

ABSTRAK

Simforianus Charvalo Dagur, 19.75.6691. *Komunikasi Media Sosial Masyarakat Posmodern dalam Perspektif Budaya Konsumsi Jean Baudrillard*. Skripsi Program Sarjana, Program Studi Filsafat Agama Katolik, Institut Filsafat dan Teknologi Kreatif Ledalero, 2023.

Penulisan karya ilmiah ini bertujuan untuk: *pertama*, menjelaskan konsep budaya konsumsi Jean Baudrillard; *kedua*, menjelaskan pengertian komunikasi media sosial; *ketiga*, menjelaskan hubungan konsep budaya konsumsi Jean Baudrillard dengan komunikasi media sosial masyarakat posmodern.

Metode yang dipakai dalam penulisan karya ilmiah ini ialah deskriptif kualitatif. Objek yang diteliti ialah perkembangan budaya konsumsi dan komunikasi media sosial masyarakat posmodern. Sumber utama dalam penelitian ini ialah karya-karya Jean Baudrillard. Sumber-sumber lain diperoleh dari buku-buku, jurnal, majalah, internet, dan penelitian-penelitian terdahulu yang relevan dengan konsep budaya konsumsi Jean Baudrillard dan komunikasi media sosial.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa budaya konsumsi dan komunikasi media sosial saling memengaruhi. Platform media sosial sebagai sarana komunikasi berisi persinggungan kompleks antara perkembangan teknologi, ekonomi, dan politik. Mode produksi pun beralih menjadi mode konsumsi. Digitalisasi dan dominasi kapitalisme membuat status hubungan, pola komunikasi, dan tindakan pengguna media sosial dipengaruhi oleh tingkat konsumsi dan permainan bebas kode dan tanda, serta konstruksi makna tanpa bersumber pada realitas. Fenomena ini disebut Jean Baudrillard sebagai ekstase komunikasi. Model komunikasi yang dilandasi paradigma simulasi, keuntungan, dan kecepatan mengakibatkan banjir informasi, orientasi pada efek permukaan dan provokasi bahasa bahkan kejahatan daripada makna dan kebenaran, serta luruhnya batas antara yang nyata dan yang semu. Fenomena ini juga akan memengaruhi konstruksi identitas diri dan pola konsumsi sebab masyarakat kian berorientasi pada nilai tanda dan citra daripada nilai guna atau manfaat.

Kata Kunci: Jean Baudrillard, budaya konsumsi, komunikasi media sosial.

ABSTRACT

Simforianus Charvalo Dagur, 19.75.6691. *Social Media Communication of Postmodern Society in the Consumption Culture Perspective of Jean Baudrillard*. Undergraduate Thesis, Philosophy of Catholic Religion Study Program, Ledalero Institute of Creative Philosophy and Technology, 2023.

The writing of this scientific work aims to: *first*, explain the Jean Baudrillard's concept of consumption culture; *second*, explain the meaning of social media communication; *third*, explain the relationship between Jean Baudrillard's concept of consumption culture and social media communication of postmodern society.

The method used in writing this scientific work is descriptive qualitative. The objects studied are the development of consumption culture and social media communication in postmodern society. The main sources in this research are the writings of Jean Baudrillard. Other sources are obtained from books, journals, magazines, the internet, and previous studies relevant to the concept of Jean Baudrillard's consumption culture and social media communication.

Based on the research results, it can be concluded that consumption culture and social media communication influence each other. Social media platforms as the communication tools contain complex intersections between technological, economic, and political developments. The mode of production has turned into a mode of consumption. Digitalization and the dominance of capitalism make the relationship status, communication patterns, and actions of social media users influenced by the level of consumption and the free play of codes and signs, as well as the construction of meaning without being based on reality. This phenomenon is called Jean Baudrillard as the ecstasy of communication. The communication model based on the paradigm of simulation, profit, and speed results in a flood of information, orientation to surface effects and provocation of language and even the crimes rather than meaning and truth, and the dissolution of the boundaries between the real and the pseudo. This phenomenon will also affect the construction of self-

identity and consumption patterns because people are increasingly oriented towards the value of signs and images rather than the value of use or benefits.

Keywords: Jean Baudrillard, consumption culture, social media communication.