

# EASTERN PEOPLE'S INTERPRETATION OF JAPANESE TRADITIONS IN HOLLYWOOD MOVIES

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## Abstract

Eastern People's Interpretation of Eastern Culture in Hollywood Movies as a media of mass communication are often used as a media that describes the social life that exists in society. Hollywood themed war movies often feature middle easterners, especially Arabs as enemies and behave cruelly. This study describes Hollywood movies as a means of cultural diplomacy United States against Indonesia. Hollywood was founded by Jewish immigrants from Europe in 1910 with the aim of creating an independent film industry. Hollywood movies have been used as a means of cultural diplomacy by the United States to shape public perception in accordance with what the United States wants. The distribution of Hollywood movies has spread all over the world, including Indonesia. Hollywood movies are considered to have influenced Indonesian culture. Sources of data used in this study are books, journals, working papers, valid news from websites and newspapers. Hollywood movies in Indonesia are affected by its influence directly or indirectly to the development of culture in Indonesia. Hollywood Movies contains the values of US society in it. Cultural values contribute to Indonesian cultural values have changed. Changes that occur includes attitudes, values, lifestyle, language, to ideology. For people Indonesia, this change is not happening quickly, but slowly, step by step. The table above shows the total revenue of Hollywood films in Indonesia. In 2009, Hollywood revenue in Indonesia was \$30,223,672 with 2012 films as the highest-grossing film, at \$6,640,261. In 2010 income it was worth \$46,271,715 with Avatar movie as the revenue film the highest, which was \$6,053,656. In 2011, the revenue generated was \$16,674,509. In 2012, the revenue generated was \$58,688,344. The decline in income occurred in 2011 due to problems between the official distributors of Hollywood movies (Camilla, Satrya, and Amero) have tax debts and fines that have not been paid to the Indonesian government. However in June 2011, finally the problem started to subside and Hollywood movies could come back circulating in Indonesia. Hollywood films are also shown on several national television stations Indonesia. Television stations that regularly broadcast Hollywood films in Indonesia are Rajawali Citra Televisi Indonesia (RCTI), Global TV, and Trans TV. Movies playing at these stations are old films that are no longer shown in theaters.

**Key words:** *Eastern Culture, Hollywood, Films*

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## INTRODUCTION

The United States (US) through Hollywood movies has long exhibited excellence in various fields, such as the military, economic, social, cultural (Fithratullah, 2021). With almost worldwide spread, film is an agent very effective United States propaganda for spreading the values that wanted by the United States (Oktavia & Suprayogi, 2021). The US government has used film as a propaganda tool since the beginning of the century twenty (Megawaty & Putra, 2020). US government propaganda increased during World War I (Fithratullah, 2019). World War I was exploited by the US government by forming the Information Committee Public or Screening Committee (Aminatun & Oktaviani, 2019), which formulates guidelines for all media to promote US popular support for

military forces involved in the war (Kardiansyah, 2019a). (Heavenly & EWK, 2020) Stated that the film industry that was developing at that time was greatly helped by the help of government, on the condition that Hollywood and other media outlets help spread the word propaganda to mobilize US society (Journal & Kiranamita, 2021). A constructivist perspective is used in compiling this paper (Sari & Putri, 2019). Constructivism assumes that shared ideas and values form an idealized identity in turn affect interests (Purwaningsih & Gulö, 2021). This ideal identity and interests in the end it also determines political action (Puspita, 2021).(Chen et al., 2019) stated that propaganda is one of the diplomatic instruments used to dissemination of various ideas and information, with particular emphasis on mass media. Propaganda is basically an attempt to get listeners to propaganda do what the propagandist wants, change image or perception of everything conveyed by the propagandist (Qodriani & Wijana, 2021). Key Propaganda lies in the deliberate efforts of the propagandist (Sari & Oktaviani, 2021), with the existence of attitude control that gives birth to actions carried out by propaganda listeners and desired by propagandists (Kardiansyah & Qodriani, 2018). Therefore, the information conveyed in propaganda depends on what the propagandist wants, no matter the information right or wrong, in order to achieve the goal (Agustin & Ayu, 2021).

## LITERATURE REVIEW

Hollywood is the end result of the warfare of Jewish immigrant agencies from Europe to displacing the dominance of the united states film enterprise below Thomas Alfa Edison (Edison agree with) within the 1900s (Nurmala Sari & Aminatun, 2021). Hollywood became founded by using several european Jews (Samanik & Lianasari, 2018) namely Carl Laemmle (regularly occurring) from Germany, Adolph Zukor (Paramount) and William Fox (20th Century Fox) from Hungary, Louis B. Mayer (MGM) from Russia, and Benjamin Warner (Warner Bros.) (Fauzi et al., 2021) stated that from Poland Hollywood become founded in 1910 because the status quo of the studio by every of those immigrants. (Mertania & Amelia, 2020a) stated that all industrial techniques right now had been concentrated in one district, namely the Hollywood district of los angeles. Centralized industrial strategies greatly gain from in terms of production and value efficiency for the studios (Istiani & Puspita, 2020), this era is called a Hollywood classic. (Wibowo, Ari; Hidayat, M Taufik; Rochim, 2009) stated that Hollywood classics flourished until the Fifties, while tv was in demand society due to the fact tv declares thrilling programs. next happens Hollywood recession within the Nineteen Fifties-1970s. Hollywood is still generating films (Indonesia, 2022)<sup>i</sup>, but not as a whole lot as in previous years. Hollywood greater many entered into agreements with tv stations to reveal movies old Hollywood. Hollywood began to upward thrust from the mid-Nineteen Seventies, whilst ones like Jaws and Raiders of the lost Ark had been released. After that begin produced other great films, so this era is called the "New Hollywood" (Lestari et al., 2021). This yr is likewise filled with the emergence of 1/3-party movies unbiased, and those unbiased films also are of high satisfactory and able to compete with movies produced by using fundamental Hollywood studios in the home and worldwide market. (Suwarni et al., 2021) stated that the improvement of Hollywood starting within the 2000s, is the result of a combination of diverse Hollywood productions together with mainstream and indie films, art residence and multiplex, be a factor in Hollywood's development. The stability among the numerous values in Hollywood creates balance in Hollywood manufacturing. control over the production feature in Hollywood by using global media conglomerate makes manufacturing and distribution less complicated performed. these trends within the 2000s

made Hollywood more stable and advanced for the reason that begin of the brand new Hollywood era in the 1970s.

Hollywood films are a global medium for the dissemination of cultural values US society (Nababan & Nurmaily, 2021). (Yulianti & Sulistyawati, 2021) stated that Cultural values contained in Hollywood films in general reflects the superiority of American society in their lives compared to people in other countries, even tend to be contrary to the cultural values that applies to nations in the East. These cultural values include:

#### 1. Freedom of expression

Hollywood movies continually deliver freedom of expression inside the plot the story. there are many manifestations of expression proven in diverse movies of various genres. Expressions like hugging and kissing in the front is a human proper and commonplace for American society, and is therefore loose to be expressed. US women also are regularly depicted as women who is able to stay independently, and might do whatever he wants. Expression the opposite is the opposition to older people. US adolescents defined as going against other humans when they feel their opinion is proper, even if they argue with the elders (Putri et al., 2021).

#### 2. Nationalism

Hollywood films often emphasize the nationalism of US society against his country, especially in action films (Pettersson, 2009). These films are generally depicting the US flag, or objects that have the same pattern as US flag, such as costumes, parachutes, vehicle colors, and various others. US-produced objects are also claimed to be the best in films Hollywood. Vehicles such as cars, motorbikes, planes, weapons, even equipment US-made cosmetics are a must in Hollywood films. If there is non-US manufactured goods, usually displayed because the goods manufacturer is the sponsor of the film (Utami et al., 2021).

#### 3. Sexuality

Hollywood movies portray US society as a society that expressive, convey what they think and do what they want in everything, including sex (Panganiban1 & Madrigal, 2020). For US society, free sex, Sexual deviation, and disorders such as gay and lesbian are not taboo. They are free to express these things as long as they want and don't disturb other people around you (Sacher-masoch, 2017).

#### 4. Lifestyle

People's lifestyles in Hollywood movies are in accordance with what isn was popular at the time(Mertania & Amelia, 2020b). The US society's style of dress is claimed to be measure of the trend that is happening at a time (Nurkholis & Nurkholis, 2021). Partying at entertainment venues Night is the thing that is most often depicted in the depiction of life US society (Kardiansyah, 2019b), coupled with alcoholic beverages at every turn. Besides alcoholic beverages (Wahyudin & Kuswoyo, n.d.), Americans are also described as happy to eat food fast food. In addition, it is also shown that people in big US cities always live in an apartment, and use a car or taxi as the main means of transportation.

#### 5. Community values

Hollywood movies depict the values held by US society. Values such as a family consisting of intelligent men and women will have children smart too (Aguss et al., 2021). US people are depicted as not going to help each other.

## 6. Ideology

(Al Falaq & Puspita, 2021) stated that the ideology of US liberalism is in line with what is depicted in the movies Hollywood. In war-themed films, the US is depicted as a country of love peace and maintain world peace (Pinem, 2018). (Kuswoyo et al., 2021) stated that the US goes to war only when it is attacked first before or because someone disturbs world peace. In life society, liberalism is described as making life more prosperous, because free people to do whatever they want, as long as this freedom is not used against government policies and interfere with the freedom of others.

## RESULTS AND DISCUSSION

### Total Revenue of Hollywood Films in Indonesia 2009-2012

Year	Favorite Movie	Total Income
2009	2012	\$30,223,672
2010	Avatar	\$46,271,715
2011	Mission Impossible: Ghost Protocol	\$16,674,509
2012	The Avenegrs	\$58,688,344

Source: *Indonesia Box Office Index* (<http://www.boxofficemojo.com/intl/Indonesia>)

The table above shows the total revenue of Hollywood films in Indonesia. On In 2009, Hollywood revenue in Indonesia was \$30,223,672 with 2012 films as the highest-grossing film, at \$6,640,261. In 2010 income it was worth \$46,271,715 with Avatar movie as the revenue film the highest, which was \$6,053,656. In 2011, the revenue generated was \$16,674,509. In 2012, the revenue generated was \$58,688,344. The decline in income occurred in 2011 due to problems between the the official distributors of Hollywood films (Camilla, Satrya, and Amero) have tax debts and fines that have not been paid to the Indonesian government. 19 However in June 2011, finally the problem started to subside and Hollywood movies could come back circulating in Indonesia. Hollywood films are also shown on several national television stations Indonesia. Television stations that regularly broadcast Hollywood films in Indonesia are Rajawali Citra Televisi Indonesia (RCTI), Global TV, and Trans TV. Movies playing at these stations are old films that are no longer shown in theaters. Although it is different from cinema in terms of broadcasting, television is more easily accessible by the general public.<sup>20</sup> The ease of watching through television makes Television has several basic functions, namely providing information about society and providing information about television world, transmit culture, connect one party to another, become a tool instructions during an emergency, as well as a means of entertainment.

## CONCLUSION

Hollywood has been distributing its movies worldwide since the early days the founding of Hollywood. The distribution of Hollywood movies around the world is a mistake a propaganda move to spread a favorable impression of the United States and create a good or bad impression about something, according to one's wishes, the United States of America. One of the destination countries for Hollywood movie distribution is Indonesia. Indonesia as a country that has diplomatic relations with the United States is a one of the most lucrative markets for the Hollywood movies industry and society Indonesia is a propaganda target so that it can always be in line with policies and the values of American society. Hollywood movies entered Indonesia for the first time since the Dutch colonial era in the early 20th century. Films of that period were distributed by the Studio . network Universal Singapore since 1916. Since then, cinemas on the island of Java have screened Hollywood films and other European films during the colonial period, until now independence of Indonesia. Until now, Hollywood movies still dominate the cinema in Indonesia Indonesia. There are more Hollywood movie fans than National movie fans in Indonesia. The US government has used film as a propaganda tool since the beginning of the twentieth century. Hollywood films are a global medium for the spread of values in US culture. Cultural values contained in Hollywood films in general reflect the superiority of American society in their lives compared to people in other countries, even tend to be contrary to the cultural values that applies to the nations of the East. The spread of these cultural values is what then affects directly or indirectly on development culture in Indonesia. Hollywood films contain the values of US society in them. Values Hollywood culture also influences the changes that occur in values Indonesian culture. The changes that occur include attitudes, community

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