

# COMMODIFICATION OF SUPERLATIVISM IN THE REPRESENTATION OF ADVERTISING AESTHETIC IN CONTEMPORARY INDONESIAN MASS MEDIA

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## ABSTRACT

This study aims to describe two main things, namely: 1) the form of commodification of superlativism in the aesthetic representation of advertising in contemporary Indonesian mass media; and 2) the factors causing the commodification of superlativism 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*. The data of this research are in the form of digital advertisements or those on the internet, especially those containing the commodification of superlativism, which were taken in the last ten years (2020-2021). 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 forms of commodification of superlativism in the aesthetic representation of advertisements in contemporary Indonesian mass media are characterized by the use of terms in either Indonesian or English, which connotations mean the most or more. For example, the use of words: best, biggest, fastest, super, most, great, excellent, perfect, luxury, fantastic, extraordinary, shocking, hyper, extreme, crazy, special, and so on. b 2) The factor causing the strong commodification of superlativism in the aesthetic representation of the advertisement is due to the strong postcolonialism issue, including through mass media advertising.

Kata Kunci: *commodification, superlativism, advertising aesthetics.*