

Komodifikasi dalam industri budaya (studi kasus industri penerbitan komik di Indonesia) = Commodification in culture industry case study comic publishing industry in indonesia / Amandra Mustika Megarani

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Abstrak

[ABSTRAK

Penelitian ini membongkar komodifikasi dalam proses produksi komik di Indonesia dengan menggunakan Ockto Baringbing—pemenang International Manga Award 2013, sebagai studi kasus tunggal. Peneliti menelusuri pembuatan komik-komik Ockto pada tiga penerbit yang mewakili struktur industri penerbitan komik di Indonesia. Hasil penelitian ini menunjukkan penerbit melakukan komodifikasi yang mengacu pada selera, perilaku konsumsi dan gaya hidup masyarakat modern. Komik dijadikan waralaba transmedia, direproduksi dalam berbagai format media dan berbagai bentuk cinderamata. Penerbit juga merancang interaksi semu dengan fan lewat komunitas fandom komik di media sosial maupun dunia nyata untuk menjaga loyalitas pembaca. Persaingan antar penerbit hanya melanggengkan ideologi kapitalisme.

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ABSTRACT

This study exposes commodification in the production process of Indonesia comics by using Ockto Baringbing— Winner of the 2013 International Manga Award, as a single case study. Researcher explores the making of Ockto's works on three publisher which respresent the structure of comic publishing industry in Indonesia. Results of this study indicate that publishers do commodification according to taste, consumption behavior and lifestyle of modern society. Comics being used as transmedia franchises, reproduced in a variety of media formats and in the various forms of merchandise. Artificial interaction with fan community designed to keep the loyalty via social media and real world. Competition among publishers only perpetuates the ideology of capitalism, This study exposes commodification in the production process of Indonesia comics by using Ockto Baringbing— Winner of the 2013 International Manga Award, as a single case study. Researcher explores the making of Ockto's works on three publisher which respresent the structure of comic publishing industry in Indonesia. Results of this study indicate that publishers do commodification according to taste, consumption behavior and lifestyle of modern society. Comics being used as transmedia franchises, reproduced in a variety of media formats and in the various forms of merchandise. Artificial interaction with fan community designed to keep the loyalty via social media and real world. Competition among publishers only perpetuates the ideology of capitalism]