

|  |     |
|--|-----|
| Mansyur .....  | 763 |
| 5. Bureaucracy in the Era Reform of Regional Autonomy ..... Rudi Martiawan .....   | 769 |
| 6. Decentralization and Regional Autonomy in the Frame Work of the Unity of the Republic of Indonesia ..... Ruskawan .....       | 778 |
| 7. The Major Problem of Developing Countries in DSB-WTO ..... Ade Maman Suherman .....   | 787 |
| 8. Recent Trends of Interdisciplinary Cooperation on Dispute Resolution ..... Ham Young Joo .....                                | 797 |
| 9. Empowerment in Implementation of Autonomy Village ..... M. Ary Djauhari .....   | 807 |
| 10. Comparative Legal Review on Foreign Bank Regulations in Korea and Indonesia ..... Byung-Tae Kim .....                        | 814 |
| 11. Climate change and Green Growth ..... Ji-hyun Park .....   | 824 |
| 12. Resolution of Land Disputes in a Perspective of Indonesia's Land Law Reformation ..... Darwin Ginting .....                  | 834 |
| 13. Implementation of Protection and Indemnity for Indonesian ship A Compliance to Common Law System ..... Irma Rachmawati ..... | 843 |

#### ▣ Session 8: Globalization

|  |     |
|--|-----|
| 1. An Enigmatic Relationship between Globalisation and Nation-State ..... Selman Ozdan .....   | 858 |
| 2. Strengthening Local Government to Improve Public Service Quality, towards National competitiveness in Globalization, Case Study at Sebatik, Nunukan Region, North Kalimantan ..... Soleh Suryadi, Bambang Saputra ..... | 869 |
| 3. University Capacity Building and International Development Cooperation between Korea and Indonesia ..... Jay Gill Pyeon .....   | 889 |
| 4. Continuity and Change of Islamic Foreign Policy in Malaysia, 1957-2003 ..... Kyungchan Lee .....  | 899 |
| 5. The Application of Metaphor in Chinese When Teaching as a Second Language - on Cultural Vocabulary Teaching ..... Liu Qing Yang .....   | 911 |
| 6. Assistance of Joseon Government-General for Japanese Repatriates soon after the War-end 1945 ..... Youngho, Choi .....  | 919 |
| 7. Study on Bank Design of Papua Asmat ..... Wesnina .....   | 931 |
| 8. Advertising During the Japanese Occupation Era in Indonesia ..... Prayanto Widyo H. ....  | 937 |

#### ▣ Session 9: Tourism & Biz

|  |     |
|--|-----|
| 1. Developing Ticketing Application For Travel Agents ..... Citra Noviyasari .....   | 943 |
| 2. Bali Destinations Industry Attractiveness - Competitiveness Matrix Analysis in Strategic Planning Perspective ..... Dwi Kartini, Umi Narimawati ..... | 951 |
| 3. A Study on Perception Differences by Wellness Dimension Based on Demographic Characteristics ..... Chung Ku-jeom .....                                | 961 |
| 4. Place Branding In Culture Cirendeu Villages West Java ..... MutiaTri Satya, Abdul   |     |

# Advertising During The Japanese Occupation Era in Indonesia

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## Abstract

Japanese occupation in Indonesia is three and a half years (1942-1945) provide a broad impact on the political, economic, and socio-culture in Indonesia. During the Japanese occupation of Indonesia advertising landscape changes. There are not many records about advertising in the Japanese colonial period in Indonesia that can be obtained, as well as with the newspaper world as newspapers and magazines that had a role in Indonesia growth of the advertising world. For all media that ever existed in the Netherlands banned, only a few papers were published yet permitted remain in control.

This research aims to fill part of visual communication media, such as print ads during the Japanese occupation of Indonesia (1942-1945) were able to influence social behavior and can mobilize society. Aesthetic perspectives are used to seeing in the advertising aesthetic discourse. Advertising becomes an important variable, where the aesthetic is heavily influenced by the verbal and visual elements are presented in the ad. In other words, the purpose of the ad will determine what elements are needed. This study emphasizes the formal aspects (form) and content (the content of the contents in the form of symbols / meanings).

During the Japanese occupation of Indonesia, a milestone in the decline of economic activity are also dwarf the advertising world. In connection with the creativity that can be achieved in the aesthetic quality of the newspaper ads were designed during the Japanese occupation of Indonesia also declined compared to previous periods.

Keywords: Aesthetics, Advertising, and the occupation of Japan.

## I. Introduction

"The color of the times can be characterized from the ads that are born; because the ads are the vertices of a wide range of values and civilization are assembled to the means of communication. Accordingly, advertising can be part of a portrait of the history of the nation in achieving its new world" (Disc, July 2000). For the people of Indonesia, the Dutch surrender to the Japanese is a joy. Indonesian society was already freed from the Dutch colonial that has been experienced for a long time. Thus people consider Japan as a liberator of them (Adams, 1966: 210). The arrival of Japan is regarded as a hero by the people of Indonesia. Therefore, the public welcomed the arrival of the Japanese in Indonesia. Society hopes that Japan will bring change for a better life.

During the Japanese occupation of Indonesia began in 1942 and ended on August 17, 1945 along with the proclamation of Indonesian independence. However, the experience of the Japanese occupation of Indonesia gave a very varied historical records for Indonesia. For advertising world, as it is said Bondan Winarno (2008: 13), during the Japanese occupation in Indonesia there is a change of advertising from all sides, both of quantity and quality. Advertising agencies that previously stood and flourished, when Japan became bankrupt due to power shut down forcibly. This is because many Dutch citizens who controls advertising agencies to evacuate and partly a prisoner of the Japanese. This vacuum is filled by the emergence of a new advertising company owned natives, where previously many advertising agencies controlled by the Dutch before the Japanese entered Indonesia.

Furthermore, many newspapers were asked to close and stop the publication. It affects all aspects of social life, culture, and economics. Advertising and newspapers (newspaper) is a symbiotic mutualism, because the presence of advertisements in newspapers like the blood in the lives of the mass media. Revenues are derived from advertising media can continue to make an issue and to develop themselves to meet the needs of its customers. The presence of media advertising becomes important intermediaries between producers and consumers, where manufacture



rs expect their products to be informed as soon as possible to know the community. Therefore, the necessary bridge / means to convey the interests of the two newspapers / newspaper.

During the Japanese occupation of Indonesia, making it the decline of economic activity also downgrades the world of advertising (Bondan, 2008: 14). Advertising in Indonesia to change over time both in terms of content, media / tools, and visualization. Shifts or changes apply to penyajian (visualization) advertising. Design print ads appear only dominated by a row of words or writings are very simple, as classified ads. Very rare pictorial ads that appear in the ads that are presented in addition to also writing with pictures, this type of advertising is often referred to in the advertisement pictorial presentation (display).

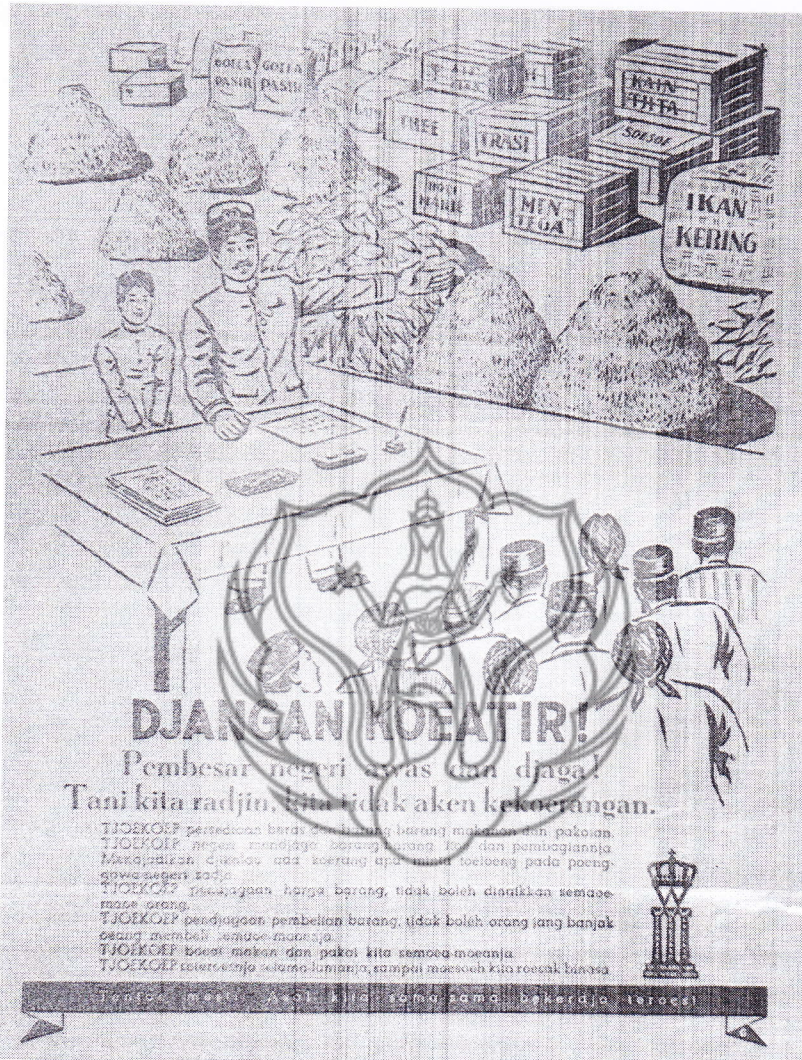


Figure 1. Public Service Advertisement when the japan colonialist in Indonesia (Source : *Kebangoenan* Newspaper, Friday 20 January 1943.

Before the Japanese occupation of Indonesia, has often seen and evolving presentation type display advertising that is present in the print media. This display advertising combines elements of text with images / illustrations arranged / composed artistically. Picture / advertising illustration in the early days often apply drawing techniques (manual drawing) is still simplistic. Print ads are presented in the form of black and white, because the technology has not been possible to make color prints and graded goods. Elements of the text was made as beautiful as possible with stylization (stylized), while drawing / illustration decorative patterned or applying linear lines (without a full tone). In the early 20th century drawings / illustrations for advertising display type has started being executed in a realist understanding, both