

Konsumsi nilai tanda operasi plastik ditinjau dari pemikiran Jean Baudrillard = Consumption the sign value of plastic surgery according to Jean Baudrillard's thingking

Sitorus, Shinta Megawati, author

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Abstrak

Skripsi ini mencoba menganalisa alasan konsumen yang mengonsumsi nilai tanda operasi plastik di era postmodern ditinjau dari pemikiran Jean Baudrillard mengenai konsumsi, nilai tanda, konstruksi identitas dan hiperrealitas. Penulisan ini ingin menunjukkan bahwa dalam mengonsumsi operasi plastik di era postmodern, konsumen tidak lagi mementingkan nilai guna operasi plastik melainkan nilai tanda operasi plastik. Alasan konsumen mengonsumsi operasi plastik di era postmodern bukan karena konsumen membutuhkan kegunaan operasi plastik untuk memperbaiki disfungsi tubuh, akan tetapi alasan konsumen mengonsumsi operasi plastik adalah untuk memenuhi hasrat konsumen dalam memperoleh citra dan makna untuk membedakan identitas konsumen dalam relasi mereka dalam sosial. Citra dan makna yang ditawarkan televisi dan iklan-iklan dalam media telah membentuk ketidaksadaran massal, melalui konsumsi nilai tanda operasi plastik telah terjadi pembentukan identitas diri, identitas tersebut terlihat lebih nyata dari yang sebenarnya, hiperrealitas.

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This undergraduate thesis tries to analyze the motives of consumer who are consuming the sign-value of plastic surgery in postmodern era by means of Jean Baudrillard's thingking about consumption, sign-value, identity construction, and hiperreality. This undergraduate thesis showed that in the consuming plastic surgery in postmodern era, consumer didn't see the use-value of plastic surgery but they only saw the sign-value of plastic surgery. The motives of consumer consuming the plastic surgery in postmodern era isn't because the consumer want for the function of plastic surgery to recover bodies disfunction, however the motives of consumer consuming plastic surgery is to fulfilling consumer desire within acquires the image and meaning to distinguish consumer identity in their relation on social. Image and meaning which is offered by television and advertisement on media has shaped mass unconsciousness, by means of consuming the sign-value of plastic surgery there has been happening the formation of self identity, the identity that talked about seems more real than beneath it all, hiperreality.