

Implications of western culture hybridation in Indonesia through KFC (Kentucky Fried Chicken)

Wardah Fara Adiba

Universitas Airlangga, Surabaya, Indonesia, email: wardah.fara.adiba-2022@fisip.unair.ac.id

Article Info

Article history:

Submission: **2024-01-10**

Accepted: **2024-02-24**

Published: **2024-03-20**



This is an open access article distributed under the CC BY-SA 4.0 license

Copyright © 2024, the author(s)

ABSTRACT

This research seeks to analyze the influence of westernization that is spreading in Indonesian culture. Globalization has had a huge influence on culture in Indonesia, the progress of globalization has made the westernization process easier due to the reduction of time and place constraints in relations between countries. One of them is the United States using globalization as a tool to spread its cultural influence in the world. Fast food as a western culture is starting to enter Indonesia through KFC (Kentucky Fried Chicken) products which have crispy fried chicken and currently very popular in Indonesia. KFC gives a new nuance to the culture of Indonesian society. The findings in this paper, specifically the existence of KFC which was produced through westernization, provide an illustration of the globalization process that entered Indonesia in the development of KFC's crispy fried chicken fast food as a means of transforming the idea of local Indonesian food. The idea of fast food, instant ingredients and flavored ingredients has been ingrained into the eating habits of Indonesians. Spreading global ideas represented by KFC then building new creations. This is reflected in not only the local menu influencing American fast food products, but local products also experiencing improvisation, which is occurred a hybridization process between KFC products and Indonesian food culture.

Keywords:

globalization; United States; fast food; Indonesia; KFC

Please cite this article in APA style as:

Adiba, W. F. (2024). Implications of western culture hybridation in Indonesia through KFC (Kentucky Fried Chicken). *Jurnal Inovasi Ilmu Sosial Dan Politik (JISoP)*, 6(1), 1–9. <https://doi.org/10.33474/jisop.v6i1.21377>

INTRODUCTION

In the 1970s, the term globalization was coined by various American business schools as a way to replace term of universalization to refer to the process of world integration. At the same time, trends emerged that developed into new phenomenon including the ideas of internationalism, integration, cultural unification and even rapid distribution (Alekseeva & Lebedeva, 2018). Despite the large amount of literature that examines various aspects of globalization, ambiguity arises with various kinds of assumptions and claims that contradict each other so that the meaning of globalization itself is quite problematic. One of the

phenomena of globalization that continues to undergo transformation in various parts of the world is culture (Ammar, 2023). It is certainly difficult to stop the era of globalization, which brings the flow of western culture to every corner of the world. The invasion of western culture into the living sphere has gone through various processes in different parts of the world. In this case, one of them is the process of adopting or imitating western culture, which is called westernization (Larasati, 2018; Nahak, 2019).

The progress of globalization seems to be able to make it easier for the process of westernization to spread around the world, the impact of its emergence between one country and another is almost the same and relations between these countries are no longer recognized (Surahman, 2013). One example of westernization that has spread to various corners of the world is fast food. The boundaries of unlimited time and space accelerate movement fast food to the whole country. Culture fast food which was actually carried by the United States was able to develop and has become lifestyle contemporary world society. One example fast *food* which has successfully spread to almost all parts of the world is KFC (Kentucky Fried Chicken) which originally came from Louisville, Kentucky, United States (KFC Indonesia, 2020). As fast *food* now it has developed within society and is able to give rise to create a new type of culinary culture and become a form of lifestyle.

The modern world supports unprecedented levels of interconnection. The part that merged in culinary developments in Indonesia, in particular, was related to the significance of serving speed and also the standardization of the products served, this is what gave rise to scheme which is known as fast food. According to Atmadjati (2018) stated that a survey conducted by MasterCard showed data on Consumer Purchasing Priorities that around 80 percent of the Indonesian population made restaurant fast *food* as a priority for dining, which is followed afterwards, particularly food court as much as 16 percent, the remaining 3 percent consists of Café dishes. The remaining 1 percent choose to visit food restaurants that provide official food. One essential component of globalization, referred to as the opposite side of cultural intersecting process, is showing the pattern of cultural hybridization in society.

This globalization process gives rise to a relationship activity between small and medium countries squeezed into an arrangement managed by leading countries. The constraints that occur can be seen in the fulfillment of leading state's tools in dominating flow of globalization, namely the completeness of technological, economic and also ideological resources (Shin, 2015). Western progress in this aspect provides an easy way for westernization to enter various corners of the country which is implemented in cultural form by KFC. The phenomenon of westernization through KFC has been developing in Indonesia for almost 44 years and KFC commercialization continues to expand its market in various corners of Indonesia (KFC Indonesia, 2020). Until now various outlets fast food continues to emerge in Indonesia. The occurrence of cultural globalization implies a more complex process, this process shows fragmentation and unification which reflects awareness of cultural differences and aspects of shared identity.

The culture brought by west influenced the occurrence of hybridization. In simple terms, the definition of hybridization refers to process of mixing one variety with another variety to produce a new variety (Alekseeva & Lebedeva, 2018). So in this research we want to ascertain the orientation patterns of cultural change in Indonesian society, especially by using hybridity as a conceptual tool. In this research the author wants to analyze the influence of westernization in the varieties of food culture in Indonesia on its development in formation of new types of culture. Through lens of food culture, we do not only focus on observing the process of globalization with interweaving aspects of change that occur, but also see localization aspect where western and foreign foods and lifestyles are incorporated

into local culture. This research is important from an academic perspective as a way to explain the phenomenon of globalization in terms of the influence of westernization in Indonesia, providing scope for the formation of cultural hybridization which has an impact on local cultural structures.

METHOD

Through this research author wants to analyze further using qualitative research methods, from the existence of this globalization process the author is interested in seeing the important role of development of westernization through Fast food namely KFC in cultural change in Indonesia. Author uses data sourced from literature in the form of books, journals and news from mass media. From the data that the author has obtained, the author argues that globalization process is entering Indonesia's development Fast food. Through KFC's crispy fried chicken, it has become a means of transforming idea of local Indonesian food. The idea of fast food, instant ingredients and flavored food is ingrained in the eating habits of Indonesians. Spreading global ideas represented by KFC then create new creations. Not only are local menus influencing American fast food, but local menus are also improvising to become global food. Because, the adoption of the KFC brand, which is offered in over seven hundred branches in Indonesia, its easy to assimilate with local cuisine.

RESULT AND DISCUSSION

The occurrence of globalization process has brought westernization into Indonesian culture very easily. In analyzing influence based on argumentation [Estuningtyas \(2018\)](#) multiculturalism and ethnic celebrations will become a new phenomenon in the era of globalization compared to loss of cultural values as predicted by those who are anti-globalization. Looking at cultural posture and prospects, globalization from Estuningtyas 's view can produce something that enrich the cultural posture and provide good prospects for the development of cultural values now and in the future. Other than that, the increase in consumption levels as a result of globalization also has a linear line with the development of a culture. Increased cultural interaction causes ties of integration in a society. Unlike the common belief that globalization destroys identity, globalization is actually a significant force in creating and developing cultural identity ([Tomlinson, 2007](#)). It indicates that the course of globalization perpetuates the rapid movement of people and goods, in this case economic globalization, in fact culture does not readily adapt to globalization.

In light of this, [Richard \(2016\)](#) goes on to say that culture is closely related to symbolic behavior or communication are intimately interconnected. One of example of this is the culinary world which is a cultural product that is related to communication. Seeing that various aspects of life have been greatly influenced by westernization, including changes in eating culture. Food and drink are seen as basic needs that have nothing to do with culture, in general they seem trivial compared to other cultural products ([Sairin, 2002](#)). Therefore, it should come as no surprise that people are unaware of the process of cultural change that occurs in their daily lives.

The existence of KFC, a fastfood restaurant that is gradually becoming into an emblem of globalization, is hence synonymous with globalization. Because fast food in America is becoming more and more global, this has created chances to instill values. Globalization which moves freely into the scope of countries has had various impacts, one of which is explanation [Pieterse \(2009\)](#) globalization has an effect on culture which gives rise to a form of cultural mixing which is also defined as hybridization. Hybridization can also be interpreted as a form of contact or syncretism.

The concept of Westernization through KFC illustrates the existence of a form of instant globalization of a culture into other countries which provides a touch of efficiency and also through strict control of products produced for consumption on the market. This concept provides a form that is not only present as a restaurant outlet but far more than that, KFC, which is currently widely consumed globally, is the embodiment of the product. Following this, values that more accurately capture the essence of American popular culture are spreading throughout the West. These values convey the idea that everything is quick, instantaneous, more calculated, and that the product is more carefully conditioned during processing.

Through the development of KFC's entry into various corners of the world, it is indirectly able to provide an impact on the sales model for food that is similar to the restaurant design. Fast food KFC. In explanation Horkheimer & Adorno (2002) KFC as a form of Desacralization of local culture into the global realm cannot be implemented when cultural globalization is not accompanied by economic globalization. This also means that culture which then becomes global can be seen to come hand in hand with the commercialization of the cultural characteristics within it. In this regard, globalization is a way to create a cultural industry. Through the cultural industry there are requirements that make it capable of being accepted in the global realm, namely that it has marketable characteristics. The consequences will positively influence eating culture in Indonesia, which in fact was unknown before KFC entered Fast food down western this.

Development and Transformation of KFC in Indonesia

At the beginning of the development in stall market fast food has been around since 19th century when United States began to enter industry an era where many workers in United States have relatively short rest hours, this is because the working hours are very long. This background is what is able to encourage food outlets to tend to switch to fast food such as fried chicken, burgers, sausages and others. This started when in 1912 fast food started with online server automate namely using a vending machine to serve customers which is applied using coins. Not only that fast food much later developed has more characteristics by using concept drive through In fact, this was allowed for first time in 1930s when eating places in United States began to contribute to providing services by opening a special counter area as a place to order food by serving customers without having to order food from the vehicle (Azanella & Hardiyanto, 2021). Departing from the habits of American people who do not want to spend their time just eating because of their high sense of enthusiasm for work and existence fast food it is so popular that various fastfood restaurants like KFC have appeared.

Based on the difficulties of migrants and pedestrians passing through city of Kentucky, United States Colonel Harland David Sanders saw an opportunity to establish *Fast food* in that area. This opportunity then pioneered creation of Fried Chicken *Crispy* with the KFC label in 1930. Through the development of globalization, efforts are being made to spread KFC which can actually influence the culture of every country in the world. This is proven by KFC's position as it has progressed to become the second largest franchise in the world. As of December 2019, there were 22,621 KFC outlets in 150 countries around the world, including Indonesia. The first KFC outlet with a franchise system in Indonesia was established in October 1979 in Jakarta (Azanella & Hardiyanto, 2021; Syam, 2020).

Globalization provides a way for westernization to enter very easily in various corners of Indonesia without any significant resistance. KFC's expansion into Indonesia started in the capital city and spread to the outskirts of cities in Indonesia. Apart from the food culture offered by KFC life style also provides modern culture for young people, especially by

offering products that are pocket-friendly for young people, and the modern feel created gives very western image. KFC is one of the largest and oldest fast food restaurants in Indonesia. The main products are Colonel's Original Recipe and Hot & Crispy, becoming the most preferred fried chicken product among all fast food restaurant brands throughout Indonesia (KFC Indonesia, 2020). Other than that, KFC's arrival in Indonesia marked a turning point in the history of flour-fried chicken goods and fast food, which had not before been a way of life or a type of eating culture.

Fried Chicken or flour-fried chicken is a product from the United States, the popularity of flour-fried chicken has not escaped fast food restaurants from the United States (US) which have been able to expand almost throughout Indonesia. In the United States, fast food became known in the 70s and began to spread throughout the world. KFC or crispy fried chicken is created through processing kitchen spices which tend to be less than in tropical countries. KFC's efforts to innovate products by adapting to the tastes of Indonesian society have started since KFC first expanded to Indonesia. KFC inserts a rice menu as an accompaniment to fried chicken and chili sauce which is liked by Indonesian people. KFC the fast food chain, is attempting to change its image in Indonesia through a number of strategies different menu items mixed with sambal korek and sambal matah and those are Indonesian chili sauce (Anggraini & Wisnubrata, 2018).

Then, as time went on, KFC Indonesia offers various products that attract the attention of consumers, one of which is the Goceng package offer aimed at young consumers. To entice people to eat, they also sell standard KFC items like CD tapes featuring popular tunes. Not only that, but KFC Indonesia has added menus for certain times in several major cities. The menu is a combo kareem menu which is offered at breaking fast and sahur. The menu, which was released to welcome the month of Ramadan 1439 H, consists of KFC fried chicken covered in Padang sauce and fried onions (Anggraini & Wisnubrata, 2018).

Not only that, but KFC continues to try to integrate the local culinary culture of Indonesian society, such as adding menu items Hot Rods such as the chicken variant fillet KFC with flour wrap crispy made with eggs. This is different from other KFC dish variants where this new menu is served using a skewer that resembles the shape of satay. Particularly, Hot Rods appearance combines elements of hybridity in a way that more strongly reminds consumers of Sempol Ayam, an Indonesian roadside snack. Additionally, the cultural combination offered by KFC also penetrates local menus such as the rendang rice menu which KFC serves with fluffy rice with rendang seasoning which has a spicy taste (Maharani, 2018).

KFC Hybridization in Indonesian Culinary Culture

Before modern concepts gripped all sectors of social life in Indonesia, chicken fried with traditional spices was traditionally called fried chicken. The inspiration that emerged from the term fried chicken dramatically formed another popular hybrid term, crispy fried chicken, referring to fried chicken with special ingredients modified from KFC's secret recipe (KFC Indonesia, 2020). After several decades, the existence of crispy fried chicken has played an important role in the culinary development of the country. Crispy fried chicken can easily be found in every small traditional restaurant, even street stalls that sell fried chicken with a KFC-like appearance. Even the addition of fresh vegetables as a complement is offered, so that the crispy fried chicken and fresh vegetables indicate that the local color is actively participating in the cultural exchange process. According to Ritzer (2003) Global fast food has produced institutional forms of every local culture. This implies that the fast food industry not only offers food to consumers using fast food methods but also presents a range

of western cultural values that are able to create a strong global image with a modern feel combined with local flavors.

KFC franchise restaurants actually play a key role in connecting different cultures, apart from the role of local culture, they also define the meeting point for cultural transformation. This Westernization has been able to adapt or create a hybrid culture between what is provided by fast food franchises and street food sellers. In the end, this hybridization has also built the culture and identity of Indonesian society. The 'Kentucky' or 'Fried Chicken' branding used by local traders is a marketable tool which is closely related to local satisfaction and global prestige. In making advertisements, street vendors do not rely on conventional tools such as television, radio, or print media which "serve as the main platform for advertising" (Herminingrum, 2020).

Then the presence of this fast food began to emerge in the food outlets with titled fried chicken, such as Rocket Chicken outlet, whose center is in Yogyakarta, which was established in 2010 and has had a great influence from the existence of KFC products which are chicken crispy and currently Rocket Chicken has 700 outlets throughout Indonesia. There are still a lot of franchised fried chicken outlets in Indonesia, as proof that the interest and concept which was later promoted by KFC is in great demand in Indonesia (Heniyatun et al., 2020). Instead of going to KFC, which has more costly costs, lower middleclass Indonesians are far more likely to eat supper out at a fastfood restaurant with a western idea but local rates.

The popularity of crispy fried chicken began to grow in the early 2000s and took many different forms. One such form is the fried chicken menu, which is Indonesians' favorite menu item. Geprek chicken is a form of hybridization of westernized culture with local culture, where geprek chicken itself is a form of KFC chicken equipped with typical Indonesian chili sauce. According to Wijaya (2021) the origin of the word geprek is also taken from Javanese, which can be interpreted in other words as pressing or hitting until the crispy chicken crumbles. Geprek chicken originally came from Yogyakarta, this menu is identically served in a local way using chili sauce and fresh vegetables as a complement, even in some shop outlets it is served with the addition of *tempeh* (fermented soybean) and tofu like *penyetan* (Indonesian menu squeezed Chicken) food.

Seeing what is happening now, the hybridization of western culture through the formation of fried chicken is starting to spread and emerge as one of the penetrations of KFC's crispy chicken mixed and matched with the addition of typical Indonesian chili sauce. Geprek itself is an answer to the challenges of globalization, which is Indonesia's creation in combining concept of globalization in food culture. The implementation of geprek chicken was not created by imitating an existing western product, but more than that, it was able to form a pattern of cultural hybridity, specifically innovating an existing western product into a new product that matched the culture and tastes of local community with value. This phenomenon was subsequently able to become a trend among Indonesian society, around 2017 the increasing popularity of fried chicken became a trend in society on a massive scale, where this phenomenon of hybridity was arecognized by the local community with the spread of outlets selling fried chicken menus till now (Wijaya, 2021).

The benefits of this cultural hybridity are felt by the Indonesian people, especially many culinary entrepreneurs, who are now making fried chicken a main menu item at food outlets. Many developments have resulted in geprek chicken using a franchise business system. Geprek Bensu is one example that is readily available these days it offers a franchising structure for its outlet model. Until now, the concept has been quite successful in coloring the culinary world in Indonesia with 139 franchise branches spread throughout Indonesia. This success continues to spread to overseas such as Hong Kong. Not only that, geprek, but which is a local Indonesian product, is now also starting to be popular and has

spread to various parts of the world. The franchise business brands themselves are not only popular Geprek Bensu, for example, Pak Gembus Geprek Chicken, Sa'i Geprek Chicken, Campus Geprek Chicken, Olive Geprek Express and so on. The emergence of the fried chicken franchise is not unreasonable or just random fomo but more than that it shows how globalization creates a form of hybridity and also enriches local culture and this is of interest to both local and global communities. This further demonstrates the enormous demand for beverages and fast food among Indonesians (Heniyatun et al., 2020).

The sustainability of Indonesian culinary development is also has an indirect influence through globalization. With the introduction of western food modeled on fast food, it was able to create a new culture which in fact has now become a top part of Indonesia's culinary treasures. One of them is geprek chicken which is now also easy to find in various street food places and restaurants. As time goes by, the world of chili sauce in geprek chicken has started to have many variants, starting from shrimp paste chili sauce, onion chili sauce, matah chili sauce, tomato chili sauce and others. Not only that, but it is unique, even the variations of geprek are starting to increase with the combination mozzarella or fried cabbage (Matondang, 2019). The uniqueness of this combination of local and western culture shows that there is a community identity that tends to be open and able to interact with global influences. The relationship between Westernization and Indonesian food culture on the line fast food encourages the dynamics of ongoing cultural system. It is vital to note that KFC understands that food is a cultural component of social integration. The operation of these restaurants has built innovation and integration of local Indonesian culture.

CONCLUSION

Globalization, an unavoidable process for the global society, has an indirect impact on a nation's cultural components. The presence of a borderless situations in which time and place no longer serve as barrier between countries in the propagation of their values and connections. It can be said that the situation of globalization makes it easier for the westernization process that is taking place all over the world. Westernization comes with culture Fast food can be enjoyed by various countries and the global community. Globalization can be a direction to change the cultural order of a country which is created through a process called hybridization, it focuses further on incorporating international components into it. The aspect of globalization in this context determines the extent of westernization that occurs as seen by proliferation of fast food not only with western elements but also parts of global culture. If so, unlike the common belief that globalization destroys identity, globalization is actually a significant force in creating and developing cultural identity.

The results of this research show that westernization is actually through fast food KFC in Indonesia creates a new order in food culture in Indonesia. Globalization brings cultural transformation created by product innovation western food and Indonesian food. The idea of cultural hybridization is created by incorporating KFC product innovation based on regional culture, and it is subsequently applied to KFC menus, particularly in Indonesia. It cannot be denied that KFC, which is actually a product in America, through globalization, is trying to bring western culture into the cultural structure in Indonesia. The implementation is that the presence of KFC in Indonesia has had a significant impact on the culture of local communities.

The author's findings from this case study are that the influx of globalization through westernization in Indonesia can nurture a spirit of locality on the ethnic, cultural and national levels. Since the existence of KFC in Indonesia, it was able to create a hybrid of local products, as in fried chicken, which is before the arrival of KFC Indonesia did not know about

flour fried chicken. The existence of KFC provides a new cultural product with crispy fried chicken that is battered and served with typical Indonesian chili sauce which has an impact on the creation of various fried chicken outlets that have spread throughout Indonesia and even entered the international realm. It cannot be denied this also influences economic movement of society in general, as evidenced by many outlets for crispy fried chicken. Through this, the author concludes that westernization does not always have a bad impact on local culture but actually can enrich local culture itself. The analysis of this research shows the phenomenon of hybridity produce something that can enrich posture and provide good prospects for the development of cultural values now and in the future. This research can be used as a reference for academics in analyzing whether every culture is actually able to operate dynamically and hybridly through the flow of globalization which can provide a new culture in society.

REFERENCES

- Alekseeva, T. A., & Lebedeva, M. M. (2018). Hybridization in the Era of Globalization. *Age of Globalization*, 4. <https://www.socionauki.ru/journal/articles/1632232/>
- Ammar, M. A. N. H. (2023). Globalisasi dalam Dinamika Kontemporer: Studi Kasus Perubahan Sosial dan Transformasi Budaya. *Economy, Technology, Social and Humanities*, 1(1), 1–6. <https://jetch.id/index.php/jetch/article/view/2>
- Anggraini, A. P., & Wisnubrata. (2018). *Begini Awal Mula Makanan Cepat Saji Muncul*. Kompas.Com. <https://lifestyle.kompas.com/read/2018/03/16/141907920/begini-awal-mula-makanan-cepat-saji-muncul>
- Atmadjati, A. (2018). *Layanan Prima dalam Praktik Saat Ini*. Deepublish.
- Azanella, L. A., & Hardiyanto, S. (2021). *Sejarah KFC dan Awal Mula Pendiriannya*. Kompas.Com. <https://www.kompas.com/tren/read/2021/03/20/090400065/sejarah-kfc-dan-awal-mula-pendiriannya?page=all>
- Estuningtyas, R. D. (2018). Dampak globalisasi pada politik, ekonomi, cara berfikir dan ideologi serta tantangan dakwahnya. *Al-Munzir*, 2, 1–19. <https://doi.org/10.31332/am.v11i2.1118>
- Heniyatun, H., Sulistyaningsih, P., Iswanto, B. T., Asiyah, Y., & Praja, C. B. E. (2020). Kajian Yuridis Perlindungan Merek Terhadap Gugatan Merek Nama Orang Terkenal. *Borobudur Law Review*, 2(2), 137–149. <https://doi.org/10.31603/burrev.4648>
- Herminingrum, S. (2020). A Cultural Dimension of American-Indonesian “Fast Food Diplomacy.” *Jurnal Humaniora*, 32(1), 1–9. <https://doi.org/10.22146/jh.29730>
- Horkheimer, M., & Adorno, T. W. (2002). *Dialectic of Enlightenment: Philosophical Fragment* (G. S. Noerr & E. Jephcott (eds.)). Stanford University Press.
- KFC Indonesia. (2020). *Kegiatan Usaha Perusahaan (Company's Business)*. Kfcku.Com. <https://kfcku.com/Kegiatan-Usaha-Perusahaan>
- Larasati, D. (2018). Globalization on Culture and Identity: Pengaruh dan Eksistensi Hallyu (Korean-Wave) Versus Westernisasi di Indonesia. *Jurnal Hubungan Internasional*, 11(1), 109–120. <https://doi.org/10.20473/jhi.v11i1.8749>
- Maharani, S. (2018). *Perkenalkan Kuliner Indonesia, KFC Luncurkan Hot Rods dan Nasi Rendang* (A. Amadea, M. N. Syamsiyah, & E. I. Gloria (eds.)). Kumparan Food. <https://kumparan.com/kumparanfood/perkenalkan-kuliner-indonesia-kfc-luncurkan-hot-rods-dan-nasi-rendang-1534408693848552285/full>
- Matondang, A. (2019). Dampak Modernisasi Terhadap Kehidupan Sosial Masyarakat. *Wahana Inovasi : Jurnal Penelitian Dan Pengabdian Masyarakat UISU*, 8(2), 188–194. <https://jurnal.uisu.ac.id/index.php/wahana/article/view/2389>

- Nahak, H. M. . (2019). Upaya Melestarikan Budaya Indonesia di Era Globalisasi. *Jurnal Sosiologi Nusantara*, 5(1), 65–76. <https://doi.org/10.33369/jsn.5.1.65-76>
- Pieterse, J. N. (2009). *Globalization and Culture: Global Mélange* (2nd ed.). Rowman & Littlefield Publishers.
- Richard, B. (2016). *The Great Convergence Information Technology And The New Globalization*. Harvard. Harvard University Press. <https://doi.org/10.2307/j.ctv24w655w>
- Ritzer, G. (2003). *Modern Sociological Theory*. Fajar Interprana Offse.
- Sairin, S. (2002). *Perubahan Sosial Masyarakat Indonesia; Perspektif Antropologi*. Pustaka Pelajar.
- Shin, D. C. (2015). Cultural Hybridization in East Asia: Exploring an Alternative to the Global Democratization Thesis. *Journal of Elections, Public Opinion and Parties*, 25(1), 10–30. <https://doi.org/10.1080/17457289.2014.953009>
- Surahman, S. (2013). Dampak Globalisasi Media Terhadap Seni dan Budaya Indonesia. *Lontar: Jurnal Ilmu Komunikasi*, 2(1), 29–38. <https://doi.org/10.30656/lontar.v2i1.334>
- Syam, A. W. U. A. (2020). Dampak Kebijakan Proteksi Indonesia Pada Bidang Waralaba Asing (Studi Kasus : Kentucky Fried Chicken). *WANUA : Jurnal Hubungan Internasional*, 5(1), 23–37. <http://journal.unhas.ac.id/index.php/wanua/article/view/14069>
- Tomlinson, J. (2007). *Globalization and Culture*. Polity Publisher.
- Wijaya, A. H. (2021). *Kisah Hibrida Kuliner Indonesia, Dari KFC Sampai Ayam Geprek* (S. Wicaksono (ed.)). VALIDNews.Id. <https://validnews.id/kultura/kisah-hibrida-kuliner-indonesia-dari-kfc-sampai-ayam-geprek>