

TABLE OF CONTENT

KOMODIFIKASI DAN ALIENASI DALAM NOVEL M.T ANDERSON FEED: SEBUAH ANALISIS MARXIS TERHADAP MASYARAKAT KONSUMERIS TEKNOLOGI.....	i
COMMODIFICATION AND ALIENATION IN THE NOVEL M.T ANDERSON FEED: A MARXIST ANALYSIS OF A TECH CONSUMERIST SOCIETY	ii
APPROVAL SHEET	iii
ADMISSION SHEET	iv
PERNYATAAN BEBAS PLAGIASI	v
ACKNOWLEDGEMENT	vi
TABLE OF CONTENT	vii
ABSTRACT	x
INTISARI	xi
CHAPTER I INTRODUCTION.....	1
1.1 Background of Choosing the Subject.....	1
1.2 Research Question.....	9
1.3 Objective of the Study.....	10
1.4 Focus and Scope of the Study	10
1.5 Literature Review	11
1.6 Theoretical Approach	20
1.6.1 Marxism Theory	21
1.6.1.1 Base and Superstructure	22
1.6.1.2 Commodification	24
1.6.1.3 Alienation.....	26
1.6.2 Consumerism Ideology	29
1.6.3 Technological Determinism	32
1.6.4 Sociological Approach	33
1.7 Method of Research	34
1.7.1 Method of Collecting Data.....	34
1.7.2 Method of Analyzing Data	35
1.8 Presentation	36

CHAPTER II COMMODIFICATION AND ALIENATION IN TECH CONSUMERIST SOCIETY	37
2.1 Plot Overview	37
2.2 Tech Consumerist Society in the Novel	39
2.2.1 Class Structure	42
2.2.2 Technological Dependence	44
2.2.3 Consumerist Ideology	47
2.3 Commodified Society	52
2.3.1 Commodification of Human Mind.....	55
2.3.2 Commodification of Human Identity	67
2.3.3 Commodification of Nature	79
2.3.4 Commodification of Education	83
2.3.5 Commodification of Healthcare.....	87
2.4 Alienated Society	91
2.4.1 Alienation from Human Potential	93
2.4.2 Alienation from Other	104
2.4.3 Alienation from Nature	115
CHAPTER III EFFECT AND RELEVANCE OF COMMODIFIED AND ALIENATED SOCIETY ON CURRENT TECH CONSUMERIST SOCIETY	125
3.1 Current Tech Consumerist Society.....	126
3.2 Effect of Commodified and Alienated Society	131
3.2.1 Effect on Human Thought and Identity.....	132
3.2.1.1 Loss of Genuine Experience	132
3.2.1.2 Loss of Critical Thinking	135
3.2.1.3 Loss of Autonomy	138
3.2.1.4 Loss of Personal Identity.....	141
3.2.1.5 Loss of Privacy.....	146
3.2.2 Effect on Human Relationship	151
3.2.2.1 Loss of Empathy	151
3.2.2.2 Shallow Relationship	156
3.2.3 Effect on Human Understanding of Society	159
3.2.3.1 Loss understanding of Nature	159

3.2.4 Effect on Human Class.....	163
3.2.4.1 Inequality.....	163
3.2.4.2 Lack of Employment Opportunities.....	166
CHAPTER IV CONCLUSION.....	170
BIBLIOGRAPHY	175
LEMBAR PERNYATAAN PUBLIKASI.....	185