

Komodifikasi nilai-nilai agama dalam sinetron televisi: analisis kritis wacana kritis terhadap sinetron takdir Ilahi di TPI

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Abstrak

This research aims to reveal how the process of commodification religious values works through TV series, and how the capitalism transform the utility value to exchange value. Employing political economy theories focussing on commodification, this research applied Fairclough's analytical framework. At the textual level, it focused on hypersemiotic signs which were assumed as the main exchange value.