

## Komodifikasi Hasrat Seksual Perempuan melalui Perspektif Konsumerisme dalam Novel Beautiful You (2014) = Commodification of Womens Sexual Desires Through Perspective of Consumerism in Beautiful You (2014)

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### Abstrak

Tesis ini membahas hasrat seksual perempuan yang dikomodifikasi melalui perspektif konsumerisme dalam novel Beautiful You (2014) karya Chuck Palahniuk. Teks dianalisis dengan pendekatan struktural Roland Barthes, teori feminisme eksistensialis Simone de Beauvoir dan konsep konsumerisme Jean Baudrillard. Hasil penelitian menunjukkan bahwa wacana konsumerisme berpengaruh terhadap dominasi gender yang dihasilkan komodifikasi hasrat seksual perempuan. Analisis struktur dan strategi naratif teks membuktikan kehadiran seksualitas perempuan yang terkungkung dan dikomodifikasi tokoh laki-laki. Selanjutnya, posisi tokoh perempuan dikaji lebih lanjut menggunakan analisis semiotik mainan seks dan penafsiran kutipan teks terkait tubuh serta hasrat seksual yang diobjektifikasi. Walaupun terdapat resistensi yang dilakukan tokoh utama, gagasan dominasi laki-laki tetap bertahan untuk menguasai perempuan. Namun, kesuksesan tersebut tidak semata-mata terjadi akibat tokoh laki-laki. Wacana konsumerisme terbukti bekerja dan mengukuhkan kehadiran dominasi gender terhadap perempuan. Tesis ini diharapkan menjadi sebuah refleksi masyarakat dalam menghadapi permasalahan sosial. Hasil penelitian dapat digunakan untuk mempelajari korelasi antara fenomena komodifikasi hasrat seksual perempuan dengan wacana konsumerisme yang muncul di peradaban modern.

This thesis discusses the sexual desires of women which are commodified through the perspective of consumerism in the novel Beautiful You (2014) by Chuck Palahniuk. Text is analyzed through Roland Barthes structural approach, Simone de Beauvoirs theory on existentialist feminism, and Jean Baudrillards concept on consumerism. The result of the study shows that consumerism has an influence on gender domination which is caused through the commodification of womens sexual desires. Analysis on the structure and narrative text is carried out to prove the presence of female sexuality that is confined and commodified by male character. Furthermore, the position of female characters are further examined through semiotic analysis on sex toys and interpretation of texts quotations on objectified body and sexual desires. Despite the resistance of the main character, the idea of male domination persisted in dominating women. However, the success was not solely caused by male character. The discourse of consumerism is proven to work in the text to confirm the presence of gender dominance over women. This thesis is expected to be a reflection to the community in dealing with social problems. The results of the study can be used to learn the correlation of commodified womens sexual desire phenomenon with consumerism which is appeared in modern civilization