

ABSTRAK

Olivia Sri Natalie Br Singarimbun. 220531100050. Program Studi Ilmu Komunikasi Representasi Ideologi Kapitalisme dalam Penggambaran Film *Materialists* (2025); Studi Semiotika John Fiske.

Penelitian ini bertujuan untuk menganalisis bagaimana ideologi kapitalisme direpresentasikan dalam film *Materialists* (2025) melalui pendekatan semiotika John Fiske. Penelitian ini menggunakan metode kualitatif dengan paradigma kritis. Analisis dilakukan terhadap sepuluh adegan film *Materialists* (2025) berdasarkan tiga level pengkodean semiotika John Fiske, yaitu level realitas, representasi, dan ideologi.

Hasil penelitian menunjukkan bahwa ideologi kapitalisme direpresentasikan melalui tanda dan simbol dalam kehidupan para tokoh. Pada level realitas, kapitalisme terlihat melalui penampilan, perilaku, ekspresi, serta dialog yang menunjukkan penilaian hubungan berdasarkan status sosial, kekayaan, dan nilai ekonomi. Pada level representasi, makna kapitalisme dibangun melalui teknik sinematografi seperti kamera, pencahayaan, musik, dan narasi yang memperkuat gambaran kemewahan, kesuksesan, serta relasi transaksional.

Berdasarkan perspektif John Fiske, film *Materialists* tidak hanya menggambarkan kisah percintaan, tetapi juga mengonstruksi makna bahwa kapitalisme memengaruhi cara individu memahami cinta, pasangan, dan nilai diri. Film ini menunjukkan proses komodifikasi hubungan ketika perasaan dikaitkan dengan status dan kepemilikan material. Dengan demikian, *Materialists* berfungsi sebagai media yang merepresentasikan sekaligus mengkritisi pengaruh ideologi kapitalisme dalam kehidupan masyarakat modern.

Kata kunci: representasi, ideologi kapitalisme, film, semiotika John Fiske, *Materialists*.

ABSTRACT

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Representation of Capitalist Ideology in the Film *Materialists* (2025); A Semiotic Analysis of John Fiske.

This study aims to analyze how capitalist ideology is represented in the film *Materialists* (2025) through John Fiske's semiotic approach. This research uses a qualitative method with a critical paradigm. The analysis focuses on ten scenes from the film *Materialists* (2025) based on John Fiske's three levels of semiotic coding, namely the level of reality, representation, and ideology.

The results show that capitalist ideology is represented through signs and symbols within the characters' lives. At the level of reality, capitalism is reflected through appearance, behavior, expressions, and dialogues that indicate the evaluation of relationships based on social status, wealth, and economic value. At the level of representation, capitalist meanings are constructed through cinematographic techniques such as camera shots, lighting, music, and narrative structures that reinforce the depiction of luxury, success, and transactional relationships.

Based on John Fiske's perspective, the film *Materialists* not only portrays a romantic story but also constructs the meaning that capitalism influences how individuals perceive love, partners, and self-worth. The film illustrates the commodification of relationships when emotions become associated with status and material ownership. Therefore, *Materialists* functions as a medium that represents and critiques the influence of capitalist ideology in modern society.

Keywords: representation, capitalist ideology, film, John Fiske semiotics, *Materialists*