JKT48 as the New Wave of Japanization in Indonesia

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Abstract
This paper discusses the cultural elements of JKT48, the first idol group in Indonesia which adopts its Japanese sister group’s, AKB48, concept. Idol group is a Japanese genre of pop idol. Globalization triggers transnational corporations as well as makes the spreading of cultural value and capitalism easier. It is affirmed that JKT48 will reflect Indonesian cultures to make unique type of idol group, but this statement by the management seems problematic as JKT48 seems to represent and seems to be homogenized by Japanese culture in a glance. Using multiple proximities framework by La Pastina and Straubhaar (2005), this study aims to present the extent of domination of Japanese culture occurs in JKT48 by comparing cultural elements of AKB48 and JKT48. The author observed the videos footages and conducted online survey and interviews to JKT48 fans. There are many similarities between AKB48 and JKT48 as sister group. It is then questioned how the fans achieved proximity in JKT48 which brings foreign culture and value.

Keywords: JKT48, AKB48, Multiple Proximities, Idol Group, Homogenization