



Postcolonial advertising strategy: adaptation and resistance In Indonesian advertisement visualization

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ABSTRACT

This study explores postcolonial advertising strategies in Indonesia, focusing on the themes of adaptation and resistance in visual representation. The aim of this research is to understand how Indonesian advertisers integrate local cultural elements while facing the influence of Western cultural hegemony. Using a qualitative visual analysis methodology, this research analyzes selected advertisements from various media, including print and digital. The method involves identifying and interpreting visual elements, cultural symbols, and narrative structures. The findings highlight the dynamic interaction between adaptation to global trends and resistance through the preservation of local identity, contributing to a broader understanding of postcolonial aesthetics in advertising. In this context, Indonesian advertisers often face challenges in balancing adaptation and resistance. The analyzed advertisements demonstrate the use of global visual elements combined with local cultural symbols, creating a hybrid visual aesthetic that appeals to both local and global audiences. In conclusion, advertisers in Indonesia navigate the dual demands of adapting to global cultural influences while resisting cultural homogenization by embedding local cultural symbols and narratives in their visual representations. This balance not only helps in maintaining cultural identity but also enhances market appeal by leveraging Indonesia's unique cultural heritage.

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1. Introduction

In the world of advertising, the intersection of global and local cultures often results in dynamic interactions between adaptation and resistance. This phenomenon becomes increasingly complex in a postcolonial context where former colonies face residual influences from their colonial past while striving to assert their cultural identities. Indonesia, as a country with a rich cultural heritage and complex colonial history, offers a highly relevant context for understanding these dynamics. The Dutch colonial history in Indonesia, which lasted for over three centuries, left a profound impact on various aspects of social and cultural life. This colonial influence created a new social and economic order that continued to affect local cultural development even after Indonesia's independence in 1945 (Anderson, 1983; Vickers, 2005). In facing globalization and modernization, Indonesia not only adapts to global cultural influences but also endeavors to maintain and develop its local cultural identity. This study highlights how advertising in Indonesia serves as a space where adaptation to and resistance



against Western cultural hegemony occur simultaneously. Indonesian advertisers face the challenge of attracting an increasingly globally connected audience while upholding local cultural values. This analysis uses postcolonial theory and cultural studies to understand how Indonesian advertisers develop strategies to navigate Western cultural dominance in their visual representations. In postcolonial theory, represented by figures like Edward Said, Gayatri Spivak, and Homi Bhabha, the notion is that colonial power dynamics persist in contemporary cultural interactions, particularly through cultural hegemony. Antonio Gramsci's concept of cultural hegemony asserts that dominant cultures, often from Global North countries, spread their values, practices, and ideologies to Global South countries, potentially pressuring these cultures to conform (Gramsci, 1971). In the context of Indonesian advertising, this hegemony is evident in global trends that often prioritize Western aesthetics, values, and narratives, potentially marginalizing local cultural expressions (Banerjee, 2011). Consequently, Indonesian advertisers face a dilemma between maintaining cultural authenticity and meeting the expectations of a global market dominated by Western values.

In the context of hybridity and cultural adaptation, Homi Bhabha introduces the concept of hybridity as a crucial framework for understanding postcolonial responses to dominant cultural influences. Bhabha (1994) explains that hybridity enables postcolonial cultures to combine local and foreign elements into a uniquely new form. In Indonesian advertising, hybridity is evident in the fusion of global aesthetics with traditional symbols. For example, an advertisement might employ Western visual cues associated with modernity while still showcasing distinct Indonesian patterns, language, or folklore, creating a third space for the emergence of new cultural expressions. This approach allows advertisers to blend local and international elements, appealing to a broader audience while preserving local identity. Furthermore, resistance in postcolonial and cultural studies is understood as efforts by subaltern groups to counteract cultural dominance. Hall (1997) highlights the importance of cultural representation as a means of affirming identity, while Spivak (1988) introduces the concept of "strategic essentialism" as a method of emphasizing particular aspects of local identity. Indonesian advertisers often use indigenous cultural symbols, such as traditional attire, regional languages, and local motifs, as a form of resistance against global homogenization (Hall, 1997). This approach allows Indonesian advertisers to reinforce a unique cultural identity and challenge the notion that local culture can only survive in a simplified or co-opted form under dominant cultures.

In cultural studies, advertising is seen as a site for the production and contestation of cultural meaning. Based on Hall's encoding/decoding model (1980), advertising is a space of negotiation where meanings are encoded by advertisers and interpreted by audiences. This process allows advertising to become a space of "symbolic resistance," where Indonesian advertisers negotiate local cultural meanings within a global context. Through this approach, advertisers not only adapt to Western standards but also negotiate and even transform their own cultural meanings in a global context, creating a space where local culture can be reinterpreted to affirm relevance and value in the global market (Hall, 1980). Thus, the processes of adaptation and resistance in Indonesian advertising not only reflect but also shape broader cultural and social transformations. Using a postcolonial perspective, we can see how advertising in Indonesia functions as a mechanism for advertisers to engage in a dynamic global-local dialogue, reflecting and reshaping Indonesian cultural identity amid globalization (Banerjee, 2011). This process allows advertisers to maintain cultural integrity while remaining competitive in an increasingly connected global market. The strategies of adaptation and resistance employed by Indonesian advertisers can be understood through the lens of postcolonial theory, which examines how former colonies negotiate the legacy of colonialism in various cultural forms, including advertising (Bhabha, 1994). This negotiation often involves a process of cultural hybridization, where global and local elements are combined to create new, hybrid forms of cultural expression (Nugroho, 2017). In the context of advertising, this hybridization is reflected in the use of both global and local visual elements, creating

advertisements that appeal to both local and global audiences. The impact of globalization on advertising practices in Indonesia cannot be overstated. The increasing interconnectedness of global markets has led to the proliferation of Western advertising styles and techniques in Indonesian media. This global influence often manifests in the adoption of Western visual aesthetics, such as minimalist design, the use of neutral color palettes, and the portrayal of modern, cosmopolitan lifestyles (Wijaya, 2016). These elements are often used to signal modernity and sophistication, appealing to urban, middle-class consumers who are increasingly exposed to global media and cultural trends.

However, the adoption of global advertising practices does not necessarily lead to the erasure of local cultural identity. On the contrary, many Indonesian advertisers actively incorporate local cultural elements into their advertisements, using them as a form of resistance against cultural homogenization. This resistance is evident in the use of traditional symbols, such as batik, wayang (shadow puppetry), and other national icons, which are often employed to assert a sense of national identity and pride (Heryanto, 2008). The incorporation of local cultural elements into advertising is not merely a nostalgic gesture but a strategic response to the pressures of globalization. By emphasizing the uniqueness and authenticity of local culture, advertisers can differentiate their products in an increasingly competitive global market. This strategy of differentiation is particularly important in industries such as tourism, where the promotion of cultural heritage and natural beauty is central to attracting international visitors (Susanto, 2014). In addition to visual elements, the narrative structures of advertisements also play a crucial role in the processes of adaptation and resistance. Many Indonesian advertisements employ narratives that emphasize the continuity of tradition and the importance of preserving cultural heritage. These narratives often depict scenes of family life, traditional ceremonies, and communal activities, all of which serve to reinforce a sense of cultural continuity and resistance to the forces of modernization (Ismail, 2015).

At the same time, other advertisements highlight narratives of modernization and progress, showcasing how local products can compete on a global stage. These narratives often feature images of advanced technology, modern infrastructure, and innovative practices, signaling Indonesia's ability to adapt to global trends while maintaining its cultural identity (Ardiyanto, 2014). This duality in narrative strategies reflects the complex cultural dynamics at play in Indonesian advertising, where the need to modernize and the desire to preserve tradition coexist. The concept of cultural hybridization is central to understanding the strategies of adaptation and resistance in Indonesian advertising. Cultural hybridization refers to the process by which elements from different cultural traditions are combined to create new, hybrid forms of cultural expression (Bhabha, 1994). In the context of advertising, this often involves the blending of global and local visual elements, creating advertisements that appeal to both local and global audiences. This hybridization is not simply a matter of mixing different cultural elements but involves a complex negotiation of cultural meanings and values. For example, in many advertisements for food and beverage products, traditional Indonesian dishes are presented with a modern twist, combining local culinary traditions with contemporary presentation styles (Susanto, 2014). This not only makes the products more appealing to a modern audience but also reinforces the idea that Indonesian culture is dynamic and adaptable, capable of evolving in response to changing global trends.

Similarly, in the fashion industry, many advertisements feature models dressed in a combination of traditional and modern clothing, blending elements of Indonesian cultural heritage with contemporary fashion trends. This approach allows advertisers to appeal to consumers' sense of cultural pride while also signaling that their products are modern and stylish (Nugroho, 2017). This blending of the traditional and the modern is a key strategy in the adaptation to global influences while resisting cultural homogenization. The use of local cultural symbols in advertising is not only a form of resistance but also a way of adding value to products in a competitive global market. By incorporating symbols that are deeply rooted in local cultural traditions, advertisers can create a sense of authenticity and uniqueness that

distinguishes their products from those of multinational corporations. This strategy is particularly effective in markets where consumers are increasingly seeking products that reflect their cultural identity and heritage (Rachmawati, 2012). Furthermore, the use of local cultural symbols in advertising can also be seen as a form of cultural preservation. In the face of globalization, which often leads to the erosion of local cultural practices and traditions, advertising can serve as a medium through which these cultural elements are kept alive and passed on to future generations (Paramita, 2015). By featuring traditional symbols and narratives in advertisements, advertisers contribute to the ongoing process of cultural transmission, ensuring that local cultural practices remain visible and relevant in a rapidly changing world.

In conclusion, the strategies of adaptation and resistance employed by Indonesian advertisers reflect the broader cultural dynamics at play in a postcolonial society. Using visual elements, cultural symbols, and narrative structures, advertisers navigate the complex interplay between global and local cultures, creating advertisements that both adapt to global trends and resist cultural homogenization. This duality is at the heart of the postcolonial advertising strategy in Indonesia, where the legacy of colonialism continues to shape the ways in which cultural identity is expressed and negotiated in the global marketplace. The findings of this research have important implications for our understanding of postcolonial advertising strategies and the role of advertising in the preservation and promotion of cultural identity. By examining the ways in which Indonesian advertisers negotiate the tensions between adaptation and resistance, this study contributes to a broader understanding of the cultural politics of advertising in postcolonial contexts. Furthermore, it highlights the importance of cultural hybridization as a strategy for navigating the complex cultural dynamics of globalization, offering insights into how advertisers can create compelling and culturally resonant messages that appeal to both local and global audiences.

2. Method

The content of this sub-chapter is an explanation of the main issues that form the basis for the discussion of this article. Furthermore, it is necessary to include the concept of thinking and the method used in the discussion. It is recommended to use any diagrams or schemes that aim to help the author show a map of the problem, frame of mind, to the methodological stages used by the author (Tachibana et al. 2010). (Using cambria 11, spaced 1). This study employs a qualitative visual analysis methodology to examine selected advertisements from various media, including print and digital. This approach allows for a comprehensive understanding of how Indonesian advertisers navigate the influence of Western cultural hegemony while integrating local cultural elements.

2.1. Data Collection

The advertisements analyzed in this study were selected based on specific criteria, such as the representation of local culture, the use of cultural symbols, and narratives depicting journeys or success stories inspired by Indonesia's cultural heritage. The data sources include print advertisements from magazines and newspapers, as well as digital advertisements from social media platforms and commercial websites.

2.2. Visual Element Analysis

Visual Element Analysis focuses on identifying the visual elements present in advertisements, such as color, lighting, and graphic design used to create specific impressions. According to Barthes (1977), visual analysis allows us to understand how advertisements create meaning through images, colors, and other visual elements. In the context of Indonesian advertisements, these visual elements play a crucial role in presenting either an adaptation to modernity or a retention of traditional aspects. For instance, elements such as depictions of advanced technology or urban lifestyles are often employed to reflect efforts to adapt to the global market, showcasing the competitiveness of local products in the international arena

(Ardiyanto, 2014). Conversely, the use of traditional colors and motifs serves as a means for advertisers to maintain local cultural identity, reflecting resistance against cultural homogenization due to global influences. The analysis of visual elements involves identifying key visual components in the advertisements, such as color, layout, typography, and iconography. Each element is analyzed to understand how it contributes to conveying cultural messages and shaping the identity of the advertised products.

2.3. Cultural Symbol Analysis

The Cultural Symbol Analysis approach involves identifying and interpreting cultural symbols within advertisements, such as traditional motifs, local languages, and representations of specific communities. According to Hall (1997), cultural symbols in advertisements play a significant role in conveying cultural identity and influencing audience perceptions of the values presented. In Indonesia, advertisers frequently use these symbols as a form of resistance against dominant Western cultural influences, by featuring local motifs, traditional clothing, or regional languages in their campaigns. The use of these cultural symbols serves as a form of resistance that explicitly emphasizes the importance of preserving local identity amidst the tides of globalization (Ismail, 2015). Through these symbols, Indonesian advertisements communicate a strong cultural identity, affirming the need to maintain local culture in the face of global dominance. Cultural symbols used in the advertisements are identified and interpreted to uncover the meanings behind their use. This analysis focuses on how these symbols reflect local values and how they are employed as strategies to negotiate cultural identity in a global context.

2.4. Narrative Structure Analysis

The Narrative Structure Analysis approach aims to explore the narrative structures within advertisements, including how plot, characters, and key messages are conveyed. Narratives in advertisements are often used to build stories that resonate with audiences and express certain values. According to Bhabha (1994), narratives can serve as an effective tool for conveying ideas of hybridity and cultural adaptation. In Indonesian advertisements, two dominant narrative types emerge. The first type emphasizes modernization and innovation, showcasing how local products can compete in the global market. This is often supported by visuals that depict cutting-edge technology and modern lifestyles. On the other hand, narratives that highlight the importance of family values and cultural traditions reflect resistance to Western cultural dominance, where the stories presented illustrate the significance of family life and traditional ceremonies (Ismail, 2015).

2.5. Main Message

Main Message Analysis focuses on identifying the central messages that advertisements aim to convey. According to Hall (1980), advertisements serve as vehicles for delivering key messages that can signify either adaptation or resistance to global culture. In the context of Indonesian advertisements, the main messages often reflect a balance between modernity and tradition. For instance, messages emphasizing the competitiveness of local products in the international market indicate an adaptation to global standards, while messages highlighting the importance of cultural preservation represent efforts to maintain local values. Indonesian advertisers frequently utilize these main messages to bridge the needs of audiences who wish to embrace modernity without losing their cultural identity. The main message in many Indonesian advertisements is to highlight local cultural values and the uniqueness of products rooted in tradition and national identity. These advertisements often use narratives depicting journeys or success stories inspired by Indonesia's cultural heritage, adding a strong emotional and historical dimension to the advertised products (Widianto, 2013).

2.6. Story and Narrative

The Story and Narrative Analysis approach involves identifying the plot, conflicts, and resolutions within advertisements to understand how stories are constructed to engage

audiences. According to Barthes (1975), the narrative structure in advertisements is not merely informational but also aims to create an emotional connection with the audience. In Indonesian advertisements, stories are often constructed around the conflict between modernity and tradition, ultimately resolved in a way that supports both. For example, advertisements that depict an individual succeeding in a modern life while remaining connected to traditional cultural values illustrate how advertisers navigate the need to remain globally relevant while preserving local identities. The narrative structure in advertisements reflects varying strategies of adaptation and resistance. Some advertisements use narratives that emphasize modernization and innovation by showing how local products can compete in the global market. These narratives are often supported by visualizations depicting advanced technology and modern lifestyles (Ardiyanto, 2014). On the other hand, there are advertisements that use narratives emphasizing the importance of preserving traditions and culture. These ads often feature stories about families, communities, and traditional ceremonies, all reflecting resistance to globalization and cultural homogenization (Ismail, 2015).

By combining the analysis of visual elements, cultural symbols, and narrative structures, this study aims to reveal how Indonesian advertisements function as a field of cultural contestation, where local values are negotiated within the context of global influence. The results of this analysis are expected to provide in-depth insights into the cultural dynamics in advertising strategies in Indonesia. In analyzing the visual elements present in Indonesian advertisements, a comprehensive framework grounded in postcolonial theory provides valuable insights into the cultural dynamics at play. Postcolonial theory, articulated by prominent scholars such as Edward Said, Homi Bhabha, and Gayatri Spivak, examines the lingering effects of colonialism on cultural representation and identity. This theoretical lens allows us to explore how visual elements in advertisements reflect both the adaptation to global influences and the resistance against Western cultural hegemony. Central to this analysis is the concept of cultural hybridity, as posited by Bhabha (1994), which highlights the intersection and blending of local and global cultural elements in contemporary media. The first step in this analytical framework involves the identification of key visual elements within advertisements. This includes examining specific images, colors, and motifs that are employed to convey messages about both local traditions and global influences. For instance, an advertisement may juxtapose images of advanced technology or urban lifestyles with traditional symbols like batik patterns or local ceremonies. This visual dichotomy not only illustrates the tension between modernity and tradition but also reflects the broader cultural negotiations occurring within Indonesian society. Cultural symbolism plays a critical role in understanding the visual language of advertisements. Advertisers often incorporate symbols that signify Indonesian cultural identity, such as traditional clothing, local landscapes, or folklore elements. These symbols serve as assertions of cultural pride and resistance to the dominance of Western cultural narratives. Conversely, the use of Western symbols—such as luxury products or modern architectural designs—invites analysis of their implications. Do these symbols represent a form of cultural co-optation, or are they integrated into a new narrative that balances local identity with global trends? The way these symbols are visually represented is crucial for understanding the overall message conveyed by the advertisement.

Narrative construction is another vital aspect of visual analysis. Advertisements frequently utilize imagery to build compelling stories that resonate with their audiences. By investigating how visual elements contribute to the overarching narrative, one can uncover the conflicts represented—such as the struggle between modernity and tradition. For example, an advertisement may depict a character navigating the challenges of modern life while staying rooted in traditional values. This interplay of conflict and resolution in the visual narrative allows viewers to engage with the deeper themes of cultural identity and belonging. Audience reception is a key consideration in interpreting visual elements. Different audiences—whether local or global—may perceive the imagery in diverse ways, shaped by their cultural

backgrounds and experiences. Stuart Hall's encoding/decoding model (1980) provides a framework for understanding how meanings are constructed and interpreted. In this context, advertisers must anticipate how their visual elements will be understood across varying cultural contexts, negotiating meanings that resonate with local values while appealing to broader global standards. Finally, the analysis of cultural resistance and adaptation is paramount. Visual elements in advertisements can serve as powerful tools for asserting cultural identity and resisting homogenization. Specific representations of local culture challenge dominant narratives and highlight the importance of preserving unique cultural identities. Simultaneously, advertisers often adapt their visual elements to attract both local and global audiences, striking a delicate balance between authenticity and marketability. This dual strategy illustrates the complexities of navigating globalization in a way that honors local traditions while embracing modernity.

3. Results and Discussion

This study analyzed several print and digital advertisements from various media in Indonesia to explore how they reflect themes of adaptation and resistance to Western cultural influences. The analysis focused on the visual elements, cultural symbols, and narrative structures within these advertisements.

3.1. Analysis of Visual Elements

- **Use of Color:** Color in advertisements plays a crucial role in attracting attention and conveying messages. The analysis shows that many Indonesian advertisements use bright and contrasting colors often associated with local culture, such as red, yellow, and green. These colors are frequently used to convey joy, luck, and fertility, which are significant values in Indonesian culture (Mulyana, 2011). The use of these striking bright colors reflects an effort to maintain and highlight local cultural identity amidst globalizations. On the other hand, some advertisements also adopt a more neutral and elegant color palette, often associated with Western aesthetics. This indicates an attempt to appeal to a more cosmopolitan and internationally oriented audience (Ratna, 2013). Neutral colors provide a modern and sophisticated impression that can attract consumers who identify with a global lifestyle.
- **Images and Symbols:** The use of images and symbols in advertisements reflects diverse strategies of adaptation and resistance. For instance, many food and beverage advertisements feature images of traditional Indonesian cuisine, such as nasi tumpeng and sate, infused with modern elements like elegant packaging and minimalist presentation styles. This reflects an adaptation to global aesthetic standards while preserving local cultural identity (Susanto, 2014). The combination of traditional and modern elements shows how advertisements can bridge the past and present, integrating cultural heritage with the demands of the global market. Additionally, cultural symbols like batik, wayang, and other national icons are frequently used in advertisements to assert national identity and resist cultural homogenization (Heryanto, 2008). These symbols not only serve as decorative elements but also as narrative tools to convey rich cultural stories and values. The use of these symbols demonstrates efforts to preserve and promote Indonesia's cultural richness amid strong foreign cultural influences.

3.2. Analysis of Cultural Symbols

- **Local Cultural Symbols:** Local cultural symbols are widely used in advertisements to assert the identity and uniqueness of Indonesian culture. For example, beauty product advertisements often feature traditional natural ingredients such as lulur, jamu, and coconut oil. The use of these symbols emphasizes health and beauty values rooted in local traditions (Paramita, 2015). By highlighting local natural ingredients, these advertisements offer products that are perceived as more authentic and sustainable compared to often homogenized global products. The use of local cultural symbols also serves as a form of resistance against Western cultural dominance, which is often

represented by beauty products based on chemicals and modern technology. By emphasizing the superiority of local natural ingredients, these advertisements offer a more authentic and sustainable alternative (Rachmawati, 2012). This strategy shows how advertisements can function as tools of resistance against cultural homogenization, reinforcing local identity while remaining relevant in a global context.

- **Western Cultural Symbols:** Western cultural symbols are also found in many advertisements, especially those targeting urban and international audiences. For instance, fashion advertisements often feature models in Western-style clothing, such as chic casual wear, formal suits, and modern accessories. This shows adaptation to global trends and efforts to attract consumers who identify with a cosmopolitan lifestyle (Wijaya, 2016). The adoption of Western styles reflects aspirations to appear modern and up to date in the eyes of consumers. However, some advertisements subtly resist Western cultural influences by combining Western elements with local symbols. For example, a fashion product advertisement might feature a model in modern clothing but with batik patterns or traditional accessories. This reflects cultural hybridization where local and global elements interact harmoniously (Nugroho, 2017). This combination demonstrates that cultural identity does not have to be static but can adapt and evolve through interactions with other cultures.

3.3. Narrative Structure Analysis

- **Main Message:** The main message in many Indonesian advertisements is to highlight local cultural values and the uniqueness of products rooted in tradition and national identity. These advertisements often use narratives that depict journeys or success stories inspired by Indonesia's cultural heritage. This adds a strong emotional and historical dimension to the advertised products (Widiyanto, 2013). Such compelling narratives not only enhance the appeal of the products but also strengthen pride in national identity.
- **Stories and Narratives:** The narrative structure in advertisements reflects different strategies of adaptation and resistance. Some advertisements use narratives that emphasize modernization and innovation, showcasing how local products can compete in the global market. These narratives are often supported by visuals depicting advanced technology and modern lifestyles (Ardiyanto, 2014). Stories that emphasize innovation demonstrate efforts to show that local products are not only relevant but also advanced and competitive globally. On the other hand, some advertisements use narratives that emphasize the importance of preserving tradition and culture. These advertisements often feature stories about family, community, and traditional ceremonies, all reflecting resistance to globalization and cultural homogenization (Ismail, 2015). Narratives focusing on tradition provide an alternative perspective on modernization, showing that progress does not have to come at the expense of local cultural identity. Thus, through the analysis of visual elements, cultural symbols, and narrative structure, this study illustrates how advertisements in Indonesia serve as a battleground between adaptation to global influences and resistance to cultural homogenization. The findings of this research show that these advertisements not only play a role in promoting products but also in maintaining and strengthening Indonesia's cultural identity amidst the currents of globalization.

3.4. Adaptation and Resistance in Indonesian Advertisements

The analysis results indicate that Indonesian advertisements employ complex and diverse strategies of adaptation and resistance in response to Western cultural influences. Adaptation is evident in the use of visual and narrative elements that follow global trends and modern aesthetics. Resistance, on the other hand, is reflected in efforts to preserve and highlight local cultural symbols and traditional values. These phenomena of adaptation and resistance are not mutually exclusive but often coexist within a single advertisement. This reflects the complex cultural dynamics in Indonesia, where globalization and local identity continuously interact (Bhabha, 1994).

3.5. Cultural and Economic Implications

The strategies of adaptation and resistance in advertisements have significant cultural and economic implications for Indonesia. Culturally, the use of local symbols in advertisements helps to preserve and promote Indonesian cultural heritage to a wider audience. This also offers a more authentic and sustainable alternative compared to homogenized global products (Said, 1978). Economically, these strategies help Indonesian companies compete in the global market by offering products with added cultural value. By leveraging unique visual and narrative elements, these advertisements can attract consumers who seek products with strong identities and stories (Fan, 2002). The following are the results and discussions of the visual analysis of Indonesian advertisements that depict adaptation and resistance in the postcolonial cultural context. Each advertisement reflects unique visual strategies in conveying cultural messages and local identity.

3.6. Traditional Food Advertisement: *Nasi Tumpeng*

- Results: This advertisement uses the visual of nasi tumpeng as a symbol of prosperity and togetherness. Bright colors such as yellow and red dominate, symbolizing joy and luck. The use of traditional elements like banana leaf decorations and the cone-shaped rice arrangement reflects the adaptation of local cultural values in modern life.
- Discussion: Nasi tumpeng is not just food but also a symbol of important rituals and celebrations in Java. This advertisement successfully maintains cultural identity while adapting to modern aesthetic tastes. This strategy demonstrates how advertisements can serve as a medium to preserve and communicate local cultural values amidst globalizations. Example Advertisement:



(a)

Fig. 1.(a) Nasi Tumpeng (Source: <https://royaltumpeng.com/kreasi-nasi-tumpeng.html>)



(b)

Fig. 1 (b) Nasi Tumpeng (Source: <https://www.hallobanua.com/2022/08/nikmati-nasi-tumpeng-best-western.html>)

3.7. Local Beauty Product Advertisements

- Results: Local beauty product advertisements frequently feature models with distinct Indonesian facial features and exotic natural backgrounds. Elements such as batik motifs or traditional decorations are often incorporated to reinforce local identity.
- Discussion: The use of traditional elements in beauty product advertisements reflects an effort to resist Western beauty hegemony. By showcasing distinctive Indonesian beauty, these ads encourage consumers to value and take pride in their cultural heritage. This approach represents a form of resistance against global beauty standards, which often fail to reflect diversity.



(a)

(b)

Fig. 2 (a). Source: <https://www.facebook.com/iklanjadul/posts/mustika-ratu-1985/1483098018540133/>

Fig. 2 (b). Source:

https://www.facebook.com/niluhdjelantik/photos/a.288276743011.188715.13233866801/1/10150111162003012/?locale=id_ID

3.8. Electronic Product Advertisements

- Results: Advertisements for electronic products, such as televisions, often feature a blend of digital technology with local touches. For example, ads might depict people in rural areas using electronic media to enhance their knowledge.
- Discussion: This strategy demonstrates an adaptation to global technology while maintaining local values and practices. The ads not only promote television stations but also tell the story of how technology can empower local communities. This illustrates how adaptation can align with preserving cultural identity.



(a)



(b)

Fig. 3 (a)

<https://putatgede.kendakab.go.id/kabardetail/TkpOV1FRUIQyNVFIS01MUG5EZVV4UT09/3-pilar-menuju-desa-cerdas.html>

Fig. 3 (b) Source: <https://era.id/lifestyle/41383/iklan-lawas-rcti-tv-menyala-di-sawah-kok-bisa>.

3.9. Tourism Advertisements

- Results: Tourism advertisements frequently showcase Indonesia's stunning natural landscapes, including beaches, mountains, and tropical forests. Visual elements such as traditional dances or local festivals are often highlighted to attract tourists.

- Discussion: Tourism ads serve as a medium for promoting Indonesia's beauty and cultural uniqueness to a global audience. By featuring traditional elements, these ads preserve local cultural identity while capturing the interest of international travelers. This exemplifies an effective adaptation strategy within the tourism industry.

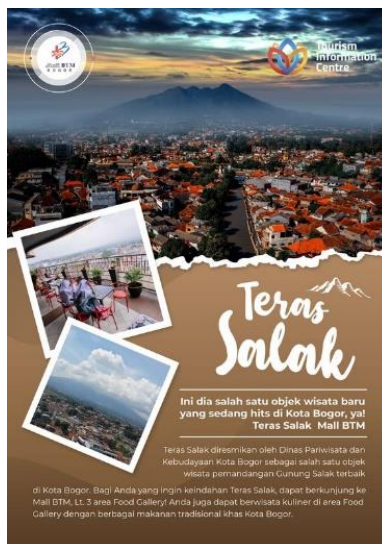


Fig. 7. Source: <https://id.pinterest.com/pin/34128909669513585/>

3.10. Traditional Beverage Advertisements

- Results: Advertisements for traditional beverages, such as jamu, often highlight natural ingredients and traditional production methods. Natural colors and rural settings are commonly used to convey authenticity.
- Discussion: Traditional beverages like jamu hold deep cultural significance in Indonesia. These ads reflect resistance to modern health products by emphasizing the health benefits of natural ingredients. This approach serves as a form of opposition to Western health product dominance and an effort to preserve traditional health practices.



Fig. 8. Source: https://www.jamudigital.com/berita?id=Ramuan_Jamu_Segar:_Kunyit_Asem

4. Conclusion

Advertisements in Indonesia reflect the complex dynamics between adapting to global cultural influences and the effort to maintain local cultural identity in a postcolonial context. This analysis reveals that advertisements utilize bright colors such as red, yellow, and green,

which are associated with local cultural symbolism like happiness, luck, and fertility. These colors not only convey a cheerful impression but also communicate deep cultural values. Additionally, more elegant neutral color palettes are used to attract cosmopolitan audiences who appreciate simpler and modern designs. In terms of imagery and symbols, advertisements combine traditional culinary elements with modern designs, such as sophisticated packaging, to reflect adaptation to global aesthetic standards while preserving local cultural identity. Cultural symbols like batik are often highlighted to assert national identity and differentiate products in an increasingly homogenized market. The narratives in advertisements frequently emphasize local cultural values and the uniqueness of products rooted in tradition and national identity. Many ads tell stories of journeys or successes inspired by Indonesia's cultural heritage, adding emotional and historical dimensions to the products being advertised. Some ads also focus on modernization and innovation with visuals of advanced technology, while others emphasize the importance of preserving tradition and culture through stories about family, community, and traditional ceremonies. This approach of adaptation and resistance is evident in the use of visual and narrative elements that follow global trends while maintaining local cultural symbols and traditional values. Advertisements not only adopt modern trends through neutral color palettes and technological visuals but also strive to preserve and highlight local symbols and traditional ingredients in their products, such as natural components in beauty products.

From a cultural and economic perspective, the use of local symbols in advertisements helps preserve and promote Indonesia's cultural heritage to a broader audience. This offers a more authentic and sustainable alternative compared to homogeneous global products. The strategy of adaptation and resistance also enables Indonesian companies to compete in the global market by offering products with added cultural value. Unique visual and narrative elements attract consumers seeking products with a strong identity and compelling stories. Thus, advertisements in Indonesia serve not only as marketing tools but also as crucial media for preserving and developing local cultural identity amidst globalization. They play a strategic role in balancing modernity and tradition, significantly contributing to the promotion of cultural and national identity. The implications for Indonesian advertisers and the advertising industry in general are that leveraging local cultural symbols is not just about differentiation, but also a vital strategy for building brand loyalty and fostering deeper connections with consumers. By incorporating local narratives into their advertisements, companies can enhance their relevance in a crowded market, making their offerings more appealing to consumers who value authenticity and cultural connection. Furthermore, the advertising industry in Indonesia can benefit from recognizing the potential of cultural narratives as a competitive advantage. As global brands increasingly strive to localize their marketing strategies, Indonesian advertisers have the opportunity to position themselves as experts in crafting culturally relevant campaigns. This can open up opportunities for collaboration and partnerships that amplify local voices on the global stage. Therefore, advertisements in Indonesia play an important role in reinforcing cultural identity and helping companies adapt in a global context without losing their cultural roots. By foregrounding local values, the advertising industry not only contributes to cultural sustainability but also creates greater economic opportunities in an increasingly competitive market.

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