

British invasion (1964-1974) the beatles dalam analisis budaya dan sosial = British invasion (1964-1974) the beatles in the culture and social analysis

Novita Angelina, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404210&lokasi=lokal>

Abstrak

[ABSTRAK

Kedatangan grup musik The Beatles pertama kali ke New York menjadi jalan pembuka bagi kejayaan musisi Inggris berbakat lainnya di Amerika Serikat. Peristiwa tersebut lebih dikenal dengan istilah British Invasion. Hal ini ditandai ketika musisi Inggris berhasil mendominasi tangga lagu US Billboard sejak tahun 1964-1974. Kehadiran The Beatles menjadi sebuah fenomena budaya baru dalam kehidupan masyarakat Inggris. Budaya Populer Inggris pada era British Invasion mendominasi dan melakukan hegemoni budaya terhadap masyarakat Amerika Serikat dan dunia. Musisi Inggris menawarkan nilai-nilai baru yang dapat diterima dengan baik oleh masyarakat Amerika Serikat.

<hr>

ABSTRACT

The arrival of musical group The Beatles for the first time in New York is considered as the pioneer in opening the way of other talented British musicians? to gain triumph in the United States. The event is more known as the British Invasion. It is characterized when British musicians successfully dominated US Billboard charts since 1964-1974. The presence of the Beatles was a new cultural phenomenon in British life at that time. British popular culture during the British Invasion era dominated and caused cultural hegemony to the United States and the world. British musicians offer new values that are well-accepted by the American public.;The arrival of musical group The Beatles for the first time in New York is considered as the pioneer in opening the way of other talented British musicians? to gain triumph in the United States. The event is more known as the British Invasion. It is characterized when British musicians successfully dominated US Billboard charts since 1964-1974. The presence of the Beatles was a new cultural phenomenon in British life at that time. British popular culture during the British Invasion era dominated and caused cultural hegemony to the United States and the world. British musicians offer new values that are well-accepted by the American public.;The arrival of musical group The Beatles for the first time in New York is considered as the pioneer in opening the way of other talented British musicians? to gain triumph in the United States. The event is more known as the British Invasion. It is characterized when British musicians successfully dominated US Billboard charts since 1964-1974. The presence of the Beatles was a new cultural phenomenon in British life at that time. British popular culture during the British

Invasion era dominated and caused cultural hegemony to the United States and the world. British musicians offer new values that are well-accepted by the American public., The arrival of musical group The Beatles for the first time in New York is considered as the pioneer in opening the way of other talented British musicians' to gain triumph in the United States. The event is more known as the British Invasion. It is characterized when British musicians successfully dominated US Billboard charts since 1964-1974. The presence of the Beatles was a new cultural phenomenon in British life at that time. British popular culture during the British Invasion era dominated and caused cultural hegemony to the United States and the world. British musicians offer new values that are well-accepted by the American public.]