

# THE EFFECTS OF CULTURAL IMPERIALISM IN LINDA SUE PARK'S *WHEN MY NAME WAS KEOKO*

Sinta Kartika Dewi  
1611700074  
Faculty of Cultural Sciences  
Universitas 17 Agustus 1945 Surabaya

**Abstrak.** This study is about an analysis of Cultural Imperialism in Linda Sue Park's *When My Name Was Keoko*. The aim of this study is to determine the form of the problem of cultural imperialism and the effects of cultural imperialism that occurred during the Japanese colonial period on Korean society in the novel *When My Name Was Keoko* by Linda Sue Park. This study uses a qualitative method and a post-colonial approach. The theory that the writer used in this is taking from Edward Said's book *Culture And Imperialism (1993)*. The result of this study shows the effects of cultural imperialism and the portrait of cultural imperialism in the novel. The effects of cultural imperialism are from Kim Sun-hee and Kim Tae-yul should use Japanese language, change their name into Japanese name, use and adopt Japanese style, held and follow Japanese custom, follow the values and habits of Japanese people, have the similarities between Korean and Japanese food. Based on the analysis, the writer concludes that the novel occur characteristics of cultural imperialism such as language, identity, style, values and habits, custom and food.

**Kata Kunci:** postcolonial Literature, Imperialism, Cultural Imperialism

## INTRODUCTION

Identity is a characteristic of every person who lives in this world that given from parents, gender, culture, ethnic etc. Culture itself is a lifestyle that develops in a group or society and is passed down from generation to generation where they lived. Culture and identity cannot be separated because culture forms and makes identity of every person that makes every person is special and unique. Human intervention in natural biological processes always results in culture. Culture is the result of socially and historically situated discourse communities; there are also imagined

communities that are created and shaped by language (Kramsch 2000: 10). Every person has a different story in their lives and usually they write their lives' experiences or story in diary, blog etc and sometimes they write it to become a short story, book and even novel.

Novel means a kind of fictional story in which to convey the ideas, feeling and imagination by the author or the writer. This actively demonstrates that usually the topic of the novel or story is the experiences of the author, the ideas or imagination of the author, or other experiences that written by the story maker (author). There are many genres of novel such as, science fiction,

romance, mystery, thriller, horror, and historical. Historical genre in novel is a story that taken place and tell about in historical events. And postcolonial literature is included into historical genre because According to Suwondo (2016: 28), Postcolonial literature is a literature that happens and is created form the reality or experience people who lives in colonial period. The postcolonial literature becomes a media for people who want to tell about conflict, war, or anything that happen in colonial and imperial period. The writer of this research uses novel of *When My Name Was Keoko* by Linda Sue Park for the object of the research. The writer uses this novel because the genre of this novel includes one of the genres of novel that is historical in the shape of autobiography because the story and the time setting of this novel were happening in colonialism period. And it shows how colonizer invaded to another nation to colonize them through the removal of their identity as a citizen in that nation and change it into colonizer's identity. Indigenous people internalized the values of colonizers in almost every aspect of their lives, including their way of thinking, education, social system, culture, economy, language, and so on. The values of colonizers denigrate the values, morals, and

even physical appearances of previously subjugated people. (Wahyuni, Pramesti, Marsih, 2012: 11).

Colonization is not always in the shape of violence and compulsion, along the lines of in the Japanese colonization they do not want only to take Korean country or authority but the Japanese also tries to remove Korean identity to Japanese identity. For the exact purpose of example in the novel *When My Name Was Keoko*, it is portrayed that Japanese government colonized Korean by removing all Korean cultures, behaviors, languages and many more and changed it into Japanese culture. If Korean citizen did not follow the Japanese rule, they would be punished by the Japan institution by getting hit, killed and avowed as traitor. And it prevailed for all genders, ages and occupations. From this statement, it can be shown that Korean people suffer under Japanese colonization.

Post colonialism criticism theory is a theory that concerned about colonization issues. And it focuses on the relation between colonies and other countries, colonizer and colonized and the effect of colonization people as the colonized in social, identity, culture. According to Tyson (2006: 417), postcolonial criticism defines as colonized people who are become a

subject by the political domination of other. Cultural imperialism generally is the takeover of the colonized culture in other countries, land or territory. According to Gudova (2018: 28,) that cited from Edward Said's book, *Cultural and Imperialism 1993*, describe cultural imperialism as two tangled processes: cultural domination and cultural enlargement of one country into the culture and cultural development of another country. And in Tyson's book (2006), *Critical theory today: second edition*, cultural imperialism is a direct result of economic domination and also consist of the takeover or replace of one culture by another such as food, clothing, recreation, customs and values of the economic dominant culture and continue it until to be kind of imitation of the dominant former (Tyson, 2006: 425).

The purpose of the study is to give an explanation about cultural Imperialism which is happen in colonization period (Japanese colonization toward Korean people) and also to analyze the effect of imperialism toward culture of the colonizer and the colonized people who are portrayed in a literary text.

## **RESEARCH METHOD**

Topic of this research is Cultural Imperialism in Linda Sue

Park's "*When My Name Was Keoko*", This research uses qualitative research methods which are also known as descriptive research. Descriptive method in this research is used to describe the process and form of resistance that shown from Korean people, in this case are Kaneyama Keoko and Kaneyama Nobuo. Descriptive analysis entails gathering data that identifies and organizes incidents, followed by an explanation of the data collection process (Glass and Hopkins, 1984: 65). According to Babbie (2007: 415), he stated that qualitative research entails analyzing non-numerical data and interpreting observations in order to reveal and discover the fundamental meaning and patterns of connection.

The aim of descriptive method is to describe, explain the yield of the research. This research used Post colonialism Criticism and the theory from Edward Said (1993) *Cultural and Imperialism*, which is to analyze the Cultural Imperialism and the effect of the object of this study, *When My Name Was Keoko* novel by Linda Sue Park. This

purpose or goals of this research is to explain and describe briefly and clearly from data that use descriptive qualitative design.

## ANALYSIS

### Language

Language is an essential part of our daily lives. It is a uniquely human gift that allows us to communicate and distinguishes us from primates, animals and other creatures in the world. Language, however, is much more than just a means of communication. It is also strongly intertwined to our culture. According to Kramsch (2000: 7), Language is the primary means by which we conduct our social lives. When used in communication contexts, it is intertwined with culture in a variety of complex ways. To begin, the words people use refer to everyday experience. They express communicable facts, ideas, or events because they refer to a stock of knowledge about the world that other people share. Words also reflect their authors' attitudes and beliefs, as well as their point of view, which is shared by others. Language

expresses cultural reality in both cases. Finally, Language is a system of signs that is thought to have cultural value in and of itself.

Japanese colonizer took over Korea through their culture. One of the example that shown in this novel that all Korean citizens must and should use Japanese language when they talk to each other, not only with Japanese people but also with Korean people. All Korean citizens, student, employee, older people to younger people should learned Japanese, if they do not used and learned Japanese language or when Japanese soldier found out heard that Korean people accidently speak or use Korean language (Hangul), Korean people will get punishment from Japanese soldiers.

*“All our lessons were in Japanese. We studied Japanese language, culture and history. Schools weren't allowed to teach Korean history or language (Park, 2002: 3)”.*

From those statements above, on Sun-hee point of view, she said that in her school they were not and

allowed to learn Korean Culture, history and even talk in Korean. And Sun-hee also realized and felt that studied Japanese language and alphabets was really difficult, but what she can do, she do nothing because she does not want to deal or ruin the rules that Japanese Emperor made Japanese colonizer forces and pushes Korean people to learnt and used Japanese culture and history. In that time, anything about Korea, starts from word, language, history, folktale, and the effects for Korean people, especially Young Korean people are they never know, learnt or have knowledge about their own culture along the lines of how to write in Korea, use Korean alphabet (Hangeul), Korean history.

## **Name**

Identity is a characteristic of every person who lives in this world that given from parents, gender, culture, ethnic etc. one of the example of identity is Name. The different between name in one country and another country is depends on the culture itself. A name offers someone with an identity

when they are born. A name distinguishes you from others. While naming practices vary greatly across cultures, the impact of a name on identity is cross-cultural. In this novel shown that All Korean citizens after Japan invasion to Korean all Korean culture, rules must be erase and one of the example in the novel is Korean citizens must use and change it their name into Japanese name. This statement below shows that Sun-hee's father read a new rule from Japanese Emperor that is change the name.

*“Abuji reads out loud from the newspaper: “By order of the Emperor, all Koreans are to be graciously allowed to take Japanese name”” (Park, 2002: 5).*

A name in Japanese culture consist two words (family name and first name), while in Korea is three words (family name and first name consist of two syllables). Sun-hee's family doing a gathering in the rooms to choose their new Japanese name. one by one choose a word and

that will be their first letter of their name. Kim Sun-hee become Kaneyama Keoko and Kim Tae-yul became Kaneyama Nobuo. Kaneyama and Kim are a family name and Keoko, Nobuo and Sun-hee, Tae-yul are a first name.

When the Japanese Emperor already made a new law, no one have the ability do anything or in the other words they forced Korean people to follow their rule no matter what. The particular reason for circumstances is if they do not follow or use Japanese name or not obey of what Japanese Emperor said or new rules, they will be punished and arrested.

One of the Japanese rules in Korea is All Korean names must be erase and changed it into Japanese name and the effect for all Korean citizens are they lose their real identity, and if Korean citizens does not fulfill the rules of the Japanese emperor is they will get punishment, arrested, smacked and kicked.

## **Style**

Style is the way how someone behave, dress, talk, walk

and other. In the novel “When My Name Was Keoko”, the the example of cultural imperialism is when Japanese Empire also has a rule of how Korean people should wear. All Korean people must use what Japanese people usually do and use and brought, in this case is Japanese style, example,

*“Omoni and a lot of older women wore long skirt. But young women and girls like me wore trousers. Omoni had told me it was the Japanese who had brought in this style” (Park, 2002: 28).*

A women in Korean should follow the style of Japanese women, along the lines of it Sun-hee’s mother and other older women should wear long skirt and the younger wear trousers. Sun-hee’s mother directly told her.

Beside the style of clothes, the hair style also has a rule. The Japanese hair style for a girl who is start to go to school is short with bangs and Sun-hee who lived in Japanese invasion must follow this rule too, that is she should cut her hair short with bangs because that

was a hair style that required when the children started to school. The hair style is also prevail for men. And for men the hair style that they should wear is short without topknots. These styles (clothes and hair style) comes from Japanese.

### Values and Habits

A person's behavioral principles or standards; one's assessment of what is important in life. In this novel also shown that Korean people should follow or apply the Japanese values. Japanese Emperor arranged everything and also made a new rule for Korea. They not only just arrange the fashion style, hair style but also how Korean people behave like them. This statement below is an example of values from Japanese and brought to Korea.

*"It is the usual speech about the divinity of the Emperor and the glory of his Empire". (Park, 2002: 128).*

From this statement, every Korean people who join the Japanese Army should learn and listen the speech about the divinity of the

Emperor and the glory of his Empire to make them love and respect the superiority (the Japanese) and to bring their nationality of Japan grow.

### Custom

Custom is a long-held habit or belief in a country. There is a custom that only Japanese own that is kamikaze. In the novel, Tae-yul was volunteered to become a kamikaze and it is shown in the statement below,

*"The emperor has honored the heroes of today with this glorious memory in the past. The pilots of the Special Attack Unit are to be known as kamikaze". (Park, 2002: 108).*

The word kamikaze means "divine wind" and refers to the accidental dispersal of a Mongolian invasion fleet threatening Japan from the west by a typhoon in 1281. In the Japanese war, the Kamikaze is the ultimate weapon and sacrifice and it is normal or general to do. So, when the Japanese wants to attack America, they bring this custom of them into Korea and then they inform to all students in Korea to join the Japanese Army to attack America as a Kamikaze. In this case, Tae-yul

volunteered. And actually in Korea there is no culture like kamikaze. This culture pure from Japan.

## **Food**

*"Sake is rice wine, like our Korean sool". (Park, 2002: 110).*

From those statements above, the effect of Japanese invasion to Korea was there are some foods that similar but just has the different name. These is an example that Korean and Japanese had similar dish beside they had different name. Sake is a fermented rice-based alcoholic beverage from Japan. And 'Sool' is a Korean word that refers to all alcoholic beverages in the country. Back then, both Korean and Japanese see these dishes was something special and they eat it to celebrate something but today, they can easily consume it.

## **CONCLUSION**

*"When My Name Was Keoko"* novel, written by Linda Sue Park that published in 2002 is portrayed about the Japanese Empire colonized Korean by remove all Korean culture, behavior, language and many more and change it into Japanese culture. The analysis of the research include the definition of the effects of cultural imperialism above is

cultural imperialism is the takeover or replace the culture (clothes, food, identity, language, customs, style etc) of a land, territory or country to the dominant or colonizer culture and the Cultural Imperialism that shown by the main characters that is Kaneyama Keoko and Kaneyama Nobuo. Kaneyama Keoko or Kim Sun-hee and Kaneyama Nobuo both of them are a Korean people who lived in Japanese colonization period and also the main characters in the novel. Both of them are suffer under the Japanese colonization, and they should follow all rules Japanese emperor made such as, first, the effect of cultural imperialism is from Kim Sun-hee and Kim Tae-yul should use Japanese language. Second, Kim Sun-hee and Kim Tae-yul should change their name into Japanese name. Third, Kim Sun-hee and Kim Tae-yul should use and adopt Japanese style. Fourth, Kim Sun-hee and Kim Tae-yul should held and follow Japanese custom. Fifth, Kim Sun-hee and Kim Tae-yul should follow the values and habits of Japanese people. Sixth, there are the similarities between Korean and Japanese food. If Korean citizen did not follow the Japanese rule, they would be punished by the Japan

institution by getting hit, killed and

avowed as traitor.

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