

HEGEMONY OF YOUTH IMAGE OBSESSION IN ADVERTISING AESTHETIC REPRESENTATION

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ABSTRACT

This research aims to describe two main things, namely: 1) the form of hegemony of obsession with the image of youth in the aesthetic representation of advertisements in contemporary Indonesian mass media; and 2) the factors causing the strong hegemony of obsession with the image of youth in the aesthetic representation of advertisements in contemporary Indonesian mass media as intended.

The method used in this research is a qualitative type with a critical perspective of *weltanschauung*. The data of this research is in the form of digital type advertisements or those on the internet, especially those with the hegemony of speed culture. 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) The hegemonic form of obsession with the image of youthfulness found in advertising representations in contemporary Indonesian mass media is related to the use of both verbal and pictorial markers. Operationally, this phenomenon can be seen in the use of terms such as anti-aging, along with the grand narratives that are derived from them, such as those related to bright, firm, smooth skin, and so on, as a symbolisation of the meaning of youthfulness, which is contrasted with the opposite terms such as wrinkles, darkness or other words that are similar to them, as a symbolisation of the meaning of the treatise on aging. In addition to presenting facial skin, the phenomenon of ageing in terminology, is also often associated with the symbolisation of white or grey hair on the head. 2) The factor that causes the strong hegemony of the image of youth in the advertising representation is the strong influence of Western hegemony in modern civilisation, which considers cultural values originating from the West to be always considered better and higher than the cultural values of its own society and nation.

Kata Kunci: *hegemony, youthful image obsession, advertising aesthetics.*