

ABSTRACT

Nation branding is concerned with a country's whole image, covering political, economic, historical and cultural dimensions. On the other hand, nation branding in some countries highlights only marketing area (place marketing). Therefore, the researcher argues nation branding is not real because it is selected for a specific economic interest. It can be assumed from Asian Games 2018 advertisement entitled *Energy of Asia*. Therefore, the goal of this study is to examine an element of competitive identity of nation branding in Asian Games 2018 advertisement by using nation branding theory by Keith Dinnie and John Fiske's code of television. As a result, the researcher found an internal assets such as Pencak Silat, Flag of Indonesia, Jakarta, traditional life stye, and traditional javanese dance. Meanwhile, external assets cover batik as a branded export product. Therefore, the advertisement demonstrates Indonesia is branded through modernization and traditional culture, equality gender, and negative Jakarta-oriented image. However, there is a paradox of Indonesia's nation branding.

Keywords: advertisement, Asian Games, nation branding, nation image