

## Cognitive Dissonance Equilibrium: Local Product Stigma in the “Filosofi Pete” Ad Narrative Flow

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**Abstract.** Following the 1998 reform in Indonesia, advertising has significantly expanded, leveraging enhanced communication accessibility and media proliferation to shape public perceptions of promoted goods. Media channels are inundated with commercial campaigns showcasing domestic and international products. Within this landscape, Tokopedia, a key player in the e-commerce sector, employs diverse media platforms such as YouTube to engage consumers amid intensifying market rivalry. This study delves into Tokopedia’s approach via the “Filosofi Pete” advertisement, exploring its endeavors to combat stereotypes surrounding local products. Drawing parallels between domestic goods and *petai*, a culturally stigmatized item, the research highlights the heightened stigma amid globalization, where foreign products often enjoy elevated prestige and perceived quality standards. Through the lens of cognitive dissonance theory and Todorov’s narrative analysis, the analysis reveals Tokopedia’s strategic narrative framework to reshape perceptions towards local products. By dissecting the advertisement’s storyline, narrative structure, and visual elements, the study unveils Tokopedia’s nuanced tactics for challenging entrenched biases. Through compelling storytelling and visual imagery, Tokopedia refutes the discourse around local products, fostering a more favorable consumer outlook. This research sheds light on the interplay between advertising strategies, cultural perceptions, and consumer behavior, offering insights into how brands navigate evolving market dynamics to carve out a competitive edge.

**Keywords:** advertising, cognitive dissonance, equilibrium, local products, stigma

Article Info:

Received 27 Mar 2024, Revised 4 Apr 2024, Accepted 29 May 2024, Available online 30 Jun 2022

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### INTRODUCTION

The world of advertising in Indonesia has increasingly shown its sharpness after the collapse of the new order regime or what is known as the 1998 reform event (Latief and Utud, 2017). One of the fruits of the reformation is the opening of wider access to communication in line with the development of the communication medium. People are increasingly free to express their opinions and express themselves through various media means (Lukitaningsih, 2013). Now, media

spaces are flooded with advertisements with a mix of creativity, so that the main goal is to influence the audience to trust their products (Manurung et al., 2020).

Advertising as a sub of mass communication is one of the most commonly used elements of Integrated Marketing Communication for marketing (Fantini and Ardianto, 2023). Although advertising is a linear communication, if formulated, organised and packaged nicely, the message can build certain perceptions in society (Baskoro, 2018).

In this case, Sari et al (2021) state that advertising is a message that offers products through the media to the recipient of the message. The difference with ordinary announcements or information is that advertising focuses more on seducing people to buy. Therefore, advertising has the power to influence the minds of consumers, so that they are lured to immediately own the products offered (Wijaya et al, 2020). Advertising is related to perception, and marketing is a battle of perceptions, so advertising is the most effective communication to hypnotise the public (Dinti et al, 2024).

There are two indicators that are intertwined in an advertisement, namely entertaining and informative (Rahmat, 2021). Entertaining talks about how the packaging is presented while informative refers to the main message to be conveyed (Gupta et al., 2024). In this context, the implications of advertising are expected to touch three psychological aspects (Putri, 2016): (1) Cognitive, people always remember; (2) Affective, there is attachment and trust; and (3) Behaviour, people buy or use the advertised products and services. In other words, the brand of the advert should be top of mind in society as much as possible.

Various e-commerce present in Indonesia, one of which is Tokopedia, seems to be competing to make creative advertisements in order to attract consumers massively in the midst of increasingly intense market competition. Research conducted by Andriani (2021) shows that in 2019 Tokopedia's advertising expenditure was the highest compared to Lazada and Shopee. The research then continued to find a strong significance between the intensity of advertisements made by Tokopedia and the increasing consumer decisions in Jabodetabek in using the platform. Similarly, research conducted by Rendi et al (2022) showed an influence between exposure to

Tokopedia X BTS advertisements on Television on the consumptive behaviour of students at a private university in the Jakarta area with a result of 15.9%. These results want to illustrate that Tokopedia advertisements aired on television are one of the approaches that can influence students to buy products on Tokopedia.

In the midst of the many commercial advertisements presented by Tokopedia, the author came across an advertisement that has a strong message to the public to buy domestic products. Admittedly, the logical consequence of globalisation is the onslaught of foreign products that freely enter the Indonesian market. This creates a market war with local products that is getting tighter. In their research, Suhairi et al (2023) regretted that there is unbalanced competition considering that domestic products, especially from Small and Medium Enterprises (SMEs), have not been internationally standardised. Local consumers also tend to doubt the quality of their own domestic products and trust foreign products more.

The call to buy and use local products was made by President Joko Widodo in his speech at the opening of Business Matching Phase V 2023 (Ministry of Industry, 2023). According to him, all government agencies must move and encourage domestic industries including Micro, Small and Medium Enterprises (MSMEs). He further stated, "...by buying domestic products, our economic growth will automatically increase." In his call, it seems that there is a common homework so that all elements of society can join hands in living up to the slogan "I Love Indonesian Products."

The Tokopedia advert that the author is referring to is titled "Filosofi Pete." It has been aired on YouTube since 2 June 2021 and has been viewed by more than 5.6 million views. With a large number of views, it can be assumed that there is a special attraction both in terms

of entertaining and informative. The title of the advert raised, petai or which in Latin is called *parkia speciosa*, is a plant that is widely found in Southeast Asia including Indonesia. The seeds of petai can be consumed raw or cooked first as a companion to primary food (Setyaningtyas et al, 2017). Petai is very beneficial for the health of the body because it has contents such as vitamins B, C, E, protein, and is rich in antioxidants, polyphenols and tannins (Awaliyah et al, 2019; Elidar, 2017).

However, the aroma of petai is quite pungent due to the presence of amino acids containing sulfur elements that give rise to hydrogen sulfide gas which is known to be quite smelly (Dipta et al, 2019). The chemical content of petai in turn can make mouth breath and urine smelly. It is no wonder that Indonesia's first President, Mr Soekarno, once refused when served petai in his lunch menu. He revealed that petai and jengkol can cause the bathroom to stink (Fitria, 2022). With its unique flavour and piercing smell, some people stigmatise petai as a food that should be avoided.

Stigma involves an individual's thought process, and in that process, negative stereotyping is the most prominent starting point (Evanytha et al., 2022; Aranda et al., 2023). In this case, stereotypes can be understood as the cognitive component of an individual's beliefs about the attributes of a particular object (Smith, 2011). Let's say for someone who does not like petai and then one day sees petai, then the negative cognitive component in the form of stigma will work. The person will give a negative response to petai both in thought and action. Such stigma is also inevitable when talking about domestic products. For some local consumers, foreign products have a much more standardised manufacturing production than local products. Foreign commodities are often

still the people's choice to buy (Indraputra and Tresna, 2022).

In psychological view, one of the efforts to change stigma is to change the negative cognitive component to a positive one. According to Festinger, cognitive components can change preceded by a cognitive dissonance process (Yahya and Sukmayadi, 2020). In theory, cognitive dissonance is an inconsistency (dissonance) between two cognitive components that causes pressure to restore these components to be consonant, appropriate or harmonious (Marta et al, 2022). Individuals can minimise dissonance in two ways: First, keep the old cognitive components and reject cognitive components that cause dissonance. Second, replacing old cognitive components by accepting new cognitive components (Fadholi et al., 2020). After that, individuals tend to increase their liking for what is chosen and decrease their liking for what is not chosen (Irwanto, 2021).

The purpose of the writing is to find out more about the quality of the advertisement "Filosofi Pete" as Tokopedia's strategy in its efforts to change people's stigma towards local products. The author chose cognitive dissonance theory as an intervention to change the stigma. With the cognitive dissonance process, it is hoped that consumers will have a new cognitive component by no longer ruling out local products. To further sharpen the analysis of the quality of the 3.30-minute advertisement, the author will be assisted by the lens of Tzvetan Todorov's narrative structure.

## **METHOD**

The qualitative approach with the narrative analysis method echoed by Todorov becomes a scalpel in this research. Narrative is a form of communication that seeks to describe a story where it is

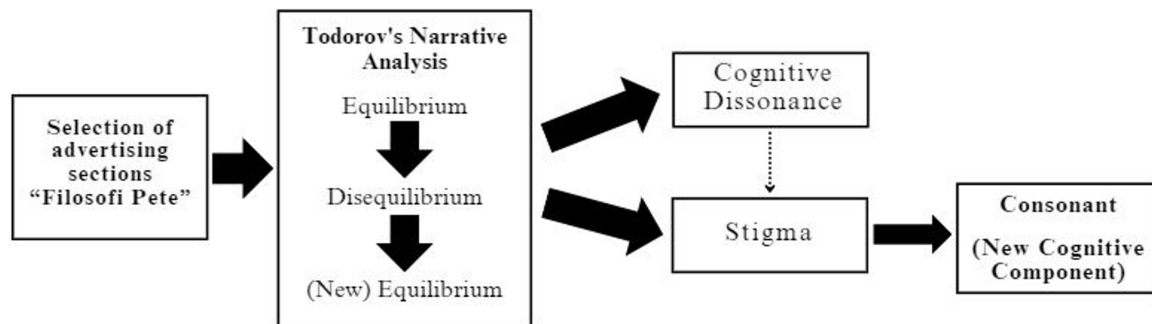


FIGURE 1. Scheme of Analysis  
 Inspired by: Hanifah et al., (2023) and Author's Process

as if the reader sees and is dissolved in the events being told. The narrative reflects a dynamic life with the strands of time (Hermanto et al., 2023). The particularity of the narrative can be examined from a series of events or circumstances in sequence from beginning to end, so that there appears to be a story intertwined with one another (Hanifah et al., 2023). The form of narration can not only be enjoyed through text but also through storylines in films, advertisements, picture stories and so on.

Narratives generally begin with a harmoniously organised situation. The situation changes when a disturbance occurs that causes the previous situation to become disorganised. The final narrative becomes decisive due to the presence of order again (Varotsis, 2019). At this point, Todorov divides the dynamics of the narrative structure into three major classifications, namely (Hanifah et al., 2023; Mare et al, 2022): (1) Equilibrium or balance, describes the beginning of the story with a normal situation or balance between the characters. In the story there is calm or harmony before any disturbance or change. (2) Disruption or conflict (disequilibrium) describes the balance in the story that is then disturbed by certain events or elements. There is something unusual or disturbing that triggers a change in normalcy. (3) New equilibrium, in this section the story achieves a form of resolution of the conflict or disturbance so

as to create a state of harmony. The new equilibrium has a normal state like the beginning of the story but with a different meaning.

The author will sort out the flow of the advertisement according to Todorov's three classifications by paying attention to the narrative, images and storyline. From the sorting results, an explanation of stigma and Leon Festinger's cognitive dissonance theory will be reviewed as an intervention for stigma so as to create a new cognitive component (consonance). This effort is made so that the purpose of writing which is to know Tokopedia's advertising strategy in changing the stigma of domestic products becomes more clearly identified (Figure 1).

## RESULTS AND DISCUSSIONS

Marketplace Tokopedia has graced the online business universe in Indonesia. Moreover, there has recently been a collaboration with online transport service provider Gojek. The combination of the two giant Indonesian companies is known as GO-TO (Dwinarko et al, 2022; Marta et al., 2022). Tracing the history of Tokopedia, it cannot be separated from two important figures, namely William Tanujaya and Leontinus Alpha Edison. As founders and once CEO, they have built e-commerce, which is dominated by the colour green, into a startup with unicorn status (Agustina et al, 2021). Innovation and transformation are always

carried out, so that on 29 November 2023, Tokopedia received an award from the Bank Indonesia Awards as the best online platform (Purwanti, 2023). It should be recognised that Tokopedia's presence has had a positive impact on the wheels of the Indonesian economy. The public is increasingly facilitated in selling and buying products digitally.

Globalisation, which has now become a worldwide phenomenon, has also influenced the country. One of the most significant impacts is the abundance of foreign products as foreign investment opens up in Indonesia. As a result, the competition between local and foreign products has become unstoppable. Various efforts have been made by many parties to echo to the public how important it is to support domestic products. In this case, Tokopedia has a strong commitment in advancing local business activists and encouraging public spending to support the national economy.

Tokopedia's campaign to support local products can be seen in the "Filosofi Pete" advert. The advert opens by displaying petai food as a representation of domestic products as shown in Figure 2. According to the Central Bureau of Statistics, petai production always increases from year to year. In 2022, petai production in Indonesia set a new record by touching 444,277 tonnes. Central Java is the highest province producing

petai with a contribution of 28.62% of the total production in 2022. West Java and East Java followed (Bayu, 2023). The abundance of petai in Indonesia also makes it one of Indonesia's largest export commodities in the horticultural aspect.

The green hue of petai matches Tokopedia's colour (Figure 2). This colour similarity can be translated as Tokopedia's support for local products. This support is reflected in its mission, which is to digitally equalise the Indonesian economy. Concretely, Tokopedia has collaborated with more than a thousand coffee producers throughout Indonesia and resulted in an increase in coffee transactions to more than 2.5 times. In addition, Tokopedia also collaborates with the local fashion industry by holding a virtual Tokopedia Fashion Week (TFW). As a result, TFW in 2020 recorded the highest number of sales with local brands such as Zaskia Mecca, Batik Kultur, Torch and so on (Rizqyta, 2021).

However, it must be recognised that the competitiveness of local products is still quite far behind foreign products. Faisal Basri mentioned three structural problems faced by the Indonesian people, namely the lack of quality human resources due to the performance and quality of education that is still weak, limited infrastructure both physical and non-physical, and weaknesses in

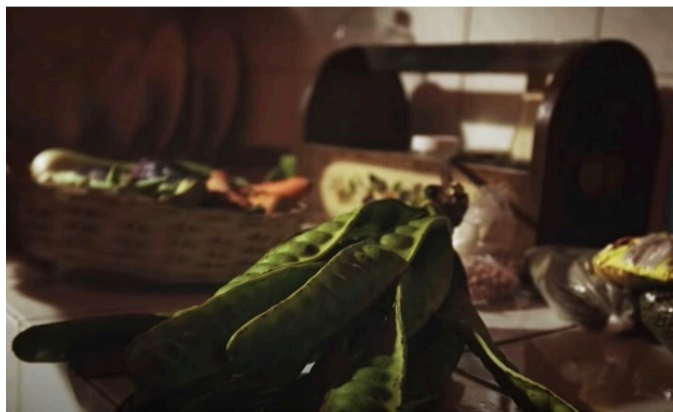


FIGURE 2. Opening View (Source: YouTube – "Filosofi Pete", 0.01 – 0.02)

the institutional framework or what can be referred to as soft infrastructure (Ekopriyono, 2015). As a result, the cost of domestic products becomes more expensive and consumers tend to choose foreign products that are much cheaper. In addition, the quality of local products is still relatively untested in the long run given that local brands have not long appeared in the market. This is in contrast to many foreign products that have established their brands in the global arena and have stood the test of time. Some of these reasons have shaped consumer stigma towards local products. At this point, the “Filosofi Pete” advert is here to change this stigma so that consumers have a sense of love and pride for local products.

**Equilibrium**

The main character who appears at the beginning is a young girl. She is enjoying her meal of rice and omelette with her two aunts as shown in (Table 1). Such a family atmosphere is a portrait of Todorov’s first classification, namely equilibrium, a harmonious state (Hermanto et al., 2023). Enjoying food at the dinner table can be interpreted as how the child gets ideal character education from the family.

By looking at the girl’s face and body, we can estimate that she is between 7 and 11 years old. The psychologist who pioneered the school of cognitive

psychology, Jean Piaget, divided the stages of children’s cognitive development into four stages. Looking at these stages, the child in the advertisement is in two stages, namely the preoperational stage and the concrete operational stage (Nuryati and Darsinah, 2021). The preoperational stage is the stage when children are able to understand how the world around them works and functions through symbols, language and actions. Children quickly grasp many things and are absorbed into their cognition. He is able to make a word or object that has a different meaning or meaning of the word or object. While the concrete operational stage is the stage when children begin to develop various problem solving for problems that are concrete and operational. There is a development of children’s ability to think logically. This means that problem solving can already be done more on their cognition independently (Harms et al., 2024).

The child who becomes the advertisement model is in the stage of cognition absorbing many things and digesting them in such a way. The advert narration states:

“There are two kinds of people in the world. Those who like pete and those who don’t like pete. The last time I ate pete, it was when I was a kid...”  
(Narration of advert 1, 0.01 - 0.19)  
At first, he had never tried petai at

TABLE 1. Harmonious Initial Storyline (Authors’ compilation)

Scene Visualisation	Description
	<p>The stigma against petai has not been formed because the child has never tried eating it at all. At his young age, he is absorbing many things from the world around him. Cognition about petai is also not yet owned.</p>
 <p>0.15 – 0.22</p>	

all. There was no concept of petai in her cognition. In this case, the stigma towards petai has not yet been formed.

**Disequilibrium**





“As soon as I took a bite, it tasted strange, bitter, and of course, it smelled really bad!” (Ad narration 2, 0.26-0.33). The initially harmonious and balanced narrative flow begins to change when the girl eats petai because it is offered by her aunt. The first time experience becomes a very unpleasant experience, so the cognition space begins to be filled with negative cognitive components towards petai. The bitter experience that the child received in turn led to stigma.

According to Smith (2011), the upstream and downstream of stigma are closely related to communication. This means that in the process of stigma formation and maintenance,

communication plays a very vital role. Stigma can become a social construction that individuals or groups live by because of the communication process that is promoted in such a way. The starting point of stigma is negative stereotypes so that discussions about stigma and communication often become a study in intergroup relations (Mustaqim, 2020).

The communication of stigma is explained by the messages echoed by the community to maintain its members in order to behave towards in groups and out groups. The communication delivered is certainly wrapped in an attractive, creative and even provocative way so that the impact is also effective. The stigma communication model reviewed by Smith (2011) is explained in three stages: (1) The message itself, which can be in the form of objects, images, signs or symbols; (2) The response to the message that is raised, for example affecting cognition, giving

TABLE 2 Disturbing Storyline (Author’s compilation)

Scene Visualisation	Description
 <p>“Penolakan Pertama” 0.39 – 0.44</p>	<p>The stigma against petai is so strong in this part of the story. The first rejection starts when the child is still a child after having the experience of eating petai. The second rejection is when he becomes a teenager. The fourth rejection is when the main character has entered the age of youth. Finally, he refused when he was older. The rapid turnover of scene after scene in a fairly short period of time is intended to show the existence of tension or disturbance. For Todorov, such a narrative flow creates curiosity in the audience to know how the disturbance ends.</p>
 <p>“Penolakan Kedua” 0.45 – 0.46</p>	
 <p>“Penolakan Ketiga” 0.47 – 0.50</p>	
 <p>“Penolakan Keempat” 0.51 – 0.54</p>	

rise to stereotypes and prejudices; (3) The impact born from the message such as settling and developing stigmatising attitudes, isolating and nullifying objects and even influencing other individuals in various ways.

Stigma is often directed towards people who have low social status or disabilities as in the study conducted by Trihastuti et al (2022). However, Smith's (2011) review of stigma does not only focus on individuals or groups but can also be directed at materials or objects. This is in line with the stigma communication model discussed by Smith that through objects or materials as messages can elicit responses and have an impact on what they see (Evanytha et al., 2022; Mustaqim, 2020). When an individual already has a negative stereotype of a particular object and then on an occasion he sees the object, the individual immediately responds negatively as well. This is what the girl experienced when she saw petai. The stigma towards petai continues to accompany the girl's development into adulthood.

According to Festinger, every day humans are driven by their cognition. Past experiences based on their interaction with the world are stored as part of the cognition process (Irwanto, 2021). This means that as long as the girl still keeps a negative cognitive component about petai that is not tasty, that's how long the stigma against petai will continue to stick. The narrative in the advert is written in this way:

“Since that day, every time I'm asked by people, ‘Do you like pete?’ My answer is always ‘No’. If it's on the dining table, I keep it away. If I eat out, I never order it. And if I find it in a rice box, I'll definitely put it aside...” (Advertisement narration 3, 0.37 - 0.54)

Todorov in this second classification

mentions that dis-equilibrium is a tense part (Hanifah et al., 2023). The conflict or imbalance that appears in the narrative becomes a storyline that makes the audience interested and wants to know the rest. From the narrative of advert 3 and (Table 2), it appears that many times she encounters petai and always rejects it. The stigma has filled her cognitive space.

Tracing Festinger's theory of human cognition, there are three interrelated elements (Wahyuningsih, 2012): (1) consonant or consistent relationships with each other; (2) irrelevant relationships with each other; and (3) dissonant or inconsistent relationships. In this last element, it will tend to cause feelings of awkwardness, strangeness, dissatisfaction, curiosity, thus motivating individuals to respond to the situation so as to achieve a consonant state.

By definition, cognitive dissonance is an inconsistency (dissonance) between two cognitive components that causes pressure to restore these components to be consonant, appropriate or harmonious (Marta et al, 2022). Individuals can minimise dissonance in two ways: First, keep the old cognitive components and reject cognitive components that cause dissonance. Second, replace the old cognitive components by accepting new cognitive components. After that individuals tend to increase their liking for what is chosen and decrease their liking for what is not chosen (Fadholi et al, 2020).

The rejection that continues to be done by the main character shows that the result of the cognitive dissonance process still boils down to maintaining the old cognitive component. The stigma is still entrenched in his cognition to always refuse to eat petai. Such stigma is often also formed in some Indonesian people regarding local products. This is narrated in the advert as follows:

“Products made in Indonesia,



unfortunately often like pete. This is made in Indonesia? Is it good? It's really good. Ah, really?" (Narration of advert 3, 2.13 - 2.17)

Furthermore, the narrative flow becomes more interesting when the woman who repeatedly refuses petai is "forced" to eat it. It is said that she has a sister-in-law who loves cooking and is fanatical about petai. The dishes served always use petai. Until one day, the three of them (the main character, his brother and brother-in-law) gathered together at the dining table to enjoy the meal provided by the brother-in-law. Of course, petai is a staple in the dishes served.

The older brother seems to be aware of the existence of his younger brother who does not like petai at all. But the brother through high context or non-verbal language tries to convince his younger brother that the petai cooked by his wife is really delicious. Such moments can be explained in the standard Indonesian culture known as *guyub*. *Guyub* is closely related to groups not individuals. Talking about *guyub* is talking about Indonesians who like to be in groups. In line with Hofstade's theory, which examines the description of cultural dimensions in many countries. According to him, Indonesia is a country that has a low level of individualism. This means that Indonesian people are more likely to like community and prioritise group interests over personal ones (Novianti and Cahayani, 2022). In the group, each individual upholds family values by trying as much as possible not to hurt the feelings of others. By prioritising common interests, individuals will feel acceptance, mutual trust, feel cool, and even fulfil social and emotional support (Panggabean et al, 2014). The main character was finally reluctant to refuse the petai dish in order to maintain the atmosphere of harmony and prioritise the

common interest.

In addition to the concept of *guyub*, what is important is that the main character begins to change his negative cognitive component towards petai to a more positive one. Before this change occurs, according to Festinger, individuals will be faced with cognitive dissonance (Yahya and Sukmayadi, 2020). On the one hand, the woman has a stigma against petai. On the other hand, she is faced with her sister-in-law's petai. In the midst of this situation, she encounters two choices: continue to reject petai or eat it. To arrive at a consonant point, moreover replacing the new cognitive component, individuals need to find certain reasons so that the decision taken is based on consideration. In this case, the woman's reason is contained in the ad narration, "If I'm being honest, this pete is indeed fat, shiny, looks fresh, and somehow smells inviting" (Ad narration 4, 1.23 - 1.34). In other words, the stigma towards petai can begin to change when the presentation of petai is displayed attractively.

### **New Equilibrium**

The last classification is the creation of a new atmosphere of balance. In this section, the disturbances that arose in the previous classification are resolved and the conflict is resolved. The balance situation at the end does have similarities with the initial situation, but both have different meanings of balance. In the final part, balance is created because of efforts to change things for the better (Hanifah et al., 2023).

The new balance is illustrated by the absence of stigma towards petai. The woman has passed the cognitive dissonance process and finally reached the consonant stage by replacing the old cognitive component. The negative cognitive component turns into a positive one. Now, she really enjoys petai! The change experienced by the main character

TABLE 3. Harmonious Storylines that Change Stigma (Authors' compilation)

Visualisasi Scene	Keterangan
 <p>“Produk Lokal 1 dan 2” (2.29 – 2.35)</p>	<p>This Is April, a local fashion brand established in 2012 (Local product 1). Zaskia Mecca, a local fashion brand established in 2011 (Local product 2).</p>
 <p>“Produk Lokal 3 dan 4” (2.36 - 2.40)</p>	<p>Everwhite, a local beauty brand established in 2016 (Local product 3) Avoskin, a local beauty brand established in 2014 (Local product 4).</p>
 <p>“Produk Lokal 5 dan 6” (2.41 - 2.45)</p>	<p>Wardah, a local beauty brand established in 1995 (Local product 5) BLP, a local beauty brand established in 2016 (Local product 6)</p>
 <p>“Produk Lokal 7 dan 8” (2.46 – 2.49)</p>	<p>Vaia, a local shoe brand established in 2017 (Local product 7) Walk The Talk (WATT), a well-known local fashion brand (Local product 8)</p>

due to seeing the presentation of petai which is attractive and delicious to eat, is Tokopedia's concern in its efforts to change the stigma towards local products.

In the advert, a narrative is presented to invite consumers to choose local products and their benefits for the nation's economic ecosystem. The narrative is as follows:

“Nowadays, there are so many products made in Indonesia that are really good. The raw materials are the best, the production process is of a high standard, and there are so many types. Choosing is easy, because the choice is between good, and really good. It's a toss-up between good and really good. They also use a lot of local raw materials and labour so that

the economic impact is directly felt by our nation.” (Narration of advert 5, 2.28 - 2.58)

Along with the narrative, the images in the adverts show local brands as shown in (Table 3). Some of the local brands advertised are well known and are the choice of many local consumers.

The appearance of eight local products with a fast transition and wrapped in an attractive narrative will actually influence the cognitive component of society to start looking at local products and love them. Starting from the theory of cognitive dissonance, the “Pete's Philosophy” advertisement seeks to have a certain influence on people who still view domestic products as minor, so that in turn people can have new, more positive

cognitions towards local products. It is realized that changing old cognition to new is not as easy as imagined. This is also depicted through the main character in the advertisement who repeatedly has to avoid and refuse not to eat petai. However, on one occasion, the pete that was served to him looked interesting and when he tried it, it tasted very delicious. In this case, especially in the last part of the advertisement, Tokopedia presents local brands whose quality has been tested with the aim of encouraging people to start supporting local products. When local products have become the choice of Indonesian consumers with quality production, a new state of balance can be created as is the aim of this advertisement.

## CONCLUSION

Tokopedia's advertisement entitled "Pete's Philosophy" wants to promote local products in a creative way. Petai as a typical Indonesian food is appointed as a representation of domestic products so that people are inspired and start to love the work of the nation's children. Looking at local Indonesian wisdom, there are actually so many riches in the archipelago that can be explored to serve as a reminder of how extraordinary Indonesia is. With rich cultural diversity, more than 300 ethnic groups and 700 languages, Indonesia is a nation abundant in cultural heritage, unique values and even regional specialties including petai. However, in the context of globalization, the onslaught of foreign products and influences is inevitable. If this situation is not a common concern, then local products will lack interest. Therefore, further research can explore local Indonesian wisdom to foster an attitude of love for domestic products. According to the author, the efforts made by Tokopedia through the "Pete's Philosophy" advertisement are a good strategy to continue to encourage the spirit of love for domestic products,

considering that advertising is a powerful way of communication to change human cognition. Tokopedia's steps in turn can also be an inspiration for other e-commerce in promoting domestic products. With more and more consumers buying and using local products, the sustainability of the local community's economy is also growing.

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