

**TRANS-ESTETIKA DALAM MASYARAKAT KONSUMEN:  
KAJIAN FILSAFAT JEAN BAUDRILLARD**

Tesis untuk memenuhi sebagian persyaratan  
Mencapai derajat Magister  
Program Studi Magister Ilmu Filsafat



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SEKOLAH TINGGI FILSAFAT DRIYARKARA**

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TESIS  
TRANS-ESTETIKA DALAM MASYARAKAT KONSUMEN:  
KAJIAN FILSAFAT JEAN BAUDRILLARD

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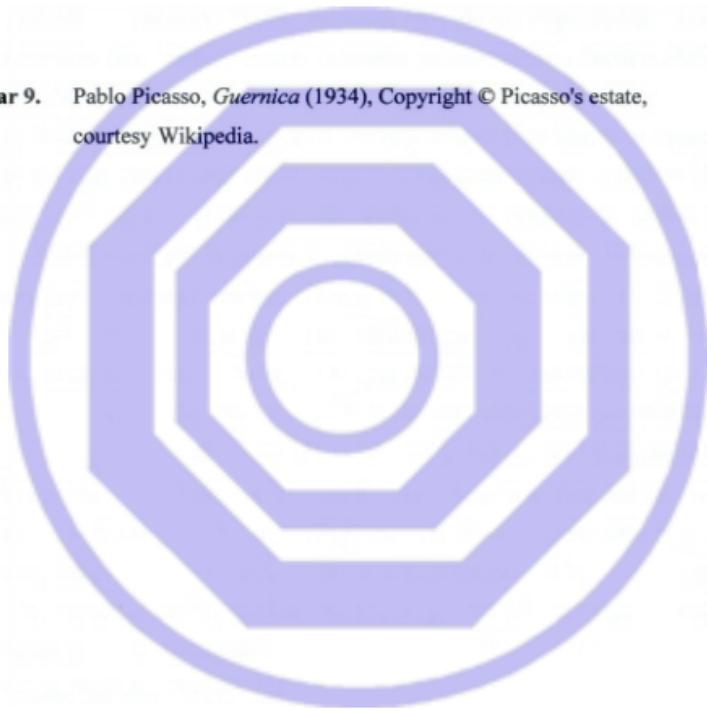
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## ABSTRAK

- [A] **Nama:** Lukman Sabtiyadi (02700815)
- [B] **Judul Tesis:** Trans-estetika Dalam Masyarakat Konsumen: Kajian Filsafat Jean Baudrillard
- [C] vii + 124 halaman; 2019
- [D] **Kata-kata kunci:** Masyarakat Konsumen, Sistem Objek, Semiotika, Pertukaran Simbolik, Pertukaran Tanda, Simulasi, Simulacra, Hiper-realita, Trans-estetika, Estetisasi, Trans-mutasi, Trans-ekonomis, Trans-sosiologi, Strategi Fatal, Strategi Dangkal, Fetisisme Tanda, **Pascamodernisme**.
- [E] **Isi Abstrak:** Masyarakat masa kini merupakan masyarakat konsumen. Setiap anggota masyarakat mempunyai peran utama sebagai konsumen. Menurut Baudrillard, konsumsi bukan sekedar memakai, memakan dan menikmati objek-objek sekitar melainkan suatu proses penandaan-komunikasi dan proses pembedaan sosial. Setiap individu merupakan elemen dalam sistem budaya konsumsi. Setiap individu mengonsumsi tanda yang menghubungkannya dengan tatanan sosial sehingga memperoleh makna diri. Setiap hasil yang artistik, intelektual dan ilmiah diproduksi sebagai tanda dan pertukaran tanda. Seni menjadi tanda diikuti proses dimana estetika merembes ke segala aspek kehidupan sehari-hari lainnya seperti ekonomi, politik dan kebudayaan. Proses perembesan seni ini disebut trans-estetika. Hal ini menyebabkan seni kehilangan kemampuan mengkritisi realitas dan fungsi menidak. Baudrillard menyatakan hal ini sebagai kematian seni dalam masyarakat konsumen. Hal ini bukan berarti tidak ada seni melainkan status ontologis seni sebagai ekspresi artistik itu mati dalam masyarakat konsumen.
- [F] **Daftar Pustaka:** 97 (1975-2017)
- [G] **Dosen Pembimbing:** Prof. Dr. M. Sastrapradja

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*Guernica* by Pablo Picasso. 1937. Oil on canvas. 349 cm × 776 cm. PICASSO, la exposición del Reina-Prado. Guernica is in the collection of Museo Reina Sofia, Madrid. Source page: <http://www.picassotradicionyvanguardia.com/08R.php> (archive.org), Fair use, <https://en.wikipedia.org/w/index.php?curid=1683114>

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