

ABSTRACT

As globally sprung up, punk subculture in transnational context is an evidence of how American influence has been penetrated in many life facets, including through youth culture. Indonesia becomes one of many countries that accepts and practices the subculture. The discussion of punk subculture in Indonesia can reveal the relation between both countries, in which America becomes the powerful party while Indonesia is the submissive ones. To find out American influence in the spread of punk subculture in Indonesia, Representation theory by Stuart Hall is applied in the research. The theory is used in observing punk subculture both of Indonesia and America in Instagram platforms, particularly some posts that containing of punk elements through. By using qualitative method, the result of the research uncovers that Indonesia absorbs American punk elements in two ways: By assimilating it without adding other elements outside of punk and by integrating it to Indonesian context. Even the former way shows the submissiveness of Indonesia in absorbing the foreign culture, the latter way proves how Indonesia has a power of resistance in accepting punk subculture. The nation still maintains the mother cultural elements in practicing punk subculture, that in the end, it adds a new different color in the global punk scene.

Keywords: Transnationalism, American Influence, Youth Culture, Punk Subculture, Representation Theory