

## ABSTRAK

Yulius Muliadi Jehali, 20.75.6974. **Komunikasi Media Massa Jean Baudrillard: Tinjauan, Relevansi dan Kritik.** Skripsi. Program Sarjana, Program Studi Ilmu Filsafat, Institut Filsafat dan Teknologi Kreatif Ledalero, 2024.

Penulisan karya ilmiah ini bertujuan untuk (1) menguraikan konsep pemikiran Jean Baudrillard tentang komunikasi media massa, (2) menarik relevansi pemikiran Jean Baudrillard tentang komunikasi media massa dengan berbagai teori media dan fenomena-fenomena yang berhubungan dengan perkembangan media di zaman kontemporer, dan (3) memberikan catatan kritis terhadap konsep komunikasi media massa Jean Baudrillard.

Metode yang dipakai penulis dalam pengerjaan karya ilmiah ini adalah metode kualitatif deskriptif. Dalam hal ini, penulis membuat kajian pustaka terhadap berbagai karya Jean Baudrillard seperti *The Requiem for Media*, *Ecstasy of Communication*, *Simulacra and Simulation*, dan lain sebagainya. Studi pemikiran Jean Baudrillard ini juga ditunjang oleh berbagai sumber sekunder lainnya yang membahas tentang Jean Baudrillard, media, dan fenomena-fenomena seputar perkembangan media. Sumber-sumber lain ini berupa buku, jurnal dan artikel.

Dalam berbagai karyanya, seperti *The Requiem For Media*, *Ecstasy of Communication*, dan *Simulacra and Simulation*, Jean Baudrillard mengajukan sejumlah tesis dasar tentang realitas komunikasi media massa yang terjadi dalam masyarakat postmodern. Tesis-tesisnya antara lain: (1) Media merupakan efektor-ideologi, (2) media mempromosikan suatu bentuk non-komunikasi atau komunikasi tanpa respon, (3) simulasi tanda dalam bentuk simulakra telah menciptakan model komunikasi tanpa rujukan, (4) media menetralkan makna, dan (5) lenyapnya ruang privat akibat tontonan media. Tesis-tesis dasar Baudrillard ini bertolak dari konsepnya mengenai simulasi dan hiperrealitas. Simulakra tercipta ketika representasi tidak lagi memiliki referensinya dalam realitas nyata, tetapi justru hadir sebagai simulakra murni. Simulakra ini selanjutnya akan menciptakan dunia hiperrealitas yakni ketika tidak ada lagi batas yang jelas antara yang nyata dan yang imajiner, yang asli dan yang palsu.

Adapun pemikiran Jean Baudrillard tentang komunikasi media masa sangat relevan terhadap beberapa ilmu, teori dan fenomena dewasa ini yakni: terhadap ilmu semiotika, terhadap teori *agenda setting* dan literasi media kritis, terhadap fenomena *post-truth*, *echo chamber* dan *filter bubble*, dan *deepfake*. Di sini pandangan Baudrillard dapat menjadi dasar sekaligus melengkapi kajian atas berbagai fenomena, teori dan bidang ilmu tersebut. Selain itu, sejumlah kritik juga dapat diajukan terhadap pemikiran Baudrillard tentang komunikasi media massa yakni: (1) pemisahan teori media dari kritik terhadap kapitalisme, (2) determinisme teknologi, dan (3) penolakan terhadap potensi emansipatoris media.

**Kata Kunci: Komunikasi Media Massa, Jean Baudrillard, Non-Komunikasi, Simulasi, Hiperrealitas.**

## ABSTRACT

Yulius Muliadi Jehali, 20.75.6974. **Jean Baudrillard's Mass Media Communication: Overview, Relevance and Criticism.** Thesis. Undergraduate Program, Philosophy Science Study Program, Ledalero Institute of Philosophy and Creative Technology, 2023.

This scientific work aims to (1) describe Jean Baudrillard's concept about mass media communication, (2) draw the relevance of Jean Baudrillard's thought about mass media communication with various media theories and phenomena related to media development in contemporary times, and (3) provide critical notes on Jean Baudrillard's concept of mass media communication.

The method used by the author in this scientific work is descriptive qualitative method. In this case, the author makes a literature review of various works by Jean Baudrillard such as *The Requiem for Media*, *Ecstasy of Communication*, *Simulacra and Simulation*, and so on. The study of Jean Baudrillard's thoughts is also supported by various other secondary sources that discuss Jean Baudrillard, media, and phenomena surrounding media development. These other sources are in the form of books, journals and articles.

In his various works, such as *The Requiem For Media*, *Ecstasy of Communication*, and *Simulacra and Simulation*, Jean Baudrillard proposes several basic theses about the reality of mass media communication that occurs in postmodern society. His theses include: (1) Media is the effector of ideology, (2) media promotes a form of non-communication or communication without response, (3) simulation of signs in the form of simulacra has created a model of communication without reference, (4) media neutralizes meaning, and (5) the disappearance of private space due to media spectacle. These Baudrillard's basic theses stem from his concepts of simulation and hyperreality. Simulacra is created when representation no longer has its reference in real reality, but instead exists as pure simulacra. This simulacra will then create a world of hyperreality where there is no longer a clear distinction between the real and the imaginary, the real and the fake.

Jean Baudrillard's thoughts on mass media communication are very relevant to several fields of science, theories and phenomena today, namely: to the field of semiotics, to the theory of agenda setting and critical media literacy, to the phenomenon of post-truth, echo chamber and filter bubble, and deepfake. Here, Baudrillard's views can serve as a basis and complement the study of these phenomena, theories and fields of science. In addition, various criticisms can also be raised against Baudrillard's thoughts on mass media communication, namely: (1) separation of media theory from criticism of capitalism, (2) technological determinism, and (3) rejection of the emancipatory potential of the media.

**Keywords: Mass Media Communication, Jean Baudrillard, Non-Communication, Simulation, Hyperreality.**