

COMMODIFICATION OF SPEED CULTURE IN ADVERTISING AESTHETIC REPRESENTATION

by Kasiyan, B Muria Zuhdi, R. Kuncoro Wulan Dewojati, Denny Wahyu Triawan

ABSTRACT

This study aims to describe two main things, namely: 1) the form of cultural hegemony of speed in the aesthetic representation of advertising in contemporary Indonesian mass media; and 2) the factors causing the cultural hegemony of speed in the aesthetic representation of advertising in contemporary Indonesian mass media as referred to.

The method used in this study is a qualitative type with a critical perspective of *Weltanschauung*. This research data is in the form of digital advertisements or those on the internet, especially those containing the hegemony of speed culture, which were taken in the last year of 2022. 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 stages of data reduction, presentation and discussion, and drawing conclusions.

The results of this study are as follows. 1) The form of cultural commodification of speed contained in the representation of advertisements in contemporary Indonesian mass media, among which are related to the use of terms or expressions as the main attraction, both in Indonesian, English, and also Javanese. For example, those in Indonesian are: fast, super fast, instantaneous, instant, and so on. While those who use English are: booster, express, super flash, and so on. Those who use the Java language, for example *cespleng*, and so on. 2) The factor that causes the strong cultural commodification of speed in the aesthetic representation of the advertisement, namely the still strong problem of postcolonialism syndrome, by assuming that cultural values originating from the West are considered better and higher than their own cultural values.

Kata Kunci: *commodification, culture of speed, aesthetics of advertising.*