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**Postcolonial Advertising Strategies: Adaptation and Resistance in the Visualization of Advertisements in Indonesia**

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| ABSTRACT |  |  |
| This study explores postcolonial advertising strategies in Indonesia, focusing on themes of adaptation and resistance in visual representation. Using qualitative visual analysis methodology, the research examines selected advertisements from various media, including print and digital. The method involves identifying and interpreting visual elements, cultural symbols, and narrative structures to understand how Indonesian advertisers navigate Western cultural hegemony while integrating local cultural elements. The findings highlight the dynamic interaction between adaptation to global trends and resistance through the preservation of local identity, contributing to a broader understanding of postcolonial aesthetics in advertising. In this context, advertisers in Indonesia often face challenges in balancing adaptation and resistance. The analyzed ads demonstrate the use of global visual elements combined with local cultural symbols, creating a hybrid visual aesthetic appealing to both local and global audiences. In conclusion, Indonesian advertisers navigate two imperatives: adapting to global cultural influences while resisting cultural homogenization by embedding local cultural symbols and narratives in their visual representations. This balance not only aids in preserving cultural identity but also enhances advertising market appeal by leveraging Indonesia's unique cultural heritage.  **Keywords**: Postcolonial advertising, visual analysis, adaptation and resistance, Indonesian advertising, cultural identity  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  Postcolonial advertising  visual analysis  adaptation and resistance  Indonesian advertising  cultural identity |