



RUBIKON

JOURNAL OF TRANSNATIONAL AMERICAN STUDIES

VOLUME 2 / NUMBER 1
FEBRUARY 2015

**“Youth Political and Cultural
Movement Against the United
States Invasion in Vietnam in the
1960s”**

Agnes Yudita Larasatiningrum

**“The Ideology of Minority: A
Transnational Study of the
American New Left in 1960s”**

Kidhot Kasjuaji

**“Kennedy and Soekarno in Popular
Movies: A Transnational
Perspective”**

Mala Hernawati

**“The Hippies Identity in the 1960s
and Its Aftermath”**

Nafisatul Lutfi

**“Representation of Values
through Popular Literature: A
Case Study on Transracial
Adoption in American Movies”**

Novita Indriani

**“A Popular Culture Research on
American Hegemony in
Transnational Women Magazine
Advertisements”**

Ekawati Marhaenny Dukut



RUBIKON

JOURNAL OF TRANSNATIONAL AMERICAN STUDIES

Volume 2 • Number 1 • February 2015

EDITORIAL BOARDS

Michael Vann (Sacramento University of California) • Melanie Budianta (Universitas Indonesia) •
Carla Jones (University of Colorado) • David Palmer (Flinders University) • Srimati Das (Kranatax
University of India)

EDITOR-IN-CHIEF

Ida Rochani Adi

BUSINESS MANAGER

Benita Amalina

EDITORS

Didik Murwantono • Ekawati Marhaenny Dukut • Mister Gidion Maru • Muhammad Fuad • Nuriadi
• Juliasih K. • Nur Saktiningrum • Muh. Arif Rokhman • Achmad Munjid • Ans. Prawati

MARKETING AND PUBLICATIONS

Dhionisius Bambang • Kidhot Kasjuaji

RUBIKON, Journal of Transnational American Studies (JTAS) is a journal published by the Association of American Studies Society of Indonesia (ASSINDO) which is supported by UGM, UI, UAD, and UNS. It specializes in American Studies especially transnational studies of the U.S. It is also intended to communicate American Studies issues and challenges. This journal warmly welcomes contributors from American Studies scholars, researchers, and those related to the discipline.

COPYRIGHTS RESERVED

Editorial Office:

RUBIKON

Jl. Ipda Tut Harsono No. 26, Umbulharjo, Yogyakarta 55165

Phone: +62 812-2763-219

E-mail: jurnal.rubikon@gmail.com • Website: www.assindo.org

Table of Contents

Table of Contents	i
“Youth Political and Cultural Movement Against the United States Invasion in Vietnam in the 1960s”	
Agnes Yudita Larasatiningrum	1
“The Ideology of Minority: A Transnational Study of the American New Left in 1960s”	
Kidhot Kasjuaji.....	12
“Kennedy and Soekarno in Popular Movies: A Transnational Perspective”	
Mala Hernawati.....	28
“The Hippies Identity in the 1960s and Its Aftermath”	
Nafisatul Lutfi.....	42
“Representation of Values through Popular Literature: A Case Study on Transracial Adoption in American Movies”	
Novita Indriani.....	54
“A Popular Culture Research on American Hegemony in Transnational Women Magazine Advertisements”	
Ekawati Marhaenny Dukut.....	64

GUIDELINES FOR AUTHORS

The editor of Rubikon Journal welcomes article submissions in accordance with the following guidelines:

1. Articles have not been published or accepted for publication, or are being considered for publication elsewhere. In addition to the manuscript, a written statement should be attached which clarifies that the article is original and does not contain any elements of plagiarism.
2. Types of article suitable for publication include the following; research report (laboratory, field, archives), conceptual ideas, studies, theory applications.
3. Another suitable type of article is book review. Please note the following requirements for submitting book reviews:
 - a. book being reviewed should be newly published (within the last one year for books in Indonesian and two years for books in other foreign languages),
 - b. book reviews should be between 3-5 pages in length, and
 - c. a copy/scan of the book cover should be attached.
4. Articles are written in Indonesian or English (preferable) using academic language along with standard academic writing structure and composition. Manuscripts are typed 1,5 spaced in a quarto paper size (A4), between 15-20 pages in length including references, pictures, and tables.
5. Article should be in essay form which includes:
 - a. title (15-20 words),
 - b. author's name (without academic degree) with an e-mail address and institution's name,
 - c. abstract in English (150-200 words for each) which includes research problem, methods and result,
 - d. keyword in English (5-7 words),
 - e. author's personal information and e-mail address,
 - f. introduction (without subsection, 2-3 pages) which includes background, objectives, methods, and literature reviews/theoretical construct (if needed) of research. The introduction section ends with an emphasis on items to be discussed,
 - g. discussion,
 - h. conclusion, and
 - i. references.
6. Reference list format is based APA (American Psychological Association) style. Reference list should appear at the end of the article and includes only literatures actually cited in the manuscripts. References are ordered alphabetically and chronologically. When writing a reference list, please use the following conventions;
 - Azhar & Matsumura, K. (2010). A Study of 'Kenry' in Japanese and 'Hak' in Indonesian. *Jurnal Humaniora*, 22, p.22-30.
 - Nur, T. (2008). *Verba dalam Bahasa Arab dan Bahasa Indonesia: Studi Gramatika Konstasif*. (Unpublished Dissertation). Universitas Gadjah Mada. Yogyakarta
 - Reid, A. (2011). *Menuju Sejarah Sumatra: Antara Indonesia dan Dunia*. Jakarta: Yayasan Obor.
 - Zachareck, S. (2008). *Natural Women*. *The New York Times*. Retrieved from <http://www.nytimes.com/2008/04/27/books/review/Zachareck>
7. The editor appreciates if authors excerpt information from subsequent published articles in *Jurnal Rubikon*.
8. Articles should be submitted in soft files using Microsoft Word application to jurnal.rubikon@gmail.com
9. Authors will be sent notification of receipt of manuscripts and editorial decisions (whether the articles are accepted or not) by e-mail. Manuscripts that are not published will not be returned to the authors.
10. A successful author is obliged to contribute publication fee with minimum amount of Rp. 100.000,00 (one hundred thousand rupiahs) and in return is entitled to 2 (two) copies of the print issue in which the article appears.