

## ABSTRAK

Fransiskus Arifmunandar Tandang, 19.75.6580. *The New Forms of Control: Membaca Masyarakat Teknologis dan Dialektika Kapitalisme Abad 21 (Studi Kritis Pemikiran Herbert Marcuse)*. Skripsi. Program Sarjana, Program Studi Ilmu Filsafat, Institut Filsafat dan Teknologi Kreatif Ledalero, 2023.

Karya ilmiah ini bertujuan untuk (1) mengulas tentang bentuk-bentuk baru pengontrolan (*the new forms of control*) dalam (terhadap) masyarakat teknologis menurut pandangan Herbert Marcuse; (2) mendeskripsikan pandangan Herbert Marcuse tentang realitas masyarakat teknologis; (3) mendiskusikan dinamika perkembangan kapitalisme mulai dari kapitalisme klasik hingga kapitalisme kontemporer (kapitalisme abad ke-21) dalam terang pemikiran Herbert Marcuse; (4) menyajikan kritik terhadap pandangan Herbert Marcuse tentang *the new forms of control*.

Metode yang dipakai penulis dalam karya ini ialah metode kualitatif deskriptif analitis. Adapun objek yang dikaji penulis ialah bentuk-bentuk baru pengontrolan (*the new forms of control*) menurut pandangan Herbert Marcuse dalam masyarakat teknologis dan sistem kapitalisme abad ke-21. Sumber utama yang menjadi acuan penulis dalam merangkum karya ini adalah buku Herbert Marcuse *One-Dimensional Man* dan *Eros and Civilization* serta artikel "From Ontology to Technology". Selain itu, penulis juga menggunakan sumber-sumber lain berupa buku, artikel, atau seri kuliah online yang bertautan dengan topik karya ini.

Tesis dasar Herbert Marcuse dalam karya-karyanya ialah bahwa di bawah logika kapitalisme, teknologi menciptakan bentuk-bentuk baru penindasan dan pengontrolan terhadap masyarakat (individu-individu). Bentuk-bentuk penindasan dan pengontrolan itu tampak lebih subtil, halus, dan bahkan harmonis. Dengan mode baru itu, sistem kapitalisme akan tetap langgeng dan reseptif di kalangan masyarakat teknologis. Menjawab realitas pengontrolan ini, Herbert Marcuse menawarkan jalan keluar melalui revolusi. Revolusi, oleh golongan orang yang peka dan sadar akan penindasan dan pengontrolan, dibuat untuk merombak sistem. Selain itu, pengaktifan nalar kritis ialah jalan keluar yang tidak boleh disepelekan. Teknologi dan varian-varianya dalam hukum kapitalisme, demikian Marcuse, tampil untuk menindas dan mengontrol individu hingga kebebasannya menjadi hilang. Namun, pengaktifan nalar kritis merupakan strategi yang sekurang-kurangnya dapat membantu individu keluar dari jeratan teknologi. Lebih dari itu, bagi Marcuse, kapitalisme yang mendesain pola kerja teknis-algoritmis ini mesti dinegasi dan dilampaui agar individu dapat menikmati dunia yang diatur dengan prinsip yang meletakkan kemanusiaan di atas segala-galanya.

**Kata-kata kunci:** Herbert Marcuse, bentuk baru pengontrolan, teknologi, masyarakat teknologis, kapitalisme.

## ABSTRACT

Fransiskus Arifmunandar Tandang, 19.75.6580. **The New Forms of Control: Reading Technological Society and the Dialectic of 21st Century Capitalism (Critical Study of Herbert Marcuse's Thought)**. Thesis. Undergraduate Program, Philosophy Science Study Program, Ledalero Institute of Philosophy and Creative Technology, 2023.

This scientific work aims to (1) review the new forms of control in (against) technological society according to Herbert Marcuse's view; (2) describe Herbert Marcuse's views on the reality of technological society; (3) discuss the dynamics of the development of capitalism from classical capitalism to contemporary capitalism (21st century capitalism) in the light of Herbert Marcuse's thought; (4) present criticism of Herbert Marcuse's views on the new forms of control.

The method used by the author in this work is analytical descriptive qualitative method. The object studied by the author is the new forms of control according to Herbert Marcuse's views in technological society and the 21st century capitalism system. The main sources that become the author's reference in summarizing this work are Herbert Marcuse's books *One-Dimensional Man* and *Eros and Civilization* and the article "From Ontology to Technology". In addition, the author also uses other sources in the form of books, articles, or online lecture series that are linked to the topic of this work.

Herbert Marcuse's basic thesis in his works is that under the logic of capitalism, technology creates new forms of oppression and control over society (individuals). These forms of oppression and control appear more subtle, refined and harmonized. With this new mode, the capitalist system will remain sustainable and receptive in the technological society. In response to this controlling reality, Herbert Marcuse offers a way out through revolution. Revolutions, by groups of people who are sensitive and aware of oppression and control, are made to overhaul the system. In addition, the activation of critical reason is a solution that should not be underestimated. Technology and its variants in the laws of capitalism, according to Marcuse, appear to oppress and control individuals until freedom is lost. However, activating critical reason is a strategy that can at least help individuals get out of technological bondage. Moreover, for Marcuse, capitalism, which designs technical-algorithmic work patterns, must be negated and transcended so that individuals can enjoy a world governed by principles that put humanity above all else.

**Key words: Herbert Marcuse, new forms of control, technology, technological society, capitalism.**