

Nilai-tanda objek dalam masyarakat konsumen (analisis semiotika barthes terhadap blackberry) = The sign-value of object in consumer society (barthesian semiotic analysis toward blackberry)

Ahmad Rudy Fardiyan, author

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Abstrak

Tesis ini membahas nilai-tanda BlackBerry yang merupakan bagian dari komodifikasi yang muncul pada era masyarakat konsumen menggantikan nilai guna suatu objek konsumsi. Penelitian ini adalah penelitian kritis dengan desain kualitatif yang menggunakan metode semiotika. Hasil penelitian menyarankan bahwa perlu dilakukan lebih banyak penelitian kritis terhadap objek-objek konsumsi, mengingat objek-objek ini merupakan artifak dari suatu peradaban sehingga pada objek-objek tersebut terdapat unsur-unsur ideologis dari sebuah wacana yang berkembang dalam peradaban dimana objek tersebut diproduksi, didistribusi dan dikonsumsi.

.....The focus of this study is about the sign-value of BlackBerry which is a part of commodification that emerge on consumer society's era replacing function-value of object consumption. The purpose of this study is to understand what are these BlackBerry sign-value looks a like. Knowing this will allow us to identify the grand narrative behind the existence of objects which is could help us to become more selective on consuming objects. This research is a critical semiotic. The data were collected by analysing technologies that built the object. The researcher suggest that we need more critical study toward objects whereas the objects are a very common thing around us that could be hiding the power of ideology on our civilization.