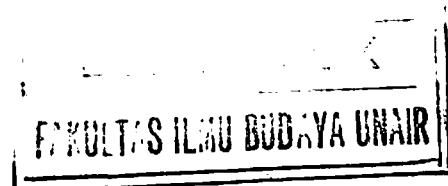


ABSTRACT

Globalization effects are not only for world culture, but also for local culture. *Angkringan* is local cultures that get the effects of globalization. The possible consequence of globalization toward local culture is globalization of *angkringan*. The aim of this research is to understand how glocalization occurs through *angkringan* Banyu Anget in Surabaya. This research used qualitative research method by conducting field observation and interview. The technique of data collection of this research consist of 22 informants and used convenience sampling strategy with two samples token, categorized from accessibility and availability, namely *Angkringan* Banyu Anget in Surabaya and *Angkringan* Lek Man in Jogja. The function of *angkringan* Lek Man in Jogja is to be source of the first *angkringan* in Jogja which to be comparison toward *angkringan* Banyu Anget in Surabaya. It is supported by Diana Crane's theory; Cultural Flows theory in cultural globalization. This research found that glocalization of *angkringan* Banyu Anget occurs based on cultural mixture between global culture and local culture in aims to keep the local tradition without decline the dimensions of globalization as the consequences of cultural flows

Keywords : *Angkringan, Cultural Flows, Cultural Globalization, Globalization, Glocalization*



CHAPTER 1

INTRODUCTION