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**The 2nd International
Conference on
Cultural Studies and
Applied Linguistics
(The 2nd ICCSAL)**

*“Critical Issues in Languages,
Arts, and Social Sciences:
Pride, Legacy, and Modernity”*

**Archiving Local Culture
through Researching
Transnational Popular Culture**

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October 2nd, 2021

Transnational Popular Culture



U.S.A.
golden period of
Popular Culture

1960



Transnational popular culture could start from researching about a global product that is enjoyed by locals, or it could be the other way round, i.e. from an originally local cultural product that becomes a global culture.

Local-Global, Global-Local Phenomenon

Search

bersama :
Ekawati Marhaenny Dukut & Yosaphat Yogi Tegar Nugroho

Watchable by unika.ac.id.

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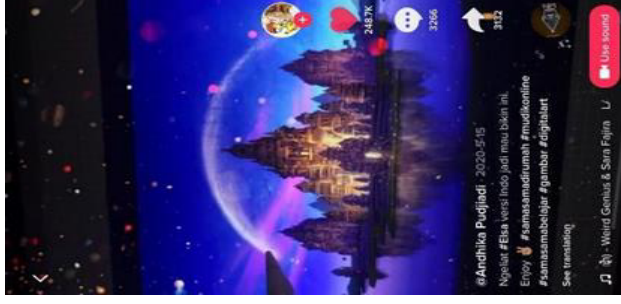
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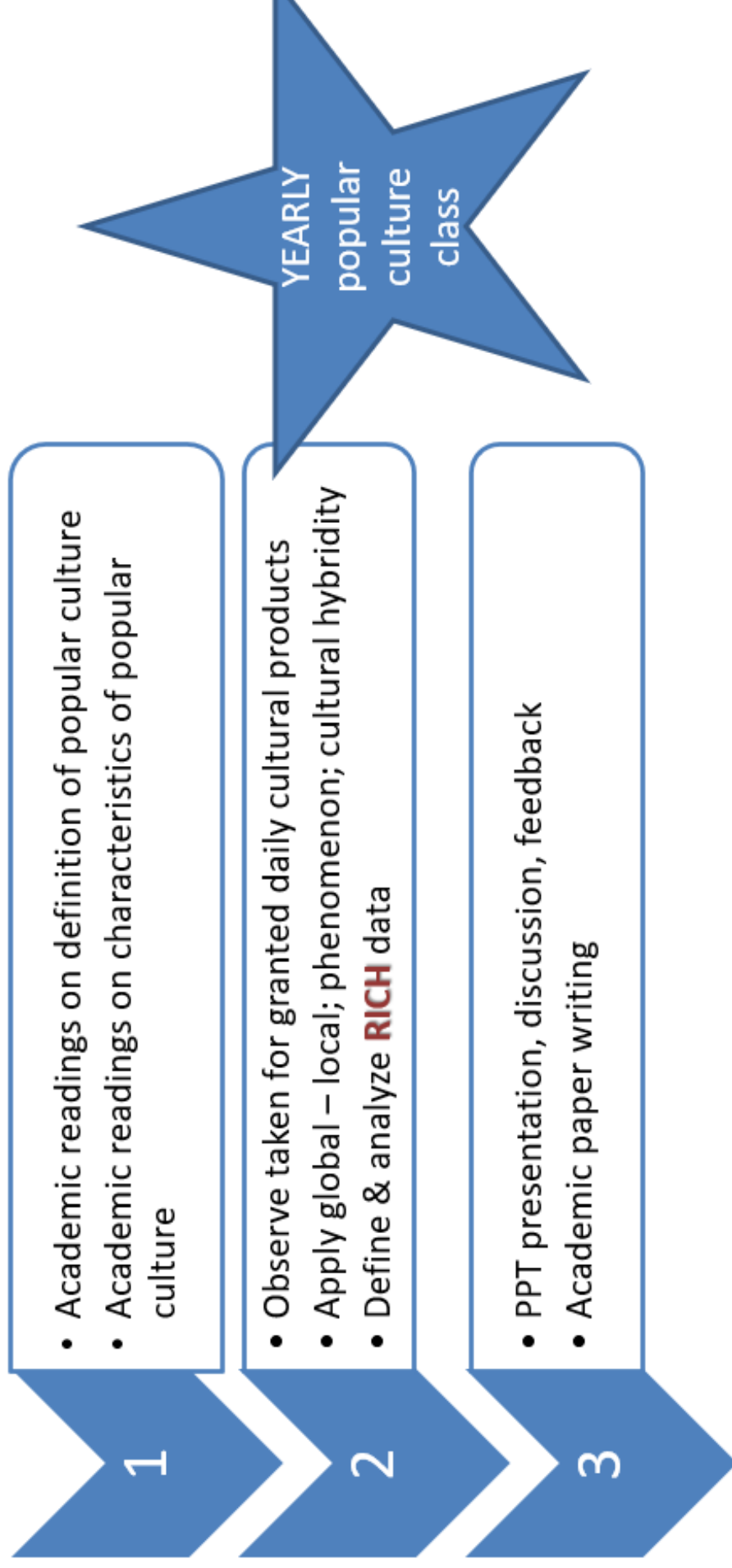
What is Tiktok ?

<p>Coming from China</p> <p>It is an application made by Byte.Inc from China in 2016.</p>	<p>Short Video Platform</p> <p>This app allows the users to make a video with some music and funny filter features.</p>
<p>Contents</p> <p>The videos are usually about dance, music, tips and tricks, and cooking.</p>	<p>Today's Entertainment</p> <p>The videos can bring positive influence to people to give and receive new knowledge.</p>



“Critical Issues in Languages, Arts, and Social Sciences: Pride, Legacy, and Modernity”

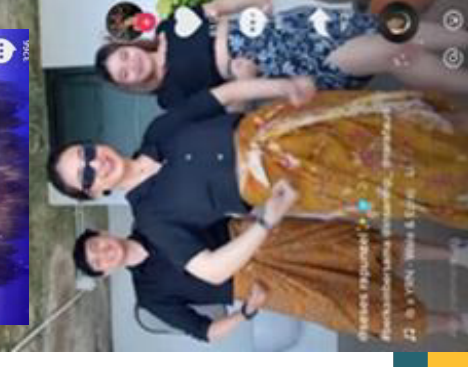
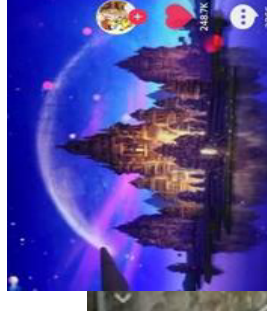
Method



Results and Discussion

1. TikTok phenomenon

- Catharina Nora's findings (using pop culture, phenomenology & cultural hybridity):
 - TikTok fulfils Dukat's popular culture criteria of (1) creating a sense of pleasure for the users, (2) easy to obtain because it is mass produced, (3) having a cheap price, (4) manipulating in promoting itself, (5) creating a global-local lifestyle, (6) reflecting people's daily life, (7) reflecting a certain phenomenon, (8) temporariness, (9) practicality, (10) having a profit-making aim
- Indonesian users used cultural hybrid elements in their TikTok uploads
- TikTok gives positive narcissist behavior – young Indonesians are not shy
 - TikTok selfie produces better self-esteem people.

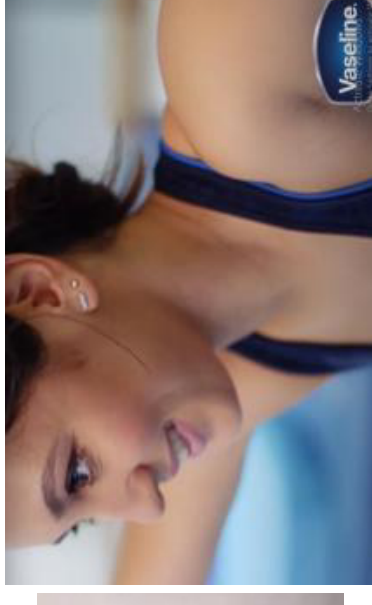
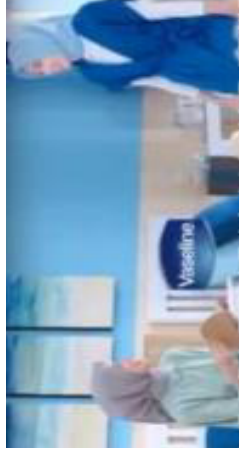
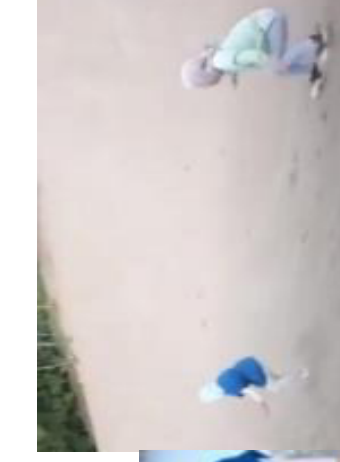


2. Vaseline Hand Body Whitening and Tanning

- Fei Bheola's findings (using pop culture, Barthes' semiotics, cultural hybridity):
 - Indonesian Vaseline hand body advertisements and 2 USA Vaseline hand body advertisements also used cultural hybridity elements: wearing hijab but doing western sport; western tanned beauty is aspired rather than the eastern porcelain white beauty standard

- Global brand image of Vaseline's navy

blue color (background, apparel, container) is maintained



Conclusion

Various
Popular
Culture
products
are researched
academically

Junior lecturers
and students
must be trained
to do research

Popular Culture materials are
analyzed with

Roland Barthes' Semiotics theory &
Cultural Hybridity, Phenomenon,
Local-Global, Global-Local
perspectives

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