

ABSTRAK

Penelitian ini menganalisis manifestasi hegemoni budaya Amerika Serikat dalam drama Korea berjudul "Start-Up" dengan menggunakan pendekatan Popular Culture and World Politics (PCWP). Melalui analisis kualitatif deskriptif, penelitian ini tentang "Hollywoodisasi" konten Korea di era digital, di mana Hallyu-kat seperti individualisme, meritokrasi, kewirausahaan teknologi, dan mitos "American Dream" direpresentasikan dalam produk budaya populer Korea Selatan yang didistribusikan secara global melalui platform Netflix. Hasil penelitian menunjukkan bahwa "Start-Up" menginternalisasi logika kesuksesan ala Silicon Valley, yang terlihat dari penggunaan jargon bisnis berbahasa Inggris, referensi terhadap tokoh teknologi Amerika (seperti Steve Jobs dan Bill Gates), serta normalisasi etos ekonomi neoliberal sebagai standar universal untuk inovasi dan kemajuan. Meskipun terdapat upaya counter-hegemoni melalui narasi nilai keluarga dan hubungan interpersonal khas Korea, elemen-elemen lokal tersebut lebih berfungsi sebagai strategi glokalisasi dan penyeimbang emosional daripada tantangan fundamental terhadap struktur ideologis Amerika yang dominan. Dengan demikian, drama ini merefleksikan proses "Hollywoodisasi" konten Korea di era digital, di mana Hallyu beroperasi di dalam kerangka hegemonik Amerika Serikat untuk mencapai pasar global.

Kata Kunci: Hegemoni Budaya, Amerika Serikat, Drama Korea, Start-Up, Netflix, PCWP, Hallyu, Counter-Hegemoni.

ABSTRACT

This research analyzes the manifestation of United States cultural hegemony in the Korean drama "Start-Up" using the Popular Culture and World Politics (PCWP) approach. Through descriptive qualitative analysis, this study explores how dominant American values such as individualism, meritocracy, technological entrepreneurship, and the "American Dream" myth are represented in South Korean popular culture products distributed globally via the Netflix platform. The findings indicate that "Start-Up" internalizes Silicon Valley's logic of success, evidenced by the use of English business jargon, references to American tech icons (such as Steve Jobs and Bill Gates), and the normalization of neoliberal economic ethos as a universal standard for innovation and progress. While there are counter-hegemonic efforts through narratives of family values and Korean-style interpersonal relationships, these local elements function more as glocalization strategies and emotional balancers rather than fundamental challenges to the dominant American ideological structure. Thus, this drama reflects the "Hollywoodization" of Korean content in the digital era, where Hallyu operates within the U.S. hegemonic framework to reach a global market.

Keywords: Cultural Hegemony, United States, Korean Drama, Start-Up, Netflix, PCWP, Hallyu, Counter-Hegemony.