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A CROSS-CULTURAL CONTENT ANALYSIS OF TV ADS IN INDONESIA AND JAPAN: STANDARDIZATION AND ADAPTATION IN ADVERTISING:

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Abstract

This cross-cultural study seeks to examine advertising appeals conveyed in advertisements in Japan and Indonesia. The advertising approaches of Japanese and Indonesian ads are examined through matched product-class categorization such as car, beverage, food, household and toiletries. Data from August 2012-May 2013 TV advertising in Japan and Indonesia were recorded. Total 271 collections of ads from Japan and 287 ads from Indonesia were coded by each two native coders for each country. Preliminary result shows significant differences in several advertising appeals between Japanese and Indonesian advertising. Advertising appeals describing Indonesian ads are durable, effective, enjoyment, family, healthy, productivity, security, vain, youth. Meanwhile characteristics of Japanese advertising are expensive, unique, maturity, morality, plain, safety, status, succorance. Meanwhile similarities could reflect universal values.

Key words: *Communication, Cross-cultural, Globalization, Media, Marketing, Advertising*

1. INTRODUCTION

The concept of standardization of global market is coming from the idea that consumers all over the world, despite the local cultural differences, are similar in the aspect of taste, or as Levitt (1984) puts it – "homogenized". The concept of homogenization itself is coming from the idea that consumers are indifference in term of tastes; and the development of media, technology, education and travel have created means of standardization to emerge. However, taking into consideration of advertising effectiveness, adaptation strategy is often being paralleled with standardization framework in order to fill in the gap of cultural sensitivity. Hence for global ads, company has to deliver their ads following each local cultural value.

The worldwide success of a growing list of products that has become household brand in all over the world is evidence of market standardization. As consequence, the traditional MNC's marketing strategy need to fulfill the needs of multiple markets. Of all the elements of the marketing mix, decisions involving advertising are those most often affected by cultural differences among country markets (Cateora&Graham, 2002). Consumers respond in terms of their culture, value systems, attitudes, beliefs and perceptions. Advertising's function is to interpret or translate the qualities of products and services in terms of consumers' needs, wants and desires, therefore the emotional appeals, information, persuasive approaches and other characteristics of an advertisement must coincide with cultural norms in order to have effective result. Hence, the discussion now lead to fundamental question whether the

global homogenization of consumer tastes allowed global standardization of the marketing mix, or whether there is a process of adaptation along the way[3].

The advertising standardization idea was probably first brought up by Elinder (1965) (in Onkvisit&Shaw, 1999) who questioned whether consumer behavior is subject to cultural universals and claimed that advertising can be standardized[4].Then, more than two decades later, Levitt (1984) brought the concept back to the forefront, using a new name; globalization. This school of thought holds that media, technology, travel, and education have homogenized consumer tastes and that consumer differences are minor and superficial (Onkvisit&Shaw, 1999). This concept is adopted by marketing mix, especially advertising, in order to achieve effectiveness in communication of product and services.

However, this concept is countered with adaptation strategy, which stated that the consumers' differences are may actually have been widening and shared desires do not necessarily result in the manifestation of identical behavior (Onkvisit&Shaw, 1999). Then, there is compromise between standardization and adaptation that taken into account situation-specific, the type of product, consumer characteristics, and environmental factors into the strategy.

2. LITERATURE REVIEW

Research on Japanese advertising has been developed for several decades in several disciplines that conclude that advertising in Japan is somewhat different with advertising in western countries. While most advertising focusing on the function of the product, the popular brand or the quality, Japanese advertisement is go beyond that borders. They shows cartoon, music, scenery that sometimes are not related to the product itself. There is notions mentioned Japanese advertising in regards to its creative. Japanese advertising campaign is qualitatively underdeveloped because of its lack of relevance to its target consumers (i.e., the communication appears to concern neither the target customers not the products (Johansson, 1994). More bluntly explanation is coming from Aaker (1993); There are no relation between product and brand in the Japanese advertisement. TV advertising in Japan are frequently use the soft-sell, fantasy oriented approach (Johansson, 1994). The Japanese "avoid logic," an "articulate speaker is not to be trusted," and "effective communications are implicit, they are emotional rather than logical, they are intuitive" (Kelly 1982[5]). The preference for cartoon characters, and the popularity of persistently upbeat musical soundtracks all add up to a fantasy-filled, mood-creating, "un-serious" audience experience in Japanese TV advertising (Johanson, 1994). Also, compare to western advertisement, Japanese TV advertising is using more mood and soft feeling (Hong, Mudderrisogly & Sinkahn, 1987).

While there are many sources of research regarding Japanese advertising, Indonesian ads are less highlighted in academic world. Some work was done by Graham, Kamins and Oetomo (1993) which compare strategy of German and Japanese advertising in print media, one of the study objects is Indonesian print media. Another research which include Indonesian advertisement is study done by Furnham (1997) focusing on sex roles in TV advertising. Meanwhile there no study that discusses Indonesian TV advertising appeals as a whole.

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[3] In the 1970s the argument was framed as "standardization vs. adaptation". In the 1980s it was "globalization vs. localization," and in the 1990s it was "global integration vs. local responsiveness." (Masaakin Kotabe. "Contemporary Research Trends in International Marketing; The 1990." Chapter 17 in Alan Rugman and Thomas L. Brewer (eds.), Oxford Handbook of International Business (Oxford: Oxford University Press, 2001) in Cateora and Graham, 2002.

[4] From Hassan & Kaynak. Globalization of Consumer Markets: Structures and Strategies.

[5] From Johansson (1994)

3. CONCEPT DEFINITION

The international marketing strategy has long history. It was Wind, Douglas and Perlmutter in 1973[6], that describe company's international marketing strategies as ethnocentric, polycentric, or geocentric. Ethnocentric approach is when a company simply replicates home-market strategies in foreign markets. A polycentric approach means adapting marketing strategy to each foreign market served. A geocentric approach integrates both of the former into a global strategy, consciously weighing the costs and benefits of each.

The idea of standardization of advertising is that there is possibility of commercial integration between countries, that consumers are alike and the standardization (globalization) of marketing and advertising strategies for different countries is possible. It has been used in the world of advertising in order to achieve single brand image (Duncan and Ramaprasad, 1995) and reducing costs of advertising production (Kirpalani, 1988), which is according to Taylor and Okazaki (2006) more important than any other reasons[7].

Standardization, localization and globalization are related but distinct concepts. As proposed by Onkvisit and Shaw (1999); Standardized advertisement is an ad that has a domestic origin. It is designed for a specific country before being repeated elsewhere. Meanwhile global advertisement is designed at the outset for multiple countries by considering both market differences and similarities. As mentioned earlier, adaptation strategy as proponent of standardization could create ambiguity to the definition of standardization, as any modified advertisement is still considered standardized as long as the central theme is maintained.

When it is come to global ads, sometimes company have to deliver their ads following each local cultural value. This is because market characteristic of each country could be different. So is target market in Japan and target market in Indonesia. Another insight from target market local taste is that standardization in advertising is also derivative of product concept; therefore it is strongly locally routed in some categories of product. The way local related to the product category is reflected in the way of communication strategy. Another way of a global company to deliver standardization is by dividing countries based on region. This strategy is based on study that stated that some countries in one region share similarities that could taken as them in advertisement execution.

Some researchers have tried to clarify each term of standardization in creative strategy and execution in two culturally distinct countries. For example, Wei and Jiang (2005) develop model of four distinctive types of overall strategy and execution in international advertising:

1. Global strategy: represents high standardization in both creative strategies and executions in all markets. Advertising messages are used on global scale with virtually no change in themes, positioning, illustrations or copy – except for translation when needed (such as use of local subtitles). The message advertised worldwide is identical regardless of local culture and social, legal and religious factor; simply put, it is a single voice for a global marketplace.

2. Glocal strategy: combines a highly standardized creative strategy with adaptation in execution. Glocalization refers to marketing products for global market but customizing the products to suit the local culture. Multinationals employing a glocal strategy tend to target no more than a few countries or a particular region.

3. Local/Country specific strategy: adaptive creative strategy is accompanied by an adapted

[6] From Graham, Kamins, Oetomo, 1997

[7] From Fastoso & Whitelock 2007

execution. Multinational advertisers localized the creative concept, positioning and production of the advertising message according to the specific socio-cultural conditions of the market. This strategy is the opposite of the global strategy; simply put it is one voice for each market. The rationale is based on considerations of the markedly different customs, lifestyles, economies, language and buying habits of those countries.

4. Single case strategy: combines localized creative strategy with a highly standardized execution. Theoretically, it represents a special case.

However, after 38 year span, only two researchers that answer whether IAS is effective. Fraser and Hite (1990) mentioned that there is negative association between level of IAS and market share. Meanwhile Okazaki (2010) believed the opposite with a note, IAS improves company performance when market and company internal conditions are conducive to standardized approach. However he doesn't specified conditions for IAS to be applied in one country.

Hence, regardless the effectiveness of standardization of advertising, there is always a implication of local adaptation in the execution taken. Therefore it is important to address the variables that describe local values vs. universal values or whether it is covered by foreign imaging that reflect only international imaging without grasping the element of global values. These values reflected by advertising appeals that divided into two main variables, rational and emotional appeals.

4. RESEARCH FRAMEWORK

4.1.Japanese and Indonesian Culture as Described by Hofstede's four dimensions of culture

Cross-cultural studies often use Hofstede's four dimensions of culture in explaining cultural values role in international advertising (Tai, Chan, 2001; Seo, Lee, 2002). He studying over 90.000 people in 66 countries, found that the cultures of the nations studied differed along four primary dimensions. The four dimensions are as follows: the Individualism/Collectivism Index (IDV), which focuses on self-orientation; the Power Distance Index (PDI), which focuses on authority orientation; and the Uncertainty Avoidance Index (UAI), which focuses on risk orientation; and the Masculinity/Femininity Index (MAS), which focuses on assertiveness and achievement. The Individualism/Collectivism dimension has proven the most useful of the four dimensions (Cateora&Graham, 2002). The Individualism/Collectivism Index refers to the preference for behavior that promotes one's self-interest. Cultures with high score in IDV reflect an "I" mentality and tend to reward and accept individual initiative, meanwhile country with low score in individualism reflect a "we" mentality and generally subjugate the individual to the group. Japan has high score (46) and Indonesia has low score (14) on IDV Index. The Power Distance Index measures the tolerance of social inequality that is power inequality between superiors and subordinates within a social system. Cultures with high PDI scores reflect strong hierarchical in aspect of power relationship while those with low scores tend to value equality and cite respect as sources of power. Indonesia score on PDI is 78 while Japan is 54, stating that Indonesia has more hierarchical social relationship than Japan. The Uncertainty Avoidance Index measures the tolerance of uncertainty and ambiguity among members of a society. Cultures with high UAI scores are tend to be distrustful of new ideas or behaviors; hence they tend to have a high level of anxiety and stress and more likely to avoid risk. On the other hand, cultures scoring low in UAI are associated with a low level of anxiety and stress and willingness to take risk. Japan has a very high UAI score (92) while Indonesia has deliberately moderate score (48). Masculinity/Femininity Index (MAS) has proven least useful; hence it is often neglected on analysis.

4.2.Rational vs. Emotional

Rational advertising comes from traditional information processing models of decision making where the consumer is believed to make logical and rational decisions. Such appeals relate to an ad that showing product benefit such as product's quality, economy and value or performance. Meanwhile emotional appeals based on the emotional and experiential side of consumption. An ad that uses emotional appeals is trying to make consumer feel good about the product, for example by creating a likeable or friendly brand.

Cross cultural research suggest that rationality and emotionality may not be perceived as opposites in all appeals are present in goods and services advertisements across countries. Hence it is better not classify an ad as either rational or emotional, but to examine the degree to which both rational and emotional appeals are present in goods and services advertisements across countries (Albers-Miller, 1999). In order not to contradict both rational and emotional appeals, list of advertising appeals developed by Pollay (1983) is often used. Pollay's (1983) list[8] was developed as a list of all common advertising appeals by drawing on the previous advertising literature, considering also values of research in other disciplines, and has been used in many content analysis researches.

Other variables that often being used as a framework in cross-cultural research is Resnick and Stern's information cue. There are eight informative categories; namely price, quality, performance, components or contents, availability, special offers, package and shape, and guarantees and warranties. In brief, the summary of all information cues by Resnick and Stern is as follow:

Information cues	Description
Price or value	What does the product cost? What is its value-retention capability? What is the need-satisfaction capability/dollars?
Quality	What are the product characteristics that distinguish it from competing products based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority, superiority of personnel, attention to detail, or special service?
Performance	What does the product do, and how well does it do it? What is it designed to do in comparison to alternative purchases?
Components or contents	What is the product composed of? What ingredients does it contain?
Availability	Where can the product be purchased? When will the product be available for purchase?
Special offers	What limited-time non-price deals are available with a particular purchase?
Package and shape	What package is the product available in which makes it more desirable than alternatives? What special shapes of the product are available?
Guarantees and warranties	What post purchase assurances accompany the product?

Table 1: Information cues by Resnik and Stern (1977)

Source: Resnik and Stern (1977) from Tai&Chan (2001); Okazaki&Rivas (2002)

[8] From Albers-Miller (1999). Pollay (1983) developed 42 common advertising appeals in eleven countries. List could be find in Appendix.

As discussed in the literature review, most of the prior research on Japanese advertising has indicated a greater reliance on emotional appeals. The question of whether advertising in Indonesia uses more rational appeals or emotional appeals is interesting in light of Indonesian communication patterns. Therefore the following hypothesis is formulated:

H1: Indonesian TV advertising is more likely to use rational appeals more frequently than emotional appeals, while Japanese TV advertising uses emotional appeals more than rational appeals.

Prior research shows that Japanese TV ads tends to show national image instead of foreign appeals. Pongsapitakkusanti (2008) work on comparing TV ads in Japan and Thailand reveals that Japanese ads are less frequent in showing other countries culture and less frequent in the usage of foreign talent, however slightly higher in term of the usage of English text. Therefore, this research also propose following hypothesis:

H2: Japanese TV advertising is more likely to communicate using native appeals than Indonesian TV advertising.

Other directional hypotheses were created for each of Pollay's 42 advertising appeals asked on the notion that a country's cultural value would be reflected by the importance of the appeals.

Other framework that need to be taken into account is international imaging (Pongsapitakkusanti, 2008). Variables included in international imaging or foreign appeal is usage of talent (whether it is using native talent, Caucasian talent, foreign talent other than Caucasian, mix between foreign and native). Other elements are the use of native language, English or other language in voice over, text and music.

There are also additional ads appeals that are not covered by Pollay's appeals that are taken for coding process. They are information cues by Resnik and Stern such as price/value, quality, performance, component/content, availability, special offers, package/shape, and guaranties/warranties. However, as some of these appeals overlap with Pollay's advertising appeals, I remove some of the variables. They are; 'price/value' which is covered by 'cheap' and 'dear' on Pollay's advertising appeal, 'availability' which is covered by 'convenient', and 'quality' and 'performance' which is covered by other Pollay's appeal such as 'durability', 'effective', and 'distinctive'. Meanwhile, Pollay's appeal 'natural' which refer to the elements of the product is considered overlap with 'component/content' by Resnik and Stern's hence we use 'component/content' variable which explain product's composition and ingredients.

Several advertising appeals that needed to be considered is added in the analysis such as; actor/actress being used in the ads, 'cartoon' whether the ads contain cartoon as spokescharacter or as background only (Neeley, 2004; McGoldrick, 2006), 'music' when the ads are using music as their focus of creative, 'humor' when the ads are having funny elements or surprise effect in story line (Markiewicz, 1975; Ventis, 2001), 'fear' when the ad is consist of fear elements such as violence, side effect, dirtiness, guilt and disgusting (Janis, 1967). The last is whether or not the ad is using 'artist' on it.

Additional information for descriptive statistical purpose is also taken into coding process. They are whether or not the ads is showing 'website/facebook/twitter' address, 'company's name', and 'brand name in the beginning, middle and end of the ad'. The importance of this is to show us how much detail information that is being shown in the ads.

5. METHODOLOGY

5.1. Sample and data collection method

Methodology in this research is content analysis, using Pollay (1983) 42 advertising appeals including rational and emotional variables; Resnick and Stern's information cue; and additional internationalization imaging variables as framework, the advertising approaches of Japanese and Indonesian ads are examined through matched product-class categorization such as car, beverages, food, household and toiletries. From August 2012-April 2013 TV advertising in Japan and Indonesia were recorded. Both recording are coming from national TV stations that transmitted throughout the country. From February 2013-April 2013 total 215 collections of ads from Japan and 278 ads from Indonesia were coded by each two coders for each country.

5.2. Data Collection

Advertisements of Japanese and Indonesian companies aired in Indonesia from May 9th 2012 until June 6th 2012 were observed for the study. Advertisements from other countries aired in Indonesia were also being observed as control ads. There were 7 TV channels being used for this study, they are ANTV, Global TV, Indosiar, RCTI, SCTV, Trans7, and MNCTV. All these TV stations are analog TV that is transmitted throughout Indonesia. Most of them are general entertainment commercial broadcasting network. TV programs that being covered in the process of recording are children cartoon, infotainment, news, drama, foreign drama and variety show.

5.3. Coding

The two Japan coders were university students at a university in Japan and the two Indonesian coders were university students and graduates at university in Indonesia. The data coding instrument and codebook were initially developed in English. A translation was then produced to ensure the equivalence of the variables in the study. In both countries, coders were trained using ads not included in the sample. Each coders coded ads in their respective countries (i.e. Japanese coders coded all Japan ads and Indonesian coders coded all Indonesian ads). Coder task is to determine whether the appeals are being used in the ad or not. For this coding process, nominal scale '1' to identify that there is element of x advertising appeal and '0' to identify that there is no element of x advertising appeal.

6. FINDING & DISCUSSION

6.1. Descriptive statistics

From total 558 ads collected there are 287 ads from Indonesia and 271 ads from Japan recorded from August 2012-May 2013. Both countries' ad collection covers product categories such as cars, beverages, foods, household products and toiletries products. Both countries are showing mostly 15 and 30 seconds ads, however 8 ads from Indonesia are having 60 seconds airing period.

6.2. Results

Hypothesis 1

As Table 2 and table 3 indicates, from total 43 emotional appeals examined, Indonesian and Japanese ads are significantly different in term of communicating its message. The current study provides additional support for previous findings that Japanese advertising uses emotional appeals strongly than rational appeals. Using One way ANOVA (F=9.502, (p) = 0.000) Japanese ads rely more on emotional appeals than Indonesian ads (average 0.149 for Indonesian ads and 0.169 for Japanese ads). Meanwhile, Indonesian ads is significantly using more rational appeals compare to Japanese ads (average 0.513 for Indonesian ads and 0.458 for Japanese ads, F=14.790, (p) = 0.000). Thus, H1, which predicted a greater

use of rational appeals in Indonesia than in Japan, while Japanese ads use more emotional appeals than rational appeals is supported.

Table 2 and table 3 also provide significant differences in each of rational and emotional appeals. In emotional appeals, study shows that Indonesian ad tends to have variables of enjoyment, family oriented, security, and vain. Meanwhile Japanese ad tends to have variables of casual, dear, status, succorance, and tamed. In rational appeals, study shows that Indonesian ads tend to reflect rational variables such as durability and effectiveness. It also tells us that Indonesian ads tend to show brand or company contact, brand name whether it is in the beginning, middle or end of the ad. Japanese ads on the other hand, strongly emphasize on distinctiveness and mainly showing company name in its ads.

Variables	Indonesian ads		Japanese ads		Chi-square	(*p*)
	n	%	n	%	χ^2	
Total ads	287	51.4	271	48.6		
Emotional Appeals	Mean = 0.149		Mean = 0.169			
One way Anova	F= 9.502, (*p*) = 0.000					
Casual	10	3.5	58	21.4	41.817	0.000
Dear	42	14.6	67	24.7	9.026	0.003
Enjoyment	152	53	49	18.1	73.584	0.000
Family	86	30	53	19.6	8.072	0.004
Security	104	36.2	45	16.6	27.447	0.000
Status	1	0.3	13	4.8	11.277	0.001
Succorance	24	8.4	51	18.8	13.100	0.000
Tamed	2	0.7	9	3.3	4.967	0.026
Vain	169	58.9	110	40.6	18.661	0.000

Table 2. Comparison of emotional appeals between Indonesian ads and Japanese ads

Variables	Indonesian ads		Japanese ads		Chi-square	(*p*)
	n	%	n	%	χ^2	
Total ads	287	51.4	271	48.6		
Rational Appeals	Mean = 0.513		Mean = 0.458			
One way Anova	F = 14.790, (*p*) = 0.000					
Durable	67	23.3	39	14.4	7.262	0.007
Effective	264	92	162	59.8	80.060	0.000
Distinctive	17	5.9	112	41.3	98.304	0.000
Brand/Company Contact	94	32.8	68	25.1	3.970	0.046
Company name	206	71.8	229	84.5	13.134	0.000
Brand – Beginning	186	64.8	134	49.4	13.448	0.000
Brand – Middle	271	94.4	191	70.5	56.107	0.000
Brand – End	285	99.3	262	96.7	4.967	0.026

Table 3. Comparison of rational appeals between Indonesian ads and Japanese ads

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Hypothesis 2

From Table 4, using One way ANOVA, result indicated that Japanese ads and Indonesian ads are indifferent in term of delivering message using foreign appeals (average 0.125 for Indonesian ads and 0.104 for Japanese ads, with F = 2.915, (p) = 0.055). This variables is elaborated by 9 variables such as; usage of Caucasian talent, foreign talent other than Caucasian, talent with mix race with native country, usage of English voice over, foreign voice over other than English, usage of English text, foreign text other than English, and usage of English music and foreign music other than English music. From chi-square analysis there are 5 variables that show significant differences; Indonesian ads show more foreign talent other than Caucasian in its ads. Mostly talent used in the ad is Asian race. Contradictory, Indonesian ads are using more English voice over while Japanese ads are using more Japanese language. Japanese ads also frequently use native text and native music in its creative. This result supporting hypothesis 2 which stated that Japanese TV advertising is more likely to communicate using native appeals than Indonesian TV advertising.

Variables	Indonesian ads		Japanese ads		Chi-square	(p)
	n	%	n	%		
Total ads	287	51.4	271	48.6		
Foreign Appeals	Mean = 0.125		Mean = 0.104			
One way Anova	F = 2.915, (p) = 0.055					
Foreign talent – other than caucasian	34	11.8	11	4.1	11.402	0.001
English voice over	54	18.8	32	11.8	5.250	0.022
Native Voice over	246	85.7	258	95.2	14.357	0.000
Native Text	244	85	265	97.8	28.370	0.000
Native Music	23	8	78	28.8	40.556	0.000

Table 4. Comparison of foreign appeals

Other advertising appeals that need to be taken into consideration can be seen in Table 5. It is shown that Japanese ads show 'morality' strongly than Indonesian ads meanwhile Indonesian ads emphasizing more on 'healthy' appeals. Japanese ads are also quite specific in term of delivering its message gender wise. Moreover, aligned with each demographic growth, Japanese ads tend to focus on 'maturity' while Indonesian ads tend to deliver message using 'youth' variable.

Variables	Indonesian ads		Japanese ads		Chi-square	(p)
	n	%	n	%		
Total ads	287	51.4	271	48.6		
Norm Appeals						
Healthy	71	24.7	39	14.4	9.429	0.002
Morality	21	7.3	96	35.4	66.451	0.000
Gender/ Age Appeals						
Maturity	15	5.2	41	15.1	15.139	0.000
Youth	149	51.9	78	28.8	30.913	0.000
Dedicated for man	10	3.5	25	9.2	7.814	0.005
Dedicated for woman	37	12.9	64	23.6	10.814	0.001
Creative Appeals						
Cartoon	35	12.2	61	22.5	10.410	0.001
Humor	49	17.1	93	34.3	21.847	0.000
Celebrity	82	28.6	170	62.7	65.672	0.000

Table 5. Comparison of other advertising appeals

More from Table 5 we can see that Japanese ads using 'cartoon' and 'humor' more frequently, meanwhile Indonesian ads are using celebrity as its talents.

7. CONCLUSION AND FUTURE RECOMMENDATION

The current study focuses on research question of whether advertising appeals conveyed in advertisements in Japan and Indonesia are locally routed or following the standardization framework in term of execution. To investigate this issue, analyses were made of the content of TV advertisements in Japan and Indonesia.

A number of interesting similarities and differences have been found in this comparative study of advertising in Japan and Indonesia. Past studies dealing with goods advertising suggested that advertising in high context cultures (e.g. Japan) tends to appeal to emotions, while advertising in low context cultures (e.g. Indonesia) tends to use rational appeals. One of explanation is coming from strong relationship between Hall's high/low context and Hofstede's Individualism/Collective and Power Distance indices. For example, low-context American culture scores relatively low on power distance and high on individualism, while high context Japan cultures score high on power distance and low on individualism (Cateora, 2002). E. T Hall, professor of anthropology divides cultures in to high-context and low-context cultures. Communication in a high-context culture depends heavily on the context or nonverbal aspects of communication, whereas the low-context culture depends more on explicit, verbally expressed communications.

Despite the prevalence of this general belief, advertisements in such a high-context culture as Japan had contained at least as many information cues as low-context cultures countries (Tai & Chan, 2001). This is somewhat related to the Japanese consumers' characteristics that tend to be concerned regarding

product quality and features. Hence, findings on rational appeals show that variables such as 'component' and 'convenient' both countries are indifference. Moreover, Japanese ads strongly accentuate variable 'distinctive' compare to Indonesian ads.

Indonesia reflect a "we" mentality hence the variable of 'family' in Indonesian ads (36.2%) also significantly higher than Japanese ads (19.6%). However, both countries are indifference in term of portraying social appeals such as 'affiliation' and 'community'. This result indicates that cultural values consist of various dimensions in order to describe a single variable. Although Japan is having individualistic imagery in its culture, social and group influences are much stronger in Japan than in the west (Johansen, 1994). Based on a theory of the persuasive role of social factors in Japan, Japanese consumers might be influenced by group factors. The choice of brand is determined by which group the individual aspires to. While an American buyer might use a brand to identify and define his or her "self," a Japanese buyer is more likely to use a brand to define group membership (Nakane 1973)[9]. And given the homogeneity in Japan, it is often said that group includes all Japanese in the same age and sex category. The Japanese use products and brands to induce pride and make themselves feel good while the premise of Japanese TV commercials is to offer, through the product, a dream, an escape, some "private room," but within the context of a person's social network (Johansson 1994). The group orientation of the Japanese helps explain why an emotional approach makes sense.

Another interesting findings founded from this research is that both countries are scoring low in term of variable of 'sexuality' (2.1% for Indonesia and 4.4% for Japan), Meanwhile Japanese ads show significantly higher score on 'succorance' (8.4% for Indonesia and 18.8% for Japan). Succorance is Pollay's variable that describing expression of love, except sexuality. A pat on the back, holding hand, and light kisses on the cheek might reflect softer perception of human relationship instead of intensive body touch for both countries and for Japan particularly.

In conclusion, differences in advertising appeals emphasized by each country are an indication of local cultural influence in advertising execution. Hence decisions regarding the degree of standardization or adaptation of advertising needs to fit with a country's culture.

A potential limitation of this study relates to the limitation of country and media selected. To understand international advertising and strategy better, subsequent work in this area should be extended to broader object research.

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Appendix

Pollay appeals	Description
Adventure	Boldness, daring, bravery, courage, seeking adventure, thrills, or excitement
Affiliation	To be accepted, liked by peers, colleagues and community at large, to associate or gather with, to be social, to join, unite or otherwise bond in friendship, fellowship, companionship, co-operation, reciprocity, to conform to social customs, have manners, social graces and decorum, tact and finesse
Casual	Unkempt, disheveled, messy, disordered, untidy, rugged, rumpled, sloppy, casual, irregular, noncompulsive, imperfect
Cheap	Economical, inexpensive, bargain, cut-rate, penny pinching, discounted, at cost, undervalued, a good value
Community	Relating to community, state, national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations or other social organizations
Convenient	Handy, time-saving, quick, easy, suitable, accessible, versatile
Dear	Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless
Distinctive	Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand-crafted
Durable	Long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough
Effective	Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food), strength, longevity of effect
Enjoyment	To have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts and festivities, to participate
Family	Nurturance within the family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married

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Frail	Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel
Freedom	Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate
Healthy	Fitness, vim, vigour, vitality, strength, heartiness, to be active, athletic, robust, peppy, free from disease, illness, infection, or addiction
Humility	Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to earth
Independence	Self-sufficiency, self-reliance, autonomy, unattached, to-do-it yourself, to do your own thing, original, unconventional, singular, nonconformist
Magic	Miracles, magic, mysticism, mystery, witchcraft, wizardry, superstitions, occult sciences, mythic characters, to mesmerise, astonish, bewitch, fill with wonder
Maturity	Being adult, grown-up, middle aged, senior, elderly, having associated insight, wisdom, mellowness, adjustment, references to ageing, death, retirement, or age related disabilities or compensations.
Modern	Contemporary, modern, new, improved, progressive, advanced introducing, announcing…
Modesty	Being modest, naïve, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, Virginal
Morality	Humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual
Natural	References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious
Neat	Orderly, neat, precise, tidy, clean, spotless, unsoiled, sweet-smelling, bright, free from dirt, refuse, pests, vermin, stains and smells, sanitary
Nurturance	To give gifts, especially sympathy, help love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tried, young, elderly, etc.
Ornamental	Beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled
Plain	Unaffected, natural, prosaic, homespun, simple, artless, unpretentious
Popular	Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal standard, typical, universal, general, everyday
Productivity	References to achievement, accomplishment, ambition, success, careers, self-development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share
Relaxation	Rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holiday, to observe

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Safety	Security (from external threat), carefulness, caution, stability, absence of hazards, potential injury or other risks, guarantees, warranties, manufacturers' reassurances
Security	Confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind
Sexuality	Erotic relations, holding hands, kissing, embracing between lovers, dating, romance, intense sensuality, feeling sexual, erotic behaviour, lust, earthiness, indecency, attractiveness of clearly sexual nature
Status	Envy, social status or competitiveness, conceit, boasting, prestige, power, dominance, exhibitionism, pride in ownership, wealth (including the sudden wealth of prizes), trend setting, to seek compliments
Succorance	To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving
Tamed	Docile, civilised, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying
Technological	Engineered, fabricated, formulated, manufactured, constructed, processed, resulting from science, invention, discovery, research, containing secret ingredients
Traditional	Classic, historical, antique, legendary, time-honoured, longstanding, venerable, nostalgic
Untamed	Primitive, untamed, fierce, course, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage
Vain	Having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well groomed, tailored, graceful, glamorous
Wisdom	Knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgement, experience
Youth	Being young or rejuvenated, children, kids, immature, underdeveloped, junior, adolescent generation is shown through

Table 6: Pollay List of Advertising Appeals