

Teknokapitalisme Media: Kontradiksi dan Dilema Transformasi Kapital Industri Media Cetak = Media Technocapitalism: Contradiction and Dilemma of Print Media Industrial Capital Transformation

Nainggolan, Juli Bestian, author

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Abstrak

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Penelitian ini menguji signifikansi dari kritik kapitalisme industri yang digagas para pemikir ekonomi politik dalam kasus transformasi kapital industri media cetak di Indonesia kurun waktu dua dasa warsa (1998-2018) terakhir. Fokus kajian ini terkait dengan bagaimana struktur teknokapitalisme mendeterminasi sekaligus melahirkan berbagai kontradiksi industrial. Perspektif dan model analisis ekonomi politik berlandaskan pada konsepsi teori surplus nilai Marx (1867/1992), Kellner (1989), Knoche (1999; 2015), Suarez-Villa (2009, 2015), dan Fuchs (2014, 2016) menjadi landasan. Analisis kualitatif yang dilakukan secara berjenjang (*multy level analysis*) menjadi kerangka pijakan. Kajian bercorak *instrumental case study* ini dilakukan pada Grup korporasi surat kabar berskala nasional (Jawa Pos, Kompas Gramedia), grup media lokal (Kedaulatan Rakyat, Waspada, Suara Merdeka, Pikiran Rakyat, Pos Kota, Bali Post, dan Analisa), dan grup media cetak khusus (Tempo Inti Media dan Femina). Hasil kajian menunjukkan kontinuitas format kapitalisme dalam praktik transformasi industri media cetak di Indonesia melahirkan berbagai kontradiksi. Dalam liberalisasi ekonomi dan politik serta arus perubahan teknologi yang menjamin kebebasan, justru struktur pasar oligopolistik terbentuk. Keterancaman penciptaan surplus nilai dan akumulasi kapital berlangsung. Dekapasitasi kendali kapital, alienasi dan resistensi pekerja media, hingga disorientasi fungsi ekonomi dan sosial menyertai langkah transformasi kapital industri media cetak.

Abstract

The study is to verify the significance of criticisms of industrial capitalism as it was presented by political economy scholars in response to cases of print media capital transformation (1998-2018). The focus of this study related to the structures of technocapitalism have determined and created industrial contradictions. The political economy analysis model which are based on Marxs Theory of Surplus values, Kellner (1989), Knoche (1999;2015), Suarez-Villa (2009, 2015) and Fuchs (20014, 2016) are the premises of this study. Qualitative multilevel Analysis has also become the framework of the study. This instrumental case study is related to the cases of media corporation such as Jawa Pos, Kompas Gramedia, and local media group newspapers (Kedaulatan Rakyat, Waspada, Suara Merdeka, Pikiran Rakyat, Pos Kota, Bali Post, dan Analisa), and other print media groups (Tempo Inti Media dan Femina) which are in ongoing industrial transformation. The results of the study show that the continuity of capitalism format in the print media transformation practices in Indonesia have sparked contradiction. In the context of economic liberalization and politics as well as technology changes which guarantee freedom, even these have created oligopolistic market structures. There have been challenges to the creation of surplus value and the accumulation of capital. Incapacity of capital control, alienation and resistance among media workers as well as economic function disorientation have become part of the transformation of capital.