

ABSTRACT

There are much cultural diversity in all over the world, not only in Indonesia but the cultural diversities is also belonged to others. Japan is the one of many countries in the world that has much cultural diversity. Sumo, Geisha, Samurai and origami are the examples of the Japanese's cultural varieties that they are well-known. Yosakoi dance festival is the one of the annual event that is held in Japan. Long time ago, Yosakoi dance was the traditional dance, as the time flies Yosakoi dance become the popular dance that can be followed and enjoyed by the people. Besides, Yosakoi dance has spread up its popularity to the many countries in the world, one of them is Indonesia. In Indonesia, Yosakoi dance also has the special parade that is held annually in Surabaya. In Surabaya Yosakoi dance festival is aimed to assimilate the local culture of japan and indonesia that have established the sister city between Kochi and Surabaya.

In this thesis, the researcher put Yosakoi dance festival as the background. It because the cooperation between Japan and Indonesia that it has resulted the cross culture. Indirectly through the sister city program by holding the Yosakoi dance festival, the Japanese could figure out the local culture in Indonesia and The Indonesians also could know the Japanese's culture especially in Yosakoi dance. Thus, in thesis the researcher would like to explain opinion of Japanese about the Yosakoi dance that has been assimilated with the local culture.

Data in this research was taken by observing and interviewing four informants as the main data and literature as the supported data. The collected data would be analyzed based on reception theory by Stuart Hall. The result is Most of the Japanese welcomes the Japanese's culture which is has been assimilated with the Indonesian local culture.

Keywords :Yosakoi, Cultural, Japanese, Japan, Indonesia