

Analisis berdasarkan teori konsumsi Jean P Baudrillard terhadap karakter nenek dalam komik Saga No Gabai Baachan = Analysis based on Jean P Baudrillard theory of consumption on the character of grandmother in the manga Saga No Gabai Baachan

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Abstrak

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Seorang konsumen membeli suatu objek untuk menghabiskan nilai gunanya. Namun, masyarakat konsumerisme merlukan barang bukan untuk mengonsumsi nilai guna, melainkan untuk nilai simbolik. Bagi masyarakat konsumeris, nilai simbolik pada suatu objek lebih penting daripada nilai guna karena nilai simbolik dapat memberikan mereka status dan kehormatan. Peran media dan teknologi sangat berpengaruh. Hal tersebut tidak berlaku pada karakter Nenek dalam komik Saga no Gabai Bachan Nenek Hebat dari Saga. Nenek memang miskin. Membeli barang yang memang ia butuhkan saja sulit, tapi anehnya Nenek menjalani hidupnya dengan bahagia dan selalu merasa cukup. Cara yang ia lakukan untuk dapat bertahan hidup di tengah masyarakat konsumeris adalah mengamali ajaran bersyukur dari agama Buddha. Sang Buddha mengajarkan umatnya untuk melihat segala sesuatu apa adanya. Berkat ajaran tersebut, Nenek berhasil membuktikan jika ia bisa hidup ditengah masyarakat konsumeris, meskipun tanpa memiliki banyak harta.

ABSTRACT

A consumer buys an object by the purpose of using its functional value. On the contrary, the purpose of consuming objects on consumerist society is not to pursue the use value, but to find the symbolic value of the objects. For them, symbolic value of an object is more important than functional value because it could give them status and prestige. The role of media and technology is very influential on this matter. However, this statement is not happening to The Grandmother character from Saga no Gabai Bachan Great Old Lady from Saga comic. The Grandmother is poor and it's hard for her to buy things she really needs. Yet, she lives her life happily and fulfilled. The way she does to survive in the middle of consumerist society is by implementing Buddhist teaching of being grateful. Buddha taught his follower to see everything as it is. By implementing Buddhist teaching of gratefulness, The Grandmother proves that she can survive in the middle of consumerist society without having a need to be rich.