

AESTHETIC REPRESENTATION OF RACISM IN MASS MEDIA ADVERTISEMENTS IN INDONESIA

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ABSTRACT

This research aims to describe two main things, namely: 1) various systems of signifiers and markers of racism aesthetics in the representation of mass media advertisements in Indonesia; and 2) Various factors causing the strong construction of the aesthetic representation of racism in mass media advertisements in Indonesia as intended.

The method used in this research is qualitative type with the main postcolonial approach. The data of this research is in the form of digital type advertisements or those on the internet, especially those with racist hegemony, taken in 2022-2023. The main instrument of this research is the researcher himself, who is assisted by documentation guidelines. The data analysis technique uses a qualitative descriptive model, with the stages of data reduction, presentation and discussion, and conclusion drawing.

The results of this study are as follows. 1) related to the form of representation of the aesthetic hegemony of racism contained in Indonesian mass media advertisements, it is shown in the form of using Western figures, both male and female, as illustrative models for the products offered. The use of Western figures as intended, especially for the sake of providing attractiveness in marketing politics. 2) The factor that causes the strong construction of the aesthetic representation of racism is mainly due to the still strong problem of postcolonialism, through the construction of orientalist knowledge, including through the language system, including the language of advertising of course.

Kata Kunci: *aesthetics of racism, advertising, Indonesian mass media.*