

THE ENGLISH LANGUAGE USE HEGEMONY IN THE REPRESENTATION OF ADVERTISING AESTHETICS OF INDONESIAN MASS MEDIA: A REVIEW OF POSTCOLONIAL PERSPECTIVES

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ABSTRACT

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This particular study was intended to describe two main questions, namely: 1) the forms of representations of the English language use hegemony in advertising aesthetics of Indonesian mass media; 2) factors leading to the strong representations of English language use in advertising aesthetics of Indonesian mass media as mentioned.

The method used in this research was qualitative one with postcolonial perspective as its main approach. Data were in the forms of digital advertisements displayed in the internet, particularly those containing English language use hegemony retrieved in 2020. The main instrument of this research is the researcher himself assisted by documentation guidance. Descriptive qualitative technique was used to analyze the data following the steps of data reduction, data display and discussion, and conclusion drawing

The results of the analysis revealed the following findings. Firstly, the form of representation of English language use hegemony of Indonesian mass media is manifested in the form of *headline* or *subheadline* functioning as the eye catching agent to promote most of or even all products, either real products or services. Secondly, the main factor leading to the strong representations of English language use hegemony in advertising aesthetics is the existence of postcolonialism problems represented through orientalist knowledge constructions, and one of them is by means of language as the medium of doing.

Kata Kunci: *hegemony, English language, advertising aesthetics, Indonesian mass media.*