

THE HEGEMONY OF WESTERN POSTCOLONIAL IMAGE IDENTITY IN THE WORLD LANDSCAPE OF VISUAL ART LANGUAGES: A COMPARATIVE STUDY OF INDONESIA AND MALAYSIA

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ABSTRACT

This research aims to describe two main things, namely: 1) Forms of representation of Western postcolonial image identity hegemony in the world landscape of art language in Indonesia and Malaysia; 2) Factors causing the strong representation of Western postcolonial image identity hegemony in the world landscape of art languages in Indonesia and Malaysia; and 3) Strategic steps that can be pursued, as part of a revitalisation orientation towards the issue of Western postcolonial image identity hegemony in the world landscape of art languages in Indonesia and Malaysia as intended.

The method used in this research is a qualitative type with a critical perspective of *weltanschauung*. The research data is in the form of art language landscapes both from the field directly and digital types or those on the internet. 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, namely: data reduction, presentation and discussion, and conclusion drawing.

The results of this study are as follows. 1) The form of hegemony over the identity of Western postcolonial images in the landscape of the visual language world in Indonesia and Malaysia is represented, at least in relation to three main things, namely: the hegemony of the use of English, the hegemony of the obsession with the image of the Western white body, and the hegemony of food of Western origin; 2) The factors causing the hegemonic representation of the Western image identity are closely related to postcolonial issues; and 3) strategic steps to solve the problem, namely the need for a revitalising orientation of cultururation performance based primarily on decolonialisation methodology.

Kata Kunci: *hegemony, Western postcolonial imagery, Indonesian and Malaysian visual language landscapes.*