization as an opening of new possibilities of appropriating new symbols has been used by the youngsters of Sleman smartly to send messages of who they are.

The Influence of English on Play on Words of Enterprise Namings in Yogyakarta

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Abstract

Eventhough the spirit of developing and maintaining Indonesian and local languages in Indonesia has been continously whipped up, the influence of English as representation of American culture can not be avoided in every aspects of Indonesian use in the global era. This paper will deal with the exploitation of American cultural elements for naming enterprises in Yogyakarta, such as *Bakso Josh Bush*, *Dodoland* (*Dodolan*), *Mc.D* (*Mancik Dingklik*), *Kentucku Fried Chiken* which respectively constitute the punning of *George Bush*, *Dodoland*, *Mc Donald*, *Kentucky Fried Chiken*, etc. The discussion will cover various ways or approaches used by the enterprise's owners in creating the pun names, the motivations underlying such namings, and semiotic explanations that motivate the enterprise naming practises.

Keywords: pun, enterprise, naming

**ETHNIC IDENTITY: THE IDEOLOGY, PRACTICE, AND
MANAGEMENT OF ETHNIC LANGUAGE AMONG
BALINESE FAMILIES**

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Abstract

Research has shown the importance of family language policy (FLP) in the field of language shift and maintenance. However, there has not been a single study focusing on FLP in Indonesia. This study explores FLP among Balinese families towards Balinese, Indonesian, and English, in Kuta. In FLP, there are three areas that can be investigated, namely language ideology, practice, and management. A semi-structured interview was carried out with 12 participants to explore their FLP and factors related to it. The findings show that the ideologies among the participants show how they regard Balinese as a language that is important for their ethnic identity. However, it is not followed by positive practices and managements of Balinese at home. The participants favour the practices and managements of Indonesian and English to be put first. It is likely that their choices are influenced by the function of each language has in wider society. In sum, this study aims to provide a clear view on FLP among Balinese in Kuta, and the factors that might influence it. The findings suggest how positive ideologies towards a language is not always followed by positive practices and managements of it. This situation can be improved by promoting the use of ethnic language in the family domain by local and national government. As ethnic language is one of the crucial factors that form ethnic identity, it is necessary to promote the use of ethnic language for future generation, especially in the family domain.

Keywords: ethnic language, ethnic identity, Balinese

EOBARD THAWNE: A STUDY CASE OF MAIN VILLAIN IN *THE FLASH* SERIES SEASON 1

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Abstract

Every superhero needs a villain. *The Flash* is an American superhero television series developed by Greg Berlanti, Andrew Kreisberg, and Geoff Johns, airing on The CW. It is based on the DC Comics character Barry Allen / The Flash, a costumed superhero crime-fighter with the power to move at superhuman speeds. In *The Flash* TV series Season 1, Eobard Thawne is introduced as scientist from the future; he duplicated the reaction behind Barry Allen / The Flash's powers and learned he would become his own hero's arch-enemy: the Reverse-Flash. This study is aimed to identify the methods of characterization used in introducing Eobard Thawne as the main villain, and also analyzing the intrinsic and extrinsic motivations that the main villain character develops. In collecting the data, this study used library research and the data itself was analyzed qualitatively. Finally, the methods of characterization of the main villain character as well as the character's motivations are explained. The character may be seen as simple at first glance, but Eobard Thawne has the components that make him into evil character; from his characterization in his introduction to the motivations that guide him through each step of the story. It's absolute a reverse.

Keywords: superhero, main villain character, intrinsic motivation, extrinsic motivation, characterization.

FEMININE FORMS OF MUSLIM BELONGING IN FRAUGHT WORLD

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Abstract

The development of how people think, feel and behave always gets along with how the environment nurtures them. The dynamic of global interdependence has caused a transmission process (Jan, 2009), the emergence of a new culture (Halttunen, 2007), and a mixing and blending of locality and globality which is blurring the existing boundaries (Appadurai, 1996). It implies that maintaining traditions gradually vanishes. Identity of particular culture should be then reconstructed or redefined as Kellner (1995) states "...a postmodern image culture, the images, scenes, stories, and cultural texts of media culture offer a wealth of subject positions which in turn help structure individual identity" (p. 257). This becomes the base of arguments on Muslim and woman in a global world.

My paper is based on Transnational American Studies research aiming at knowing how American and Indonesian Muslim women construct their identities. Constructing identity is always a process and it cannot be finished in a certain period of time. Hall's social conception of identity states that there is no fixed or permanent identity since identity is historically defined, which brings about the idea that identity is formed to the ways one is represented or addressed in cultural systems (Hall, 1989, p. 10). Based on that theory, this research explores Muslim woman expressions of belonging. Using Foucault's concepts of discourse and power, the research focuses on American and Indonesian woman activists. A key point of interest in this study will be power and how the unequal distribution of power across societies has affected the way we look at Muslim woman in both The US and Indonesia. The result shows that the forms of belonging are expressed differently. Being women in Muslim majority society is different from those in Muslim minority society. The power of the masses plays an important role in the formation of belongings.

Keywords: Muslim, Indonesia, The USA, woman, identity, power.

**LOCAL WISDOM AS THE MEDIA TO PREVENT THE
ACTIVITY OF
VIOLENCE TOWARD WOMEN IN MINANGKABAU
SOCIETY**

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Abstract

Minangkabau is identical with the system of matrilineal in which the kinship is from maternal line. This matrilineal system brings about the welfare of women in Minangkabau due to heirloom property is handed down to the female children. Thus, women will not be lack of material. This phenomena is contradictory with the activity of violence toward women in Minangkabau. Many Minangkabau women become the victim of violence, even though these women have adequate material inherited from their mother. This writing then tries to describe the local wisdom that can be revitalized to reduce the activity of violence toward women in Minangkabau society. The aim of the research is to identify the local wisdoms in Minangkabau that can prevent the violence toward women. The research is conducted in three areas in West Sumatera, they are Padang, Payakumbuh, and Tanah Datar. The data are collected by having interview, focus group discussion, and observation. The analysis is done by relating it to the concept of local wisdom in Minangkabau and Violence toward women proposed by [1] [2][3]. The result of analysis is descriptively presented. Having analyzed the data, there are at least three local wisdom. They are 1) *Adat Basandi Syarak, Syarak Basandi Kitabullah* , 2) *Bundo Kanduang*), and 3) *Alam takambang jadi guru*.

Keywords: Local wisdom, Minangkabau, Violence toward women

GLOBALIZATION AND LANGUAGE HEGEMONY

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Abstract

In view of cultural aspect, national identity of Indonesia is the manifestation of cultural values that develop in all aspects of life with unique characteristics differentiating Indonesia from other countries. As a pluralistic country, Indonesia has 34 provinces with more than 16.000 islands of varied cultures. All of which have the power to integrate or disintegrate Indonesia's national unity. Inevitably, the world is changing in a process of globalization toward creating a new borderless big village with consequences 1) less government power; 2) liberalism; 3) free market economy; 4) western culture hegemony; and many others. Globalization is deemed catastrophic toward Indonesian traditional values.

This paper argues that globalization on the contrary brings opportunity to see the reality of language use in that between English and Indonesian pragmatic apology utterances, both expressive speech acts show similarity in apology features. This paper wants to see whether or not globalization affects local identity in the context of language use. This paper analyzed apology utterances in *Friends* TV Series as western representation and utterances found in *Office Boy* TV Series as Indonesian representation. It is a descriptive qualitative study with content analysis adopted from Spradley in Santoso (2017). The finding shows that apology utterances both English and Indonesian realized universal features of apology that is *IFID, Responsibility, Explanation, Repair, Forbearance, Addressed, Phatic, and Interjection*. In conclusion, there is no language hegemony. If one considers similarities rather than differences, one will get a deeper insight of languages that will broaden one's view of language.

Keywords: apology utterances, globalization, national identity, pragmatic aspect, universal features

Resistance and Local Control of American Multicultural Education in the Era of Globalization

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Abstract

This paper focuses on the process and result of creating a local control and the development of American schools in a global context, particularly in Newark, New Jersey. Statistically, Newark's crime rate is 25 percent higher than the national average in United States of America, resulting poor and insecure neighborhoods for its public schools. Furthermore, the crime rate exceeds higher in the West Side up to 60 percent and 70 percent in the Springfield-Belmont neighborhoods which affect the school system, especially to the minorities. A disproportionate impact on minorities happen because of Newark's population is 75 percent Black and Hispanic. As the $\frac{3}{4}$ part of the population, the minorities in Newark had not been able to decide their school system based on the locals' needs. Thus, for decades, the education was mired by corruption, crumbling facilities and low-performing students. Leaving a debate over how the local residents of Newark may be able control Newark Public Schools and why they should gain control of their school board.

Creating a local control in American public schools in a global movement of cultural influences appears to rise up the importance of local control to hire and fire its own superintendent and regain local control of its schools from the state. Under social resistance framework, this paper examines how people of Newark finally have their own local superintendent for the first time in 22 years. Being able to regain control of its school board means having their rights to education granted: to adapt and experience American education equally. Controlling the school board has been central to Newark public schools since it is the only way to produce school policies. Some controls brought by the state's school board to Newark are: little leverage over the finances, choices about curriculum, and programs made mostly by a state-appointed superintendent which shows that the locals are socially and culturally distinct from dominant national societies. Globalization in education is not only a global movement of cultural influences, but also the framework of U.S. public schools for its multiculturalism as the country develops its public education system. The question is whether education policies that further the cultural identity of minority groups at the same time enable minority children to acquire the knowledge and skills to attain social and economic equality and equity.

Keywords: Newark, local control, American public schools

The Function of “Pantun Wawancan” in Lampung Saibatin Traditional Wedding Ceremony

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Abstract

In the traditional wedding ceremony of Lampung Saibatin community, there is a procession of giving titles (*adok*) to brides. *Adok* giving is a symbol of one's position in adat, which is passed down from generation to generation and awarded by fulfilling several customary provisions. During the ceremony there was a reading of the *pantun* (poems) *wawancan* by custom elders. The *wawancan* was delivered as an introduction to giving *adok* to the bride. The *wawancan* contains a piece of biography of the brides. At the end, the rhymes contain giving titles (*adok*) and hopes for bride. Based on this, it can be seen how important the position of the *wawancan* is in the process of giving the custom. Without *wawancan*, granting a title cannot be delivered. Related to this, the author is interested in researching more about *wawancan* functions in the procession of awarding the title.

Moreover, The research will describe the structures, function, and meaning of *wawancan*. This research uses a qualitative approach with ethnographic methods. The ethnographic method is used to observe the custom procession, the life of the costum community, and the speakers of the *wawancan*. Data collection is done by interviewing, observing, and documenting performances. Furthermore, the data is processed and analyzed using a structural approach research results can be revealed. In general, the results of the study are expected to be used as an effort to save and preserve oral traditions in Lampung.

Keywords: Pantun, Wawancan, Saibatin, Function, Meaning, Structure

Identity Articulation of Native American Women through Social Memory: Post Renaissance Literary Works

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Abstract

The colonialism on American Indian people triggered several forms of what Lincoln states as social catastrophe which are patriarchy, religious belief, and reservation. Patriarchy as the element of European settler's social system had been one of the most endemic threat toward Native American women. As a consequence of the new constructed power relation, the authority of Native American women for choices had been repressed by the dominant system of white supremacy. The crying out for answer of identity articulation by reconstructing the legacy system of the colonialism is being advocated and conducted through the media of literary works such as the works of Louise Erdrich, Paula Gunn Allen, Lee Maracle, Janet Campbell Hell, and Leslie Marmon Silko. The envisaging of tribal identity on women position, from which it is close associated to gender equality on social realm, subsequently deployed by the revival of 'social memory' as Hirsch defines as the memory which is molded by the shared experience in the past.

Keywords: Identity, Social Memory, Native Literary Works, Gender.

**Sense of Place and Sense of Planet: Reconciling Locality and Globalization in
Kiana Davenport's *the House of Many Gods***

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Abstract

Over the last decades, the concept of globalization has emerged as the central term around which theories of current politics, society, and culture in the humanities and social theories revolve. Terminologies such as diaspora, cosmopolitanism, migration, and exile has entered the lexicon of socio-humanities discussions. Although it can be underlined that globalization has such a far-reaching scope, intersection between theories of globalization and environmental/eco-criticism remains in periphery. The assumption that ecocriticism emphasizes attachment toward a particular place/place-ness places ecocriticism in contrast with the questions of mobility, border-crossing, and cosmopolitanism as it is stressed by globalization theories. In her book, *Sense of Place and Sense of Planet* (2008) Ursula K Heise asserts that what she considers as sense of place is incomplete without considering ourselves as a part of a global ecosystem, which she considers as sense of planet. To better contextualize the debate of reconciling locality and globalization, this paper examines *the House of Many Gods* written by Kiana Davenport through transnational American Studies paradigm. As a by-product of living in modernized Western city, the protagonist Ana become alienated with her surroundings and she eventually returns back to Hawai'i. Her return voyage back to Hawai'i symbolizes her reconnection and reorientation with her ancestral environment in this archipelago. This paper argues that Ana's recognition of her locality is incomplete without Ana's realization of her status as a member of a global ecosystem, 'eco-cosmopolitanism' in Heise' terminology.

Keywords: sense of place, sense of planet, globalization, eco-cosmopolitanism

Exploring the Interstitial: An enquiry into Indian Anti-Detective Discourse
Sub Theme : Globalization and Cultural Hybridity

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Abstract

Anti-detective fiction which deals with inversion of narratives and subversion of the tenets of detective representations is predominantly an American genre. The American writers of postmodern mysteries experimented with and transferred the conventional whodunit into a tale replete with self-reflexivity and narcissism, which is the more of today's *weltgeist*. Postmodern writers like Paul Auster, Thomas Pynchon and Michael Chabon are few illustrations among the numerous who have created a spatial transgression in detective writing. While European and the Americans claim Anti-detective fiction as their pure bred, in recent times Indian writers have also experimented in this genre. The indigenising of these narratives creates a fusion between desi culture and provides an American outlook towards the cosmos. The writer taken up for research construct a melting pot of various folklores, myth, epics, customs, food narratives and other aspects of cultural representations like art and painting amidst a detective tale. The mystery novels such as *The Krishna Key* by Ashwin Sanghi, *The Aryavartha Chronicles* by Krishna Udayasankar and *The Mahabharata Secret* by Christopher C. Doyle among others are analysed on the basis of their demystification of myth and augmentation of suspense and mystery in the background of localising the global genre.

Keywords: *Weltgeist*, Anti-detective, Demythification.

American Imprint in Russian Identity

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Abstract

National character remains a debatable notion due to manifold influences some of its implementations – most of all, rampant nationalism - played in human history. Thus, the concept of identity, coming from personal psychology seems to be a fitting working signifier for observed stable traits, provided complete analogies are avoided. America influenced Russians in many ways, including the image of America in popular culture. Through literature, America symbolized dynamic development, progress as compared to procrastination and well-known stability of the old ways (Ivan Goncharov, the classic juxtaposition of Schtolts and Oblomov in the novel ‘Oblomov’ 1859).

But real Interaction influenced the image of America most of all. Material help during the hunger of 1921 in Russia and during the WWII through Lend-Lease program saved thousands and caused gratefulness towards America among people in Russia. American films with Charlie Chaplin, Mary Pickford and Douglas Fairbanks served also as envoys of goodwill. Starting with the first American exhibition of 1959 in Moscow, contacts brought us to better understanding the achievements and problems of each other - we followed the fight for civil rights of the black people, signing proclamation to free Angela Davis, and admired American science fiction by Asimov and Bradbury in the 1970s. Gender studies developed with a big practical help from American women (Newsletter “Vy I my’ published in Russian in 1990s)”. So America was teaching us through practice the importance of genuine democratic principles.

Nowadays the image of America is far from uniform in the eyes of the Russians, more due to ideological differences within our countries, than between them. American way is not going contrary to hopes of people in Russia (as can be observed on such portals as Change.org and Avaaz.org, civil protest of Pussy Riot group etc.) Scheming of politicians is equally considered in both countries to be going against principles of social justice, and that gives us hope that a new stage could be reached when a common project brings us working side by side for the common goal of saving the planet.

**The Myth Of Female Beauty:
Study Of Representation Toward Post-New Order Novels
Written By Males**

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Abstract

Males representing female beauty without experiencing to be real females in post-New Order era become the background of this study. This study is aimed: (1) to identify female beauty in post-New Order era represented by Remy Sylado in *Ca-Bau-Kan: Hanya Sebuah Dosa (1999)* and Arswendo Atmowiloto in *Blakanis (2008)*, (2) to identify factors forming the representation. To achieve the aims, this study is done by applying Stuart Hall's representation theory which is not only about meaning produced through language and knowledge produced through discourse, but also about revealing patriarchal structure containing in discourse. After applying Stuart Hall's representation theory, it is found that female beauty in post-New Order era is not the same as the one in New Order era. Male writers represent that beautiful females in post-New Order are the ones whose body attracting other people and who struggle for freedom. The representation is formed by male writers in relation with males in post-New Order era and in discursive formation in post-New Order siding with males to keep masculine domination.

Keywords: representation, female beauty, post-New Order, male writers, masculine domination

CULTURAL HEGEMONY: WHITE GOWN VS. TRADITIONAL DRESS

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Abstract

Traditional dress is one defines local identity of a particular culture, place, tribe, or race. Nowadays, traditional dresses are only worn on some ceremonies such as wedding ceremony and even so, many people do not wear any kind of traditional attire in attending wedding. Instead, they use the modern one. In this era, women are familiar with white gown for the wedding. Instead wearing the traditional dress, they rather choose white gown for some reasons such as the needs, the condition, efficiency, or interest. However, besides those personal reasons, there are also external factors such as economy, social, and even politics. These all factors are happened in one process called globalization. They are connected through the process of globalization. In this process, those factors influence the local identity, which in this case is traditional dress, in engaged with white gown. Also, it can be identified whether the traditional dress can survive or it is replaced by white gown and what condition in globalization makes traditional dress survive or not.

Keywords: globalization, white gown, traditional dress, postmodernity

Globalization and Culture hybridity; The commodification on Korean Music and its successful World Expansion

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Abstract

The absence of borders increases the consciousness on the larger access which creates global dependency through many ways such as trades, traveling, tourism, and culture information and creates borderless countries. Lynman (2000) explains that the movement and the influence of globalization are triggered by many factors such as the economic expansion in the form of massive industrialization and the development of science, technology and communication. The beauty of globalization is the ability to force people to be creative and innovative in creating something beneficial. Culture are wrapped and formed then exposed, which later called as “exporting culture” or in more popular form it is called as commodification. The boom of Korean popular culture in all over Asian countries has increase starting in 2000 it move forward to rule all over Asia (Hyejung: 2007). The raise of Korean Popular culture through globalization triggers favorable environment to the new commodities allowing interaction between nations. K-Pop Global expansion is through three stages “Competence” or Hard Power, “Attraction” or Soft Power and last but not least Criticism in order to be able to continue or to have sustainable career in global industries many things should be taken including “facelift”.. The purpose of this research is to figure out that commodification on culture is the answer for Korean Music to have successful world expansion and global stage powered with qualitative research is applies in this research.

Keywords: Globalization, Commodification, Korean Wave, Cultural Hybridity

**“WATU SEMAR”:
THE REFLECTION OF THOUGHT AND LOCAL
CULTURES
OF THE PEOPLE OF SAMBONGREJO, GONDANG
SUBDISTRICT, BOJONEGORO REGENCY, EAST JAVA**

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Abstract

This research takes the myth of *Watu Semar* or *Semar* stone, the stone that today becomes the icon of Bojonegoro District and located at its city center. Due to the strong belief of the myth, this research is conducted at Sambongrejo Village, where the stone originated, to reveal the root of the myth as well as its meanings and roles toward the people. Furthermore, this research is objected to realize the thought and local cultures of the people through the existence of the myth. Research method used is field studies combined with in-dept interview and interpreted through Alan Dundes' theory of Oral Literary Criticism. The result of the research shows that the myth of *Watu Semar* is initiated from the story of *Punakawan*, helpers of Javanese *Wayang* figures including Semar, who were failed in building a mountain and let some stones abandoned, including a stone resembling Semar appearance and believed to be strongly connected with the existence of Semar itself. This myth is then well-inherited across generations as a cultural belief of the people of Sambongrejo. Thus for them, *Watu Semar* has a great meaning as *dulur*, their own relative, and contains historical values to be honored. *Watu Semar* takes roles as the symbol of local belief and the form of cultural expression (*Uri-uri Budoyo*) of the people of Sambongrejo whom themselves tend to grasp mythical thoughts. The final conclusion reveals that *Watu Semar* and its myth bring a great impacts on its people as it keenly reflects the thought and local cultures of the people of Sambongrejo, and may also Bojonegoro itself, leaving aside the modernity and the harsh stream of globalization occurred in the present days.

Keywords: local cultures, myth, the people of Sambongrejo, thought, *Watu Semar*

The Medium is the Mise-en-Scène: An Analysis of ‘The Lost “I Love Lucy” Pilot’

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Abstract

This paper examines the technique and the limitation of television as a medium to deliver the fictionalized ‘real life’ of Lucille Ball and Ricky Ricardo, the characters in ‘I Love Lucy’ series. The mise-en-scène of the show and the mode of broadcasting operation will be the subject of the analysis. I analyse the relation of cinematography technique with the celebrity culture in the beginning of television era in the United States. Both Raymond Williams and Marshall McLuhan have analysed this broadcasting medium as a means to disseminate ideology. Patricia Mellencamp argues that Lucy is an example of ‘unruly woman’ who narratively fails but performatively wins. The pilot episode depicts the middle-class society which represents the urban development of New York City. Moreover, the contestation between genders appears in the form of spatial domination of the stage. In this paper, I would like to argue that the pilot episode of ‘I Love Lucy’ presents the link between the celebrity’s ‘real’ and ‘fictional’ life of the Ricardos. The mise-en-scène and the characterization reveal social class as well as gender issues. I explore the representation and identity of the middle-class society which is limited by the technology of television and the contestation between male and female characters in 1950s American show.

Keywords: television, celebrity, gender, social class, cinematography

INDONESIAN LITERATURE AND ITS IDENTITY IN THE MOOD OF THE AGE

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Abstract

Globalization era signed by information and technology advancement. It brings jungle of sign, obscuring definitive convention, or even creating new definition, which is occurred in Indonesian literature. Colonialism history is a center convention which define Indonesian literature, literary genre is one of it. Reflect to a case of colonialism; England with its literary genre convention, that are poem, fiction, and drama – are getting “resistance” from America, the continent that “occupied” by it, which had been opening free space to establish literary genre, such as sermon and speech are included. Therefore, in this case, innovation to Indonesian literary definition always a chance.

Cross media literature, in a blanket of information and technology advancement, had been born with hybridizing text, audio, and visual. Internet (such as *youtube.com*) being its publication method. In 2011, Fahd Djibrán and his colleagues gave birth to literary work named *revolvere project* – when creation of audio-visual no longer arranged, but parting to literature. The born of *revolvere project* followed by many artists who answered to mood of the age. Many new names come up like *visual-poetry*, *visual-fiction*, and more – putting them in one room known as *literature reformer*. It has its structure, interpreted in hybridative form, but opening to be studied in different way when separated. This lead to a question of its legitimation in Indonesian literary world. So, Jane Stokes genre theory chose to examine its worthiness as Indonesian literature’s new creation room in genre classification. In this research, theory of semiotics, field of cultural production, and basic of taxonomy are implemented to observe its position to classify and struggle scheme in Indonesian literary world. Then, *literature reformer* denoted as Indonesian literature reflection, a success of mixing arts spices in one chalice, creating Indonesian literature new definitive identity.

Keywords: *mood of the age, hybridizing, newborn, literature, identity.*

American Islam in the Age of DIY Religiosity: A Reflective Response to a Perennial Conundrum?

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Abstract

In the face of global resurgence of Islamic movement and its ambitious call towards purification, personalized form of faith within Islam is strongly criticized to be deviant and a mere practice of heresy. Contrary to the fear that self-reflective Islam often resulted in deviation of Islamic teaching from its authentic origin, a theological shift towards a more spiritual Islam in America suggests the opposite. Islamic mysticism or commonly known as Sufism gained popularity in the modern America for its stress on God's mercy over exclusive legalism in understanding cosmic law and the divine consequences. Over the year, it has slowly proven its catalytic role for a more peaceful interreligious understanding worldwide on account to its cosmopolitan consciousness. Drawing from a recent scholarship by Ulrich Beck on individualized religion, this paper explores: 1) process of individualization of religion in the formation of modern religious experience in America and 2) its impact to interreligious relation in multicultural America. This paper further highlights socio-cultural relevance of Sufism in American context and the global response arguing that quasi Sufism holds an important role in shaping contemporary inter-, intra-religious relation of Islam in America.

Keywords: Individualization of Religion, American Islam, Sufism, Islamic Mysticism.

Identity Negotiation Of American Muslim Women As Reflected In *Neither This Nor That* By Aliya Husain

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Abstract

Identity is crucial thing in the world. American Muslim women faced the problems of identity because they got different treatment from American women. After the attack of 9/11, Muslim women became important issue in America. Their problems are not only about fashion but also about food, job and law. This research is aimed at answering how do American Muslim women negotiate their identities? What are the problems that they faced and what are the result of negotiation? This research was done under descriptive qualitative research. The data of the research are the word, phrase, and sentences from diasporic literature *Neither This Nor That* by Aliya Husain Published in 2010. To analyze the data used postcolonial theories based on Bhabha's hybridity and Toymey's identity negotiation concept. Based on the research, it is found that American Muslim women negotiate their identity by mindful negotiation namely adapting American culture and shaping hybrid identity. Some of Muslimah change their fashion style to be modest fashion even put off their veil. In choosing foods, they were very selective in order to get halal food. In public places, some of them hand over from their home. On the other hand, to get a job American Muslimah must fight harder because of the striking differences in culture and the idealism they believe in.

Keywords: Identity, negotiation, hybrid

**TUAN GURU MAULANA SYEKH MUHAMMAD ABDUL
MADJID AS AN ICON FOR WEST NUSA TENGGARA
PROVINCE: A STUDY ON HIS LITERARY WORK
WASIAT RENUNGAN MASA PENGALAMAN BARU**

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Abstract

Tuan Guru Maulana Syekh Muhammad Abdul Madjid is now an icon for Nusa Tenggara province, since he was appointed as a national hero. His thoughts and roles in enlightening society, either through Nahdhatul Wathan organization or through publication of works, have been certainly proved. Due to this fact, he is a representative of locality in national and global levels. Therefore, this paper specifically intends to discuss Mualana Syekh's thoughts which are expressed in his "*Wasiat Renungan Masa Pengalaman Baru*" (Advice of New Experience Era Contemplation) in order to show how he deserved to be a "representative" for the existence of Islam in particular and for the vison of the province in supporting Indonesian deevlopment in general. The discussion of this work is important since it has become one of the main references by Nahdhatul Wathan's followers, the largest Islamic organization centralizing in West Nusa Tenggara Province. In this regard, this paper tries to analyze literary sides of the work by using a simple logic from structuralism theory especially initialized by American structuralists in the New Criticism School. Through this framework, the paper scrutinizes the presentation of the form and content of the work so as to know further that the Maulana Syekh is a multi-talented figure, who is not only known as a "tuan guru" (Islamic cleric) but also as an expert in art, especially in literarture. Due to those facts, it may be concluded that he deserves to be an icon for the province' socio-cultural progress.

Keywords: advice, NW, figure, tuan guru, West Nusa Tenggara, literary work.

Hamka, United States, and Fluid Nationalism

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Abstract

This study attempts to make a critical reading of Hamka's work entitled "4 months in America". The reading of Hamka's work becomes important amid the strengthening of chauvinism and isolationism discourse among Indonesian society. The discourse encompasses both the academic realm (the emergence of methodological nationalism idea), theological sphere (the emergence of the Islam Nusantara idea), and the political sphere (anti-Chinese, anti-Western and anti-Arab sentiments). The emergence of the discourse of chauvinism and isolationism cannot be separated from the massive flow of globalization that eventually led to local resistance in the form of a "hard" nationalism that sees the global world as a source of problems to the Indonesian people. In contrast to the idea of hard nationalism, Hamka's work stands on the idea of fluid nationalism, which sees that interaction with other nations and cultures is a necessity for the advancement of Indonesian society. The study itself will focus on two subjects: first, a study of the Hamka nationalist paradigm based on the concept of cross-cultural fertilization. Secondly, this study seeks to examine how Hamka practices his fluid nationalist paradigm for reading reality, in this case, the US culture, and society. This section will describe how Hamka reads the US as his "object" starting from the understanding of US culture and society and is followed by a reflective stage to sort out which US culture can be an important lesson for the Indonesian nation.

Keywords: Hamka, Fluid Nationalism, Cross-Cultural Fertilization, United States

**COMMUNITY EMPOWERMENT BASED ON LOCAL
WISDOM
(A COMPARATIVE STUDY IN KAMPUNG TERNAK
YOGYAKARTA AND JAMBU GETAS MERAH KENDAL,
CENTRAL JAVA INDONESIA)**

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Abstract

This study aims to find out the mechanism and empowerment pattern of community empowerment through *Kampung Ternak* Program and Jambu Getas Merah Community located in Yogyakarta and Kendal, Central Java Indonesia. It also aims to compare two different programs in its location. Then, it shows the effect of empowerment activities on the members of this program as well as to figure out the enabling and inhibiting factors in conducting this program in the field. This study was a field study with qualitative approach and used descriptive analysis approach method. Observation, interview and documentation study were the data gathering techniques used in this study, and then the data were interpreted according to the phenomena and issues found in the field during research. The subjects of the study were selected by purposive sampling method. The result of the study shows that **First**, Kampung Ternak program and Jambu Biji Getas Merah have a different way to enlarge their product. Kampung Ternak helped by Dompot Dhuafa Yogyakarta, one of non-profit organization for global empowerment. While Jambu Biji Getas Merah has created their own way to manage their activities. **Second**, the effect of this program is that there is increasing business profit, increasing family living standard and improving skills and knowledge.

Keywords: Jambu Biji Getas Merah, Community Empowerment, Kampung Ternak, Local Wisdom.

**Chaos and The Local Power in The Contact Zone:
A Postcolonial Study On Jeremy Allan's *Jakarta Jive***

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Abstract

Globalization which returned with a loud voice of cosmopolitanism in the late twentieth century had actually kept with it a trend that was contrary to the spirit of the era itself. While multiculturalism and respect for differences has enjoyed a special place ever since, western hegemony of the colonial legacy seems to stay intact and becomes one reason why global era is no less chaotic than the era before. As a result, the great desire of the ex-colonized people to free themselves from the influence of Western culture is faced with an opposing desire to identify themselves with it. This ambivalence seems to have also been experienced by those from the metropolis (ex-colonizers) who claim to pioneer in the implementation of cosmopolitan values. Using Edward Said's idea of the continuity of colonial discourse and Homi Bhabha's principles of ambivalence, hybrid and split identity, and Debbie Lisle's view of travel and global politics, this study intended to identify the forms of the identity conflicts that arise within the contact zone of cultures in travel literature. As the material object, this study used *Jakarta Jive*, a travelogue by Jeremy Allan, which talks about Allan's experience of living in Jakarta in the era of upheaval in 1998. The study revealed how within the chaotic moment, the local managed to gain its power.

Keywords: local, global era, postcolonial, chaos, identity

**Reiterating Indonesian National Identity in the Globalized
World
through A New Romantic Movement**

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Abstract

This article discusses the possibility of reevoking and invigorating romantic spirits to reiterate Indonesian national identity. This commences from the fact that despite its comparatively young age, Indonesia has experienced a number of heroic and romantic struggles, notable in our national history; for instance, the “national awakening movement” Boedi Oetomo in 1908, which became the first modern symbol of national struggle in Indonesia, the “Sumpah Pemuda” in 1928, which instilled in the youth's mind the three factors in common as our national identity, which binds our multi-cultural existence and experiences i.e. the unity of territory, language, and nation; and the third is Indonesian Declaration of Independence, 17th of August 1945. This study starts from the assumption that those three symbols of struggle and identity are imprinted with romantic spirits, i.e. the sentimental feelings and emotions, which are no longer dealing with the worldly and materialistic considerations. In this discussion, one might question whether or not Indonesia has ever experienced any romantic movement as what European countries and America had in the end of the 18th century, yet that might not be so critical question in this case. Instead, what might be considered more important is another question such as, “do we need that kind of movement nowadays in order to clearly pronounce our identity?” By careful readings, observations and interpretations based on historiography and other references, this article sees that an attempt to give birth to our own Romanticism might be feasible as a good solution to rebuild our nationalism, since it also deals with recognizing and recalling our lost identity.

Keywords: Romanticism, Emotion, Sentimentalism, Heroism, Patriotism, Nationalism, Identity

MEANING MAKING OF SINTREN AND EARLY GENDER EDUCATION

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Abstract

Reader-response theory is an approach to literature that allows the readers to be the active agents in the process of meaning making a literature work. This approach is the basic theory underlying the process of interpreting Sintren dance. This dance is an aesthetic expression of littoral community of northern and southern coast of Java. Only a virgin dancer is allowed to perform this dance. The stigma of the beautiful female dancer with sensual poses, shapes, moves, including any of erotic trace is not found in Sintren. Through cultural gender perspectives, the elements of Sintren dance are interpreted resulting in the creation of new meanings containing values about early gender education in Javanese sociocultural context. Utilizing Sintren as a media for early gender education can be a part of cultural alternative in addressing social problems occurring in the society. The data were gathered through observation, interview and documentation of Sintren group in Pemalang, Central Java, Indonesia. The semiotic analysis used in the study referred to Reader-response theory model. The elements of Sintren that are interpreted are the dancer's costumes, accessories and properties, the show equipment, the folk songs, and the dance procession and movements. The most salient values from the interpretations are about gender equality in Javanese culture, progressive view in Javanese concept in treating women, and the role of early education from family in building a strong character for Javanese girls.

Keywords: Sintren dance, reader-response theory, early gender education, gender perspective

**A CRITICAL DISCOURSE ANALYSIS: THE
REPRESENTATION OF ‘HOMOSEXUAL’, ‘LESBIAN’,
AND ‘GAY’ COLLOCATES WORDS IN COCA AND BNC
CORPUS**

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Abstract

This is a Critical Discourse Analysis of the collocation of ‘homosexual’, ‘lesbian’, and ‘gay’ terms in the corpus data of Corpus of Contemporary American English (COCA) and British National Corpus (BNC). By conducting Halliday’s theory, this study aims to find out the representation of three terms, ‘homosexual’, ‘lesbian’, and ‘gay’, also the ideology, from the collocation words. As a combined study between Critical Discourse Analysis and Corpus Linguistics, a qualitative and quantitative data were used. By using corpus analysis as the method, the researcher analyzes the ideology based on the collected collocates words. The result of the analysis shows that ‘homosexual’, ‘lesbian’, and ‘gay’ has a linear relationship. Those three terms are used in different area of public text, which are ‘homosexual’ is more acceptable in academic term and ‘lesbian’ and ‘gay’ are mostly used in the non-academic term. Even though COCA and BNC show the different amount of their existence, they share the same collocation: *rights, relationship, lifestyle, identity, activist, and couple*.

Keywords: *Critical Discourse Analysis, corpus, homosexual, lesbian and gay*

AMERICAN STUDIES IN INDONESIA: GLOBAL OR LOCAL CONTENT?

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Abstract

The curriculum of the American Studies Program at The School of Strategic and Global Studies of the University of Indonesia comprises among others conversations on American Philosophy, American Democracy, American Culture, American Politics, American Media and American Foreign Policy. An overall perspective of the discourse is to obtain the knowledge and the competence to critically analyze and abstract the role and influence of the United States in contemporary global as well as local affairs. However, in today's multi-media culture, concerns arise whether the curriculum is still appropriate to fulfill the above goals. Our paper discusses these issues in looking at what to include in an American Studies curriculum that would address its local stakeholders needs and wants, including Indonesia's vision of Higher Education, which is "to support the competitiveness of the nation." (DIKTI,2015) In the American Studies context, a tension though might arise when the issues important to American Studies scholars in the USA, which we content are reflected in the themes of the American Studies Association's 2017 and 2018 Annual Meetings, "Pedagogies of Dissent" and "State of Emergence" respectively, are blended into one local, i.e. Indonesian curriculum. We will explore the global, the main issues in the two above ASA conference themes reflecting "the contemporary theorization of American Studies scholars" and the local, American Studies curriculum's stakeholders' concerns. The results it is hoped will provide a discourse to be discussed among stakeholders of the American Studies curriculum in general, and this conference in particular.

Keywords: *American Studies, curriculum, global, local*

Transforming Students' Work Ethics and Values To Face Globalization

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Abstract

The term globalization is indeed echoed everywhere and it pertains a common meaning as individuals become global citizens where local attributes and ownerships struggle to sustain. News and values can be easily spread all over the world like butterflies which flap their wings in seconds. Likewise, values, knowledge and skills can be implanted to students in order to be prepared to be agents of change anywhere after graduation. Mobility of experts and skilled laborers can be utilized without any country boundaries. Pelita Harapan University is one of the institutions which recruits field experts from various countries, and one of them is from the United States. One of the purposes of recruiting American lecturers at the university is to implant work ethics and values accepted globally, without neglecting the local ones. Those values may be instilled by American lecturers in the students' minds and attitudes through knowledge, classroom activities and interactions. The purpose of this study is to find out which values have been successfully implanted by American lecturers to students and to analyze which local values students may still hold. This study uses a sample of students taking international classes taught by American lecturers, and the data collection uses questionnaires to students, individual interviews to the American lecturers, and focus group interviews to students. It is predicted that students may pick up a few instilled values that may transform their perspectives and values and retain their local values as they are comfortable with.

Keywords: Values, transformation, work ethics, and globalization.

**QUESTIONING GLOBALIZATION THROUGH JAPANESE
POPULAR CULTURE IN INDONESIA: A CASE STUDY OF
*WEEABOO***

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Abstract

This study examines the *Weeaboo* phenomenon that occurs in young Indonesians in order to show the relationship between Japanese popular culture and globalization. *Weeaboo* is someone who is not Japanese, but is obsessed with Japanese culture. This study aims to explain what triggers the emergence of the *Weeaboo* phenomenon, why many young Indonesians have roughly the same ideas as the *Weeaboos*, and how they think about national and local culture. Sufficient facts about the *Weeaboo* phenomenon in Indonesia are needed to answer the aforementioned objectives. From the existing facts, it can be seen that the emergence of *Weeaboo* phenomenon is triggered by the globalization of Japanese culture, especially manga and *anime*. Furthermore, *Weeaboos* share the same feeling for imagining themselves in a community that is equally obsessed with Japan and all its culture. As a result, there is a tendency towards excessive interest in Japanese culture and forgetting and even degrading their own (national and local) culture.

Keywords: *Weeaboo*, globalization, nationalism, young Indonesians

FOOD ON INSTAGRAM: THIS IS ME AND MY HOME

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Abstract

Uploading food pictures on Instagram, along with various eye-catching captions is a kind of new trend nowadays. By applying the concept of identity representation, this research aims to analyze how the pictures of home-prepared-food uploaded on Instagram, with both captions and its way of being presented, portray women's role at home. The data are collected from random food pictures with high number of "likes" on Instagram. This research, through semiotics, intends to examine new boundaries of home and public areas, so as to elicit the role of women and men as the producer and consumer. Not only limited to it, the results also show what "a proper meal" is, the meaning of "family meal" and "family-life" on Instagram.

Keywords: Instagram, food, cultural identity, gender role, representation, semiotics

African American Folklore and Power Structure Trauma: A Postcolonial Criticism of Mistaken Identity Tales from the Gulf States

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Abstract

This paper examines the reflection of traumatic experience of power structure through storytelling among African Americans in the Gulf States. The corpus of the study comprised three selected folktales from the rubric labelled mistaken identity tales by Zora Neale Hurston in her collection entitled “Every Tongue Got to Confess: Negro Folktales from the Gulf States”. The article is an interpretative qualitative study that is based on the postcolonial approach and trauma theory. It is anchored on Irene Visser’s concept of trauma and power. It is found out what generates the performance folk religion and power structure among African Americans is their religious refuge power and their situation of exploitation and discrimination by the white supremacy. Additionally, it is found out that through folktale performance, African Americans imitate prayers whereby the black expresses his condition of hardship and poverty and surrenders to God for deliverance. But the white is reflected through the representation of ruthless master that deceives the black by imitating a god granting his requests.

Keywords: African American folklore, mistaken identity tales, postcolonial trauma theory, power structure

THE EMERGENCE OF LOCAL COFFEE SHOPS IN INDONESIA AS A COUNTER TO AMERICAN CULTURE HEGEMONY

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Abstract

After winning the second World War, the United States (US) tried to spread its hegemony in almost all aspects, including culture. Starbucks has become the biggest MNC belong to US that spread western culture in Indonesia. Starbucks with its 326 outlets in Indonesia has brought its new value to Indonesian society. In this paper, the writer would like to analyze the response of Indonesian in dealing with the cultural hegemony that brought by Starbucks as the representation of American culture. This paper uses library research as the data collection method and qualitative method in analyzing the data. The writer will analyze this case by applying circuit of culture theory which consist of 5 aspects: production, consumption, regulation, representation, and identity. The writer will focus on the production on how local coffee shops adopt the management and production process from Starbucks applied in their coffee shops. The creativity of Indonesian has made new culture are easily adopted in a good way. The advent of Starbucks in Indonesia had stimulated the establishment of local coffee shops that are not less competitive with Starbucks as the giant coffee shop corporation. The local coffee shops are able to give unique experience in enjoying coffee just like Starbucks with its “Starbucks Experience”. The local coffee shops also can provide not only coffee, but also other products that might take interest of customers. The local coffee shops are able to imitate, and modify Starbucks concept in local version.

Keywords: Starbucks, Circuit of Culture, Production, Local Coffee, Coffee Culture

THE IMPLEMENTATION OF LOCAL CULTURAL IDENTITY IN FORM OF 23 CHARACTER VALUES TAUGHT IN ISLAMIC BOARDING SCHOOL

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Abstract

Education has very important role in term to build student personality and to help them having character values. This role to handle young generation cases nowadays, such losing local identity and preferring to western culture. Educational institution must insert character values in learning process. One of the institution meant is Islamic Boarding School. In this case the writer wants to prove that Islamic Boarding School is suitable choice of school in term of character development for students because in teaching inserts several character values inside. To find the values, the writer uses library research method on chosen yellow books of Islamic Boarding School. As the result, to develop local identity in young generation, then it is found twenty three character values that are being taught in Islamic Boarding School based on four yellow books studied.

Keywords: Character values, Islamic Boarding School, Yellow books

THE DICHOTOMY OF PROLIFERATING INFORMATION TECHNOLOGY IN HUMANITY VALUES OF EDUCATION

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Abstract

Information Technology (IT) has become integral to the daily lives of numerous Indonesians. Tracing the IT proliferation path cannot be separated from the role of American young generations who provoke themselves to manifest the inventiveness and the can-do spirit; the premise of 'hard work' as one of the American traditional values. They generate revolutionary change in global information system which then represents the most innovative powerful assets for America. This modern existence, of course, leads to socio-cultural phenomena encompassing dichotomous trends in a lot of spaces and one of them is in education world. As the basis of human development and the bedrock to shape global digital citizens, education utilizing IT also takes an inevitable part for Indonesians' today and future. Therefore, this paper aims to disclose the merits and demerits of the use of the IT in education in Indonesia from the perspective of humanity values. To analyze the data, from direct observation and interview which are supported by distributing purposeful questionnaire to 586 students of 11 faculties at Universitas Brawijaya, qualitative method is used. The result shows that there is strong dependence of the students, representatives of Indonesian young generations, on the internet-based information and the impact tends to be negative compared to the positive ones.

Keywords: Information Technology; dichotomy; American traditional values; education.

Mobility and Existence: A New Historicism Study On Diaries Of Japanese Immigrants In Dutch East Indies Before World War II

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Abstract

This study examines the representation of Indonesian history in relation to cultural and socio-economic conditions of the Dutch East Indies, especially Java, in the diaries of Japanese immigrants in the Dutch East Indies before the World War II. It focuses on their view about their existence and position as immigrants in the Dutch East Indies when interacting with other community groups, especially indigenous people while living in the Dutch East Indies. It employed New Historicism approach, a literary criticism that emphasizes the relation between literary and non-literary texts with various social, economic, and political forces existing during the period of text production. Data sources are diaries, namely *Jagatara Kanwa* (Stories of Jakarta) written by several Japanese immigrants and *Nanyou no Seikatsu Kiroku* (Life-Record in the South Seas) written by Okano Shigezou.

The results of the study indicated that economic motives through trade served as a strong impetus for Japanese people to migrate to the Dutch East Indies. The success of Japanese immigrants who had come in the 1920s in trading Japanese products in the Dutch East Indies, especially Java, until the existence of the Japanese Store that mushroomed and was widely known by the people of the Dutch East Indies, especially the indigenous people, were the main attraction for the flow of Japanese migration to the Dutch East Indies. However, the economic success of Japanese immigrants failed to bring social success due their exclusive positioning that their attitudes and behaviors reflected an upper-class society following their social status as first-class citizens equal to the Dutch and other Westerners.

Keywords: migration, economy, social, existence, exclusivity

READING INDONESIANS IN INTERNATIONAL SETTING IN ANDREA HIRATA'S *EDENSOR*

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Abstract

Understanding the culture and characters through literary works has long been carried out and has become a study material in study of literatures. Literary work which is a reflection of a society, even though it is a fictitious or imaginary world, is considered by the adherents of sociology of literature as a reflection of the community where the work was written. Through social and cultural settings in a literary work the reader can understand the cultural and social sphere where the character interacts. So that the emergence of certain personality characters is shaped by the influence of the cultural and social environment in which the characters interact each others.

One of Indonesian literary works that can be used as a means to see the culture of Indonesian society, especially the Malay community, is the works of Andrea Hirata, one of which is entitled *Edensor*. The third book published in May 2007 tells the story of two Indonesian students who were studying in France. This novel shows how Indonesians and their cultural identities in the midst of international association, students of the Sorbonne University. Reading Ikal and Arai characters in *Edensor* once again we deal with unique depiction of majority Indonesians' characteristics

Through the sociology of literature approach by using Mochtar Lubis' perspective on Indonesian people, this paper wants to show that in his struggle to study at the Sorbonne University, all the shortcomings did not make Ikal and Arai recede to achieve their goals. *Edensor* at the same point also shows how Indonesians are in the midst of social relations among people and cultures. Indonesians which are represented by Ikal and Arai characters are tenacious, easy to be amazed especially with Western cultures and believe in superstition.

Keywords: representation, cultural identity, *Edensor*

Teaching English Through Games

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Abstract

There are many kinds of teaching techniques and methods to apply. However, the teaching of foreign language is not such an easy thing to do. It is the fact that many of the Indonesian learners are not capable of speaking English very well although they have been learning it for more than 10 (ten) years, (Sukirmiyadi: 2017). This might be caused by several factors. One of them is dealing with the teaching technique or method used by the teacher. In accordance with the teaching technique, Penny Ur (1996: 288) said that there were 3 (three) interesting activities which could make the learners pleased and joyful for language learning activities: Pictures, Stories and Games. Among these three teaching techniques, the writer would rather choose ‘Games’ to be presented in this paper because playing Games is not only enjoyable, fun and joyful but also communicative, (WR. Lee: 1979). In line with this statement, this study is aimed at describing about the concept of Game(s) and how to play Games in foreign language teaching and learning. Based on the several researches, it was said that Playing Games could make both the teacher and the learners/students pleased, joyful and fun during the teaching and learning process. Therefore, the students would not feel that they were learning a new language instead of playing Games. Due to the fact that this activity could not only make the foreign language learners be encouraged and but also well motivated because they were amused and fun.

Keywords: Teaching English, Teaching Technique, Foreign Language, Games, Language Games

WHO AM I?: DISCOVERING STUDENTS' CONCEPTS OF IDENTITY AND "SENSE OF BELONGING" IN TODAY'S GLOBAL WORLD

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Abstract

The world is now a global world, a world in which homogeneity (uniformity) is common and being different is not exactly welcome. Becoming unique risks alienation. The safest stance to take is compromising. Non-conformity is certainly not an easy path to take. Individuality is a strange concept for young people nowadays. Should they act and think differently, they will not be accepted by their environment; they will be considered "strange." Stamped as "strange," these young individuals will certainly feel that they do not belong – their "sense of belonging" diminishes. Therefore, there are questions that need to be addressed. What exactly is today students' concept of identity. Where do they think they fit in? With today's world of uniformity in almost every aspect of living, do they feel belong? What are the results of this uniformity? What consequences do today's world have to face? This article seeks to answer all the previously mentioned questions by analysing the concepts of identity and "sense of belonging" of students from Fakultas Sastra, Universitas Kristen Indonesia. The approach taken to answer the questions is inducing in the students understanding of various concepts related to identity and "sense of belonging," (in which concepts such as "individuality" and "non-conformity" are also included) through the use of works of literature and other media available. After introducing the students to the afore-mentioned concepts, students will be asked to reflect and come up with their own understanding of identity and their "sense of belonging" in today's global world.

Keywords: identity, individuality, non-conformity, acceptance, uniformity

Pancasila as the Common Ground for Indonesian National Religious Identity in the Era of Globalization:

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Abstract

This paper is an attempt to explore the way to maintain the local identity in globalization for Indonesian particularly their national religious identity. Adopting the concept of grounded globalism by James L Peacock which affirms and seeks embodied connectedness to locale, this paper shares the perspective that Pancasila is still qualified and deserve to be used as a basic foundation to maintain and strengthen the national religious identity of the Indonesian people in global era. Indonesia does not need to be transformed by global identity. Indonesia has already had its own national religious identity which is global. The five principles of Pancasila need to be actualized as the ground of their global identity. By grounding global identity on Pancasila, Indonesians can enjoy globalization without losing its national identity

Keywords: globalization, globalism, grounded, religious identity, Pancasila

**BLACK MALE AUTHOR DOING BLACK FEMINISM:
INTERSECTIONAL FEMINIST ACTIVISM IN COLSON
WHITEHEAD'S *THE UNDERGROUND RAILROAD***

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Abstract

As historical fictions play a significant role in educating and providing space for a more inclusive history, it is crucial they remain produced, read and studied carefully. Special attention should be given to how they embrace diversity in different time periods and points of view. Using black feminist approach, researchers have been able to examine the sociohistorical dynamics experienced by African American women in female-authored historical fictions. These studies are significant in indicating how authors, through historical fictions, rewrite historical events to simultaneously address current social issues and to conserve the uniqueness of local cultures and identities. Drawing on the same approach, this paper analyzes the presence of black feminist acts in a male-authored historical fiction – *The Underground Railroad*. Through the portrayal of the protagonist, it is strongly implied that African American women have powers to define and empower themselves despite the reality defined by both patriarchal and racist system. This paper argues that black feminist acts implemented through male authors' collective awareness and proactive attitude have potentials to break down barriers that constitute division and marginalization. Furthermore, this paper offers an insight into the possibility of Black male authors to encourage such intersectional feminist activism through historical fictions. Taken together, this paper will contribute to the discussions of black feminism in Black male writings.

Keywords: black feminist acts; historical fiction; black male author; the underground railroad; identity

DISMANTLING THE COMPLEXITY OF BORDERS: IDENTITY AND COMING-OF-AGE IN NICHOLAS MAINIERI'S *THE INFINITE*

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Abstract

The considerable influence of globalization has redefined borders as something beyond a physical place. Cease to be merely dividing lines across territories, borders hold dynamic social practices where identities are indefinitely being questioned, negotiated and reconstructed. As identity is always in flux, one will have to endure a perpetual struggle that transform his or her sense of identity when living on or moving across borders. While the struggle may be prevalent throughout life, questions on one's self-identity can even trigger a complication for young adults with a multicultural heritage who are caught up in the web of conflicts along the borderlands. Accordingly, this paper aims to examine the coming-of-age experiences and identity formation on the young main characters in *The Infinite*, a contemporary border-crossing novel by Nicholas Mainieri. Applying Anzaldua's theory of borderlands, this paper reveals how border crossing highlights the shifting of identity as these characters develop a sense of belonging by crossing the borders and moving between and among social contexts characterized by race and ethnicity. Hence, crossing the physical border of U.S.-Mexico in this novel is not only parallel to crossing the American-Mexican cultural boundary but also crossing the psychological stage of childhood to adulthood.

Keywords: border crossings; identity; coming-of-age; sense of belonging; the infinite

**THE RELATION OF MINORITY GROUP'S SPORT
ATTAINMENT
TO COUNTER RACISM: AFRICAN-AMERICAN AT THE
MOVIE 42**

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Abstract

This study was conducted to determine the efforts made by minority groups who are being oppressed by racism based on context-relationship of African Americans at the movie 42 (2013). Findings of this article based on qualitative studies with auteur theory, and mise-en scene, undertaken on movie 42 (2013) regarding racism towards minority groups, African-American, and by implementing thick description the researcher highlighted minority group's achievement's at the movie 42 in the field of Sports and the relation to life-betterment. The result revealed that racism towards minority group had emerged because of the so-called white's supremacy concept. This study found that actually African American as minority group were able to alter their life despite of racism via equal sport's opportunity. Besides, this study has highlighted one pivotal area in which any minority group should concern to enhance their life; Sports. Moreover, even though this study focusing more on the relation of the effort's made by minority group at America, this study illustrates the importance of having initiatives in providing better opportunity related to sports to ensure a better life opportunity among minority groups all over the globe.

Keywords: *racism; auteur theory; mise-en scene; thick description; sports; white supremacy*

IDENTITY 4.0

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Abstract

The purpose of this paper is to bring up an idea that industrial revolution contrivens Identity 4.0; local identity in globalization; in terms of teaching and education in changing world. It engages in a theoretical inquiry into the questions of how on the wide-ranging use of new information and communication technologies and global media as one of the impact of globalization may possess the potential to transform their cultural identity and how educational learning theories should understand and respond to this evolving cultural reality. In discussing this “stage of identity”, it refers to some theories of identity (Styrker, 2000; Hogg & Tindale, 2001), especially as they relate to the society construction and specific theories about the nature of technology in terms of explicating the relationship between society and technology and theories of education learning strategies and practices from Multiple Intelligencies Theory (Gardner, 1993). Educators nowadays have to be more competent not only in paedagogical skill but also having the artificial intelligence as the students have. Interestingly, most educators were born and socially constructed their identities in the age of industry 2.0 or 3.0, which is far before the age of industry 4.0. These two different age generations; the teacher and the students; being used or use the media as their virtual form of interaction, brings their identities into the classroom and discuss the future. Finally, this paper concludes with the Identity 4.0 implications into identity construction of young peoples of the era relates to teaching and learning practices accordingly.

Keywords: identity, industrial revolution, social construction, teaching and learning practices

Remembering Baraka's *Dutchman*: Absurd Dramaturgy on The Racial Absurdity

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Abstract

Dutchman belongs to Afro-American Drama. It is still phenomenal. In its portraying of racial problem, *Dutchman* is different from other black American plays. It has largely moved to the abstract and symbolic form. Just like the absurd Play, it largely constitutes an image rather than a story and a basic situation rather than a plot development. The previous Afro-American drama largely has a realistic form. Its content is also different. It strongly indicates segregation and a kind of open conflict with the white society, while many others black literature largely focus on Black Society/Family's internal conflicts. Goes along with its abstract presentation, *Dutchman* tends to represent the general and 'eternal' blacks rather than the blacks framed in social institution such as family, job, and others. Despite common accepted classification that separates ethnic literary work as strongly political and absurd theatre as metaphysical, *Dutchman*'s technique is strikingly similar to the absurd where content and form/technique blends.

I want to explore such tension rather than to put it in one extreme. Instead of putting/classifying the play solely from the convention of the absurd or from the convention of Black literary movement, I want to show its similarities and differences from both the conventional absurd play and Black literary work. After that I want to propose the possible literary and social background that explain such phenomenon, which is, a racial play that takes absurdist style or as a literary act of continuing absurdist style on the racial ground. In doing so, I first compares it with August Wilson's *Fences* or Hansberry's *A Raisin in the Sun* from Black literary tradition only to show that the mode of presentation and the contents are relatively different from Black drama tradition. After that I will show that its form (technique of presenting the content) is very similar to the absurd plays, by comparing it to *The Lesson* or *The Zoo Story*, because they are superficially similar to *Dutchman*. By doing so, I try to show that racial injustice is more painful and not less absurd than the metaphysical absurdity. Baraka's *Dutchman* could be read as a mimicry, a mocking on the metaphysical anguish of the absurdist that forget the racial problem. In afro-american drama, there was a time when racial conflict was a condition that created a movement to a more abstract/ symbolic form similar to the Absurd play . It's a kind of reminder for the metaphysical dramatist, a reminder of what really matter in the real world.

Keywords: Race, Afro-American, Absurdity, Metaphysical vs Real drama

**INDONESIAN INTANGIBLE CULTURAL HERITAGE:
UNITING MILLENNIAL VERNACULAR LITERATURE
AND GLOBAL AWARENESS**

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Abstract

The millennial generation is said as a threat as well as an opportunity to preserve the intangible cultural heritage such as vernacular literature as national identity literature. To unravel this problem, this paper use Theory of Generational Difference. This theory is used to understand the existence of millennial generations more fully and comprehensively. Because they are assets, not threats. Preserving the Vernacular Literature as Indonesian intangible Cultural Heritage is not properly enough to corner the millennial generation with a series of sentences polished with theory and study. Tactical steps are needed to address this phenomenon. Therefore, this research was conducted in several stages, namely; first, outlining vernacular literature as intangible cultural heritage should be preserved. Second, describing and analyzing the existence of the millennial generation as prospective Indonesian literary relay holders using theory of generational difference. The result then leads to a step of transformation to preserve vernacular literature by increasing global awareness in in the praxis form.

Keywords: Intangible Cultural Heritage, Vernacular Literature, Millennial

The Challenge for American Muslims Living in the United States of America

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Abstract

The United States of America always declares that it is a country which openly receives multicultural situations. This, then, invites people from different countries to migrate to this country as part of diaspora. Thus, muslims from Arabs, Africa, and Asia starts to enter this country along with their various reasons and backgrounds. Unfortunately, after the 9/11, the perspective of the Americans toward the arriving of Muslimshas been different. This leads to a more negative view on muslimsin everywhere. The Islamophobia is getting worse after the catastrophe of the 9/11.The American Muslims become the target of oppressions. The situation has being better after Obama presidential. However, Trumps’s presidential winning makes the situation for American getting worse. Terrorism which is always be connected to Islam is wrong. It should be explained clearly to re-open the American as multicultural country that Islam is a safe and peace religion. Thus, a good education and clarification (through dakwah) must be consistently done by the American Muslimsto their society. The American muslims should voice the safe Islam in any activity while they are getting along with non-Muslims. Moreover, the American Muslim leaders should take an action or actions that can bring fresh air for the followers and guide actions to be done in the society.

Keywords: Challenge, American Muslims, Multicultural

Embedding the students' Sense of Belonging Through the Activity of Reading American Short Stories

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Abstract

Reading Comprehension is part of activities in learning English skills that should be conducted in school. Through the activity of reading comprehension, it is highly expected that students are not only success in grasping the meaning of every single word from the text, but also aware and even proud to be able to master the content and lesson from text they read. One of the ways to appreciate other countries is by reading, analyzing, and adopting the good lessons from their imaginative literature creations. In this activity of reading, students are trained to get accustomed to understand how people from different countries and culture act, communicate, and perceive the world around them. By reading and analyzing American short stories for example is one of the ways to understand the custom, habit, and culture of American people. Sense of belonging is one of the lessons that can be learned after reading American short Stories. By embedding the sense of belonging on the students' mind, hopefully they will grow their own motivation in learning other cultures, especially American cultures through its short stories.

Keywords: reading, other culture, imaginative literature, short stories

SUSTAINABLE CULTURE IN TOURISM DEVELOPMENT: A CASE STUDY OF YOGYAKARTA REGENCY

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Abstract

With the forces of globalization, many policy makers try to seek ways in protecting local or indigenous cultural values conflicts with the forces of globalization, this is also the case with those working in tourism industries. On one side they have to preserve cultural values but on the other side they have to increase the number of tourists coming, which means this may bring disruption to cultural values. Sustainable Development Goals (SDGs) is 17 points of the objectives of global development concepts proposed by United Nations (UN) as success indicators in facing globalization marking the movement of people bringing their own culture. Such movement is so fast that it is difficult to control the impact to national culture, especially in preserving tradition. Indonesia also responds to the importance of SDGs by not only creating regulations tangible and intangible heritage but also taking actions in improving people's awareness on the importance of environment and tradition. Tourism industry today is growing industry which have to cope with the development in facing globalization. On one side tourism has to be adaptable to the globalization but on the other side it has to take tradition into consideration in order to create sustainable tourism. Sustainable tourism means that tourism industry should be sustainable by making three supporting dimensions should go hand in hand, economy, environment, and socio-cultural (Swarbrooke: 1999) This means that sustainable culture can be a means to create sustainable tourism. This research investigate how tradition sustains and how it changes along with the development. The objectives is to see how people as well as local government, with its regulations and policies, respond to the development of globalization and whether or not they still maintain their tradition in order to maintain sustainable tourism.

Keywords: Tourism, Sustainable Development, Tradition and Culture, government policy, globalization.

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