

# The Impact of Globalization Process of Hip-Hop Music in Semarang as a Reflection of American Pop Culture

## (A Case Study of Semarang Hip-Hop Community)

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### ABSTRACT

Skripsi ini, berfokus pada analisis mengenai proses glokalisasi musik hip hop sebagai refleksi budaya pop Amerika di Indonesia. Studi kasus dari skripsi ini adalah komunitas musik hip hop di kota Semarang bernama "024 Streets". Tujuan dari penelitian ini adalah untuk menunjukkan proses glokalisasi musik hip hop sebagai subkultur anak muda di Semarang. Penulis menggunakan metode kualitatif dari Chaterine Dawson untuk mengumpulkan data mengenai komunitas musik hip-hop (024 Streets) dan metode pendekatan tentang glokalisasi untuk menganalisis proses globalisasi dan perkembangan musik hip-hop di Semarang. Berdasarkan analisis, penulis menemukan musik hip-hop sebagai budaya pop Amerika yang digemari kaum muda di kota Semarang yang kemudian membentuk komunitas musik hip-hop sebagai ekspresi diri. Penulis juga menemukan pengaruh budaya music hip-hop dalam hal berpakaian pada anggota komunitas "024 Streets". Dalam analisis ini, penulis menunjukkan proses glokalisasi melalui analisis data yang diperoleh dari kuesioner dan wawancara anggota komunitas musik hip-hop tersebut.

### 1. Introduction

#### 1.1 Background of study

People live to interact with others in undergoing their lives. In order to interact, they use language as a tool in communicating. Language plays an important role to convey the content and the purpose of what people think. The way how people think is quite complex so that it generates variety of ideas, opinions, and desires. Thoughts cause the intensive communication among them in order to exchange information. The exchange of information and idea create "culture" which is born as a product of human intellectual creativity. Based on Taylor's book *Primitive Culture* "culture or civilization, taken in its wide sense ethnographic, is that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society" (Taylor, 1903: 1).

Later, Raymond Williams in his book *Keywords: A Vocabulary of Culture and Society* defines culture as an intellectual

activity especially artistic (1976: 90). Until now, people's thoughts keep developing and making variety of cultures. One of them is called popular culture.

John Storey in *Cultural Theory and Popular Culture: An Introduction* states that there are some definitions of popular culture. First, popular culture is the culture which is widely well-liked by many people. Second, it is the culture which is left over after high culture or inferior culture. Third, it is a mass culture that is defined as a mass product for mass consumption. Fourth, it is culture which is originated from 'the people', something imposes on 'the people' from above. Fifth, it is one which draws on the political analysis of the Italian Marxist Antonio Gramsci, the concept of hegemony. Sixth, it is one informed by recent thinking around the debate on postmodernism (Storey, 2009: 6).

Nowadays, by using advances technology, hip-hop culture phenomenon has been spreading to the global world. People can watch and learn hip-hop music

using media such as TV, internet, and radio. Hip-hop culture now does not only appear in America but also around the world. One country which also has absorbed hip-hop culture is Indonesia. Hip-hop culture in Indonesia began to flourish at the beginning of 1990s. Commenced by a young man from Bandung named Iwa Kusuma or popular as Iwa-K, hip-hop music Indonesia is growing and spreading in the big cities in Indonesia such as Jakarta, Surabaya, Semarang and Yogyakarta.

This phenomenon has increased the curiosity of the writer on how the process of globalization of hip-hop culture takes place and what effects that appears as the result of hip-hop's inclusion culture in Indonesia, especially Semarang. The researcher believes that any popular cultural artifact that enters in a community will give some impacts and effects to the society. So, in this case, the phenomenon of the globalization of popular culture of hip-hop will be the object of interest to be researched and discussed mainly on the thesis entitled *Globalization Process of Hip-hop Music in Semarang as A Reflection of American Pop Culture*.

### **I.2 Scope of Study**

The writer will discuss about American hip-hop popular culture in Semarang. The main topic to be discussed in this thesis is the development and the impacts of hip-hop music in Semarang. The research will be based on the hip-hop community and hip-hop music lovers in Semarang. The writer will analyze how hip-hop grows and how it is accepted in Semarang as the impact of American culture globalization.

### **I.3 Purpose of the Study**

The purpose of this study is to determine the popularity and the influence of hip-hop music toward youngsters in Semarang. Then, this study is also expected to give perspective to the readers about the effects of the global popular culture so that the reader will be able to consider wisely the good and the bad effects in receiving a product of cultural globalization.

### **I.4 Hypothesis**

Hypothesis in this study is that the youngsters in Semarang know about hip-hop music. Then, the hip-hop community realizes that hip-hop music is one of popular culture artifacts coming from America as the product of the American culture globalization.

## **1.5 Methods of the Study**

### **1.5.1 Method of Research**

The writer uses field study to collect the data. In the field study, the writer uses quantitative and qualitative method. Dawson in her book entitled *Practical Research Methods* stated that qualitative method is a method based on numeric information. This method uses particular respondents to answer such questionnaire that results in numeric information to be analyzed. During the process, there is an interview with the respondents to collect the data (Dawson, 2002: 19).

### **1.5.2 Method of Approach**

This study uses youth subculture and globalization theory as the approaches in analyzing the data. The writer will use the globalization theory to analyze the process of globalization and developments of hip-hop music in Semarang. Then to analyze the popularity of hip-hop music and its impact to the youngsters in Semarang, the writer will use the theory of youth subculture.

## **2. Literary Review**

### **2.1 Profile of the Research Object**

Hip-hop evolved during the late 1960s and 1970s as a liberation movement in the form of diverse culture in America. It was a civil rights movement against alienation and marginalism. Developed in the tradition of U.S. born black and Latinos and second generation of Latinas as well as people of Caribbean origin (primarily Jamaican, Puerto Rican, Cuban and Bahamian), hip-hop is a product of African dissemination combined with music, dance, graphic art, oration and fashion.

The greatest transition of the Bronx, however, occurred from the combined effects of several related phenomena: the

actions of the city construction coordinator, Robert Moses; The opening of the Co-op city; and an abundance of arsons during the 1970. These three factors Caused the mass exodus of thousands of working and middle class families from the Bronx, now deemed "the worst neighborhood in America" (Price, 2006: 6)

Social conflict and crime in the Bronx is very high till the climax happened on July 13<sup>th</sup>, 1977 when the entire city of New York was in dark because of the effect of citywide electrical power outage. On that time, some action crimes such as looting, vandalism, theft and destruction were committed by the residents. Crimes often occur in the "bad" Bronx (the southern, west and central areas) which is overwhelmingly dominated by Black, Latino, Caribbean, Jewish and Italian. In the north and east areas which are well known as "good Bronx" the intensity of crime is lower.

In 1970, Gangster era which was close to crimes transformed into an era of creativity in music (hip-hop). Kool Herch (Clive Campbell) is the first person who introduces the music of hip-hop. Born in Kingston, Jamaica, Campbell brings new variety of the music. He focused on expanding breakdown section. DJ-ing and MC-ing are the creativity he made in his music so that it can motivate the others to come and join to the dance floor and "get down".

Herch's idea then was distributed around the town and adapted by other innovative DJs. After that, it appeared that each former turf area had its own DJ and discotheque. Herch played at the West Bronx and East Bronx nightclubs. Grand Master Flash (Joseph Sadler) played it at the South Bronx. While, Chang as quoted by Price says that Africa Bambaataa held in the Southeast, and in the north, there was DJ Breakout and Baron (Price, 2006: 12).

### **2.1.1 Hip-hop in Indonesia**

Hip-hop music entered Indonesia in the early 1990s. Started by a young man from Bandung named Iwa Kusuma or

popular as Iwa K, hip-hop began to be known in Indonesia. Iwa K tried to introduce hip-hop music through particular technique of singing named rap. Later in 1991, collaborated with Melly Manuhutu, Iwa K released an album that was released in Japan Beatify. Continued in 1993 Iwa K established himself as a rapper through his debut album "I want back" then managed to get BASF award in 1994 through the album entitled "Mask".

In the first popularity of hip-hop music in Indonesia, these groups still use the concept of American hip-hop. They are still using the same style of music, clothes, and even the lyrics. In the early 2003, there is a hip-hop group from Yogyakarta which comes with the new concept, Javanese rap. Jogja Hip-hop Foundation (JHF) was established by Marzuki Mohammad or known as Kill The DJ. This group seeks to combine hip-hop elements of the local culture with American popular culture. Because of their uniqueness, they are often invited to numerous international performances. Beginning with the staging Esplanade in Singapore in 2009, later in 2010 and 2011 they were invited to perform in New York and San Francisco (Ardi Wilda, *Jogja Hip-hop Foundation Sukses Konser di New York*, 2011: par. 1-8)

### **2.1.2 Hip-hop in Semarang**

In addition, there is another well-known hip-hop group participating in in Semarang, its name is "2nd Clan". Formed on January 1, 2002 "2nd Clan" came with the formation of the following personnel My-Man or Mc. Kobuele (Raper), Decky Mc or. Cengkik (Raper), Dutty (Dj Player), C-Piet (B. Boy), A "n" Doew (B. Boy), C-Boenk (B. Boy), and A-Coenk (B. Boy). They released an album entitled "I Am Superstar" and other five compilation albums.

The biggest hip-hop community in Semarang is well known as "024 Street", the community of hip-hop group formed in September 2010. The name "024 Street" is taken from the area code of telephone

number of Semarang "024". It is aimed so that the first impression that appears when people see the name they will know that this community is from Semarang. "024 Street" focuses on the two elements of hip-hop music; hip-hop rap and dance. Hip-hop rap group consists of "2nd Clan", "Gangsta", "Tech Kampoel", "Retorika" while the dance group consists of "Forbidden", "We Pro", "Minority", "Nocturno" and "Thousand Doors". They have launched a compilation album entitled "024 Disco". The album is compiled by the member of 024 Street such as "Tech Kampoel", "2nd Clan", "Gangsta", "Sin Agency", "Greedy Smoker", "N'ter, Yo Khannan", "E 2 Zi", "Kareba", "The BW" and "Lil Speak" (*Hiphop Kembali Bangkit*, 2011).

## 2.2 Theoretical Framework

### 2.2.1 Globalization

The development of technology has provided variety of paradigms in the human life. Information can quickly spread to the worldwide. This phenomenon has some implications for the development and the spreading of culture, economy, politic, and education to the world. Those implications appear on the distribution of thought and ideology from one place or country to all over the world. This kind of phenomenon is called the phenomenon of globalization.

Swedish journalist Thomas Larsson, in his book *The Race to the Top: The Real Story of Globalization*, as quoted by Nayevev, says that globalization is:

The process of world shrinkage, of distances getting shorter, things moving closer. It pertains to the increasing ease with roommates somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world (Nayevev, 2006: 3).

In addition, Nayevev in *Definition of Globalization: A Comprehensive Overview and Proposed Definition* says that "globalization is a process that encompasses the causes, course, and consequences of trans-national and trans-cultural integration

of human and non-human activities" (Nayevev, 2006: 5).

From the definitions above, it can be seen that the process of globalization makes human social relations closer. Based on this condition, they can easily interact with each other around the world and then make a good relationship. An intensive communication of the people or society around the world is the main point that brings the cultural globalization. This happens because each person has his own cultural character that is defined by their origin. The cultural globalization is identical to the articulation of meaning through language, music, and images as a form of human expression.

James L. Watson in his essay entitled *Cultural Globalization* states, everywhere essentially the same (Watson, 2012: par.1).

According to Nederven Pieterse in *Global Modernities* (1995), there are three points of views to examine the phenomenon of cultural globalization. First, the clash of cultures as expressed in the clash of civilizations. Second, the world is dominated by a culture that removes local cultural differences. Third is hybridization and cultural synthetics (Pieterse, 1995: 51-56). The cultural globalization usually places the popular or big country as the source of its process; one example is America. The cultural globalization is usually supported by the pattern of consumption, lifestyle and art.

### 2.2.2 Glocalization

Glocalization is the phenomenon where some products of globalization coming from source country are blended with the product of the destination country. Nowadays, the phrase "Think Globally Act Locally" has become the core of the process of globalization. Cultural glocalization shows the blend of the culture comes from the globalization process with local culture.

CERFE (Centro di Ricerca e Documentazione Febbraio) an Italian

research institute states in *Glocalization: research study and policy recommendations*, In the short, the word 'glocalization' is meant to point to a strategy involving a substantial reform of the different aspects of globalization, with the goal being both to reestablish a link between the benefits of the global dimension - in terms of technology, information, and economics - and local realities, while, at the same time, establishing a bottom-up system for the governance of globalization, based on greater equality in distribution of the planet's resource and on authentic social and cultural rebirth of disadvantaged population (CERFE, 2003: 13-14).

Wayne Gabardi, in his book entitled *Negotiating Postmodernism* (2001), states that:

[Glocalization is marked by the] development of diverse, overlapping fields of global-local linkages ... [creating] a condition of globalized panlocality .... what anthropologist Arjun Appadurai calls deterritorialized, global spatial 'scapes' (ethnoscapes, technoscapes, finanscapes, mediascapes, and ideoscapes) .... This condition of glocalization ... represents a shift from a more territorialized learning process bound up with the nation-state society to one more fluid and translocal. Culture has Become a much more mobile, human software employed to mix elements from diverse contexts. With more cultural forms and practices separate from geographic, institutional, and ascriptive embeddenness, we are witnessing what Nederveen Pieterse January refers to as postmodern 'hybridization,' (Gabardi, 2001: 33-34).

### 2.2.3 Youth Subculture

Snejina Michailova, in *Exploring Subcultural Specificity in Socialist and Postsocialist Organisations* (1999), said that:

Subcultures are distinct clusters of understandings, behaviors, and cultural forms that identify groups of people in the organization. They differ noticeably from

the common organizational culture in roommates they are embedded, either intensifying its understandings and practices or deviating from them (Michailova, 1999: par.2).

Youth subculture as a part of youngsters' show existence is showed by making distinctive and unique characteristic for their community, for example, clothing styles, hairstyles, and footwear, and intangible choices such as common interests, slang, music genres, and gathering places.

According to Snejina Michailova, in *Exploring Subcultural Specificity in Socialist and Postsocialist Organisations* (1999), we need to deal with aesthetic and morality in other to proof that youth subculture exists in the group of youth. Aesthetic tells that youth has a different style and taste to express their personal appearance and an artistic talent expressed in creativity and spontaneity. Then, morality is a strong emphasis on liberation from all restraints to pursuit pleasure. Therefore, Bannet and Muggleton in *Youth Cultures* (2007) says that "subcultural theory tended to present an overly fixed impression of the cultural boundaries between groups of young people - and that it has placed emphasis on an untypical deviant or spectacular minority - are criticism often repeated" (Bannet and Muggleton, 2007: 7).

## 3. Research Design

### 3.1 Type of Research

Field research is typically a research that is done by collecting data from the object of the research about particular issue. The writer uses field research to portray particular situation about the object discussed by collecting and analyzing the data. In field research, the research will directly come to the object of the research. Moreover, field research can be done by using qualitative and quantitative methods. Qualitative method means collecting the data and deeper information by reading several books and collecting sources from

the internet and interviews. While quantitative research is a method of research that obtains the statistics using questionnaires. Dawson states as the following:

*Research generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews. If a market re-searcher has stopped you on the streets, or you have filled in a questionnaire which has arrived through the post, this falls under the umbrella of quantitative research.* (Dawson, 2002: 15).

Based on those methods, to collect the data and information of the research, the writer uses interviews and spreads questionnaires. For questionnaires, the writer uses close-ended questionnaires. This method is used to collect data from quantitative research in which the writer arranges questions for respondents (Dawson, 2002: 34). In accordance with the concept of interview, the writer will come to the correspondents and ask them using journalistic questions such as “what, when, where, who, why and how” or that is so-called as 5W and 1H.

### **3.2 Data Source**

The data of this research consist of two kinds of data; these are primary and secondary data. Primary data is a collection of data that comes from the primary research done by the writer. While, secondary data is the data that is obtained from other researches or institutions. The sources of secondary data can be found either in the library or the internet (Dawson, 2002: 51).

### **3.3 Population and Sample**

Population is the whole component of correspondent who plays a role as subject of research. Meanwhile, sample is part of population that involved directly to the research (Dawson, 2002: 52). In this research, the writer takes purposive sample as the method.

The community used in the research is the members of 024 Street hip-hop communities in Semarang. The members of

024 street hip-hop are 14 persons. The sample used in the research consists of two groups of people, the group of hip-hop music which has released their own album and hip-hop music lovers. These groups are the members of 024 Street hip-hop communities.

## **4. Analysis**

Human interaction is the basic element of globalization. People are curious about what happens in the whole world, but there is an obstacle that makes people face difficulty to interact, that is distance. Therefore, the development of technology makes globalization happen. There is a lot of development of technology used through media that can be considered as the tools to expand the information from one place to another place at once. Generally, there are several media that can be used to access information from the entire world, such as television, radio, magazine, newspaper, and the internet.

### **4.1 Profile of Respondents**

The writer begin the research by collecting some information about this community and spread the questionnaire to the members of “024 Streets” hip-hop community of Semarang. Then, the writer got ten respondents that have been interviewed. The interview was held on December 10 - 15<sup>th</sup> 2012 in Taman KB Semarang Jl. Taman Menteri Supeno.

It can be seen in the **Table 1** that all of the respondents are male. The writer considers the domination of male gender in “024 Streets” community of hip-hop music as the typical characteristic of hip-hop music itself. In fact, hip-hop music was born from particular community that has relation to violence and masculinity. Therefore, the domination of male gender in hip-hop music can be understood. Then the writer believes that hip-hop music gives certain impression that this music is typically male. For instance, the lyric and the dance are typically considered as the representation of male gender. The writer believes that the

dance and the lyric show that hip-hop music was initially assumed as the style of male gender. However, by the time the writer also finds that recently young females are also interested in hip-hop music. It can be seen now in the internet and television, for instance, there is a lot of female hip-hop singer.

This creation made by the young spirit like that might be the reason why the hip-hop music is closely attached to young people. The influence of street art in hip-hop music can be explained by the core of hip-hop music itself. Hip-hop music began with the background of fidgetiness of the black people who could not utter their opinion freely. They found a way to express their feeling and opinion by art. They painted empty space in public space with kind of words and phrase that have particular shape called gravity. For some people who are not usually reading gravity, it will be very difficult to understand the meaning of it. They can only enjoy the beauty of the art. This intention of gravity is similar like that. The groups of hip-hop music create gravity to show their existence.

The writer believes that hip-hop music can be accepted not only by young people but also by adult people. However, the writer argues that the age factor is significantly related to people's contentment toward hip-hop music. Indeed, there are several cases showing some particular music that have community formed by certain ages, but the writer thinks that the popularity of this kind of music with its community is related to the golden era of each music.

The **Table 1** shows the profile of respondents.

**Table 1: Profiles of 10 respondents**

No.	Name	Sex	Age	Occupation
1	Malik	Male	20	Student
2	Jay	Male	21	Student
3	Jun	Male	20	Student
4	Rendi	Male	21	Student
5	Piter	Male	20	Student

6	Frontz	Male	22	Student
7	Brando	Male	20	Student
8	Ieboy	Male	22	Student
9	Chansky	Male	20	Student
10	Boleng	Male	20	Student

Moreover, the writer interviewed to get additional information regarding the answers in questionnaires' that have been filled by the respondents. It is one of the ways the writer uses to find out the phenomenon of globalization, glocalization, and youth subculture which are practiced in "024 Streets" community Semarang. The writer presumes that the popularity of hip-hop music in Indonesia only shows some hip-hop groups which are popular because of their good lyric and easy listening music. While in the regional area, like Semarang, hip-hop groups are still using the pure concept of hip-hop music from America which can be seen in the way they dress and the lyric they make.

#### 4.2 Research Result

According to frequency calculation method in analyzing data, the writer uses tables in grouping the question and its answers. There are 15 questions in the questionnaire, so that there are 15 tables that show questionnaires' result. To make the analysis easier to be understood the writer divides those 15 questions into 3 groups according to the topic used for the analysis. The first part of the questions (question number 1-3) asks about general information about the description and basic information about the respondents who are the members of "024 Streets" hip-hop community. It identifies the globalization phenomenon of hip-hop music in the community. The second part of the questions (question number 4-8) is a series of questions that functions to identify the improvement of hip-hop singers in the music they are playing related to the glocalization theory by Wayne Gabardi. The last part of the questions (question number 9-15) is focused on the youth subculture appeared in the community. It identifies the phenomenon of

youth subculture related to the hip-hop music the community play. The distribution of questions in this questionnaire is needed to be done because the writer can easily give details to each question.

#### 4.2.1 Globalization

Here is question number 1 that gives information to the writer about how respondents get the information about hip-hop music. The writer gives some media mass and electronic that might be used by the respondents to access information about hip-hop music and some information related to hip-hop music. The writer believes that media is playing an important role as the main part of globalization phenomenon. So, the writer can explain the first impression of the respondents toward hip-hop music.

1. From what source do you get information about hip-hop music?
  - a. Internet
  - b. TV
  - c. Radio
  - d. Magazine/newspaper

**Table 2. Source of Information**

Answer	Amount
Internet	7
TV	1
Radio	1
Magazine/newspaper	1

Initially, question number 1 is about what kind of media source used by the respondents to get information about hip-hop music. The writer provides several answers like the internet, television, radio, and magazine/newspaper. Mostly, the answer to the question is the internet. Seven persons chose the internet, one person chose television, one person chose radio, and one person chose magazine/newspaper.

It can be concluded that the internet is a familiar accessing media for the respondents to get information about hip-

hop music. Therefore, it emphasizes the phenomenon of globalization related to development of technology. Based on the answer above it can be said that the media which is used by most members of "024 Streets" community who live in Semarang is internet. It can be concluded that the media usually used in globalization phenomenon is internet.

#### 4.2.2 Glocalization

The next chapter of the questionnaire is focused on glocalization. Questions number 4-8 are questions which are made to find the knowledge of the respondents and their interest of the popular culture called hip-hop. From the questions it can be seen about the popularity of hip-hop which comes from America in Indonesia, especially in Semarang.

Question number 4 inquires the respondents' reason why they are interested in playing, composing, and listening to hip-hop music. The writer gives five answers: its music, its lyric, its fashion, and its dance. The answer are seven, two, zero, and one, respectively. It can be assumed that the respondents are interested in hip-hop music first, and then they are influenced by its fashion and its dance.

2. What makes you interested to play/listen to hip-hop music?
  - a. Its music
  - b. Its lyric
  - c. Its fashion
  - d. Its dance

**Table 5. The reason makes respondents interested in hip-hop music**

Answer	Amount
Its music	7
Its lyric	2
Its fashion	0
Its dance	1

From the answers above, the writer thinks that the respondents initially consume



the music before they get to know about other elements of hip-hop music. It happens because the music will impress their interest first. Oftentimes, music can bring someone to a particular feeling before they figure out more about other elements about it.

#### 4.2.3 Youth Subculture

Question number 9-15 is made in order to know deeply about the "024" community and the improvement the community has made in their hip-hop music. The first question is about the name of the community.

The next seven questions deal with the glocalization phenomenon appeared in hip-hop music that "024" community has played. These four questions are made in order to know whether "024" community uses or mixes local value with the hip-hop music they play or made inspired from American hip-hop singer or group.

3. Is there any improvement or mixing with local value in the hip-hop music that "024" have or play? (mixed with local value in accessories, fashion, lyric, music, dance)
  - a. Yes
  - b. No

**Table 10. Improvement or mixing with local value**

Answer	Amount
Yes	10
No	0

So, the respondents combine hip-hop music with local culture like traditional clothes, accessories, and local language. This condition makes the best example of youth subculture since they want to make some unique element in music. The writer also believe that the respondents want to present hip-hop music by combining local culture and foreign culture in order to make their music to be accepted in society.

## 5. Conclusion

Globalization is an inevitable phenomenon that will surely happen in the society. Since people always have a great sense of curiosity about anything happens in the world, information about what is happening will be contagious to all over the world. However, the process of globalization will face some problems if the local value in a certain area is still rigid. Therefore, there is a process called glocalization that can harmonize cultural differences. Related to the topic of the research about globalization of hip-hop music in Indonesia, the writer found some information taken from spreading questionnaire and some interviews about the topic.

The writer takes a hip-hop community in Semarang called "024 Streets" that has been a great object to the research. Based on the result from the research, the globalization process of hip-hop music is done since the internet provides all they need to know about hip-hop music. This availability of internet access is important because the internet is one of tools that show the development of technology. The development of technology is a way in which globalization exists.

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