

## ABSTRACT

This study investigates American dominance in Indonesian mass culture, focusing on the hip-hop community in Wijilan, Yogyakarta. This research employs a transnational American Studies framework and Gramsci's theory of cultural hegemony to examine the influence of American mass culture, particularly hip-hop, on local communities and its subsequent adaptations. Data was collected from the community, utilizing ethnographic methods, including participation observation and in-depth interviews. The findings indicate that American cultural dominance via hip-hop engenders intricate dynamics within Indonesian mass culture, wherein local communities are not merely passive recipients but actively negotiate and adapt hip-hop elements to fit the local context. The empowerment initiative "Kidz on the Beat," the hip-hop festival "Soringin" addressing local issues, and the fashion adaptation "Gombrong" which merges hip-hop aesthetics with local sensibilities, exemplify this phenomenon. Hip-hop has emerged as a vehicle of resistance within local mass culture, featuring lyrics that critique social issues. This study concludes that American hegemony in Indonesian mass culture, especially through hip-hop in Wijilan, demonstrates a distinctive process of cultural adaptation and localization, wherein local communities effectively integrate global influences with their indigenous identities.

**Keywords:** *American Hegemony; Indonesian Mass Culture; Hip-hop Community; Wijilan; Cultural Adaptation*