



ABSTRAK

Penelitian ini mengkaji komodifikasi privasi dalam film *The Circle* (2017), yang merepresentasikan bagaimana data pribadi individu dijadikan komoodifikasi oleh perusahaan teknologi di era digital yang mencerminkan dinamika kapitalisme pengawasan. Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis naratif untuk mengidentifikasi struktur luar (cerita, plot, karakter, narator) dan struktur dalam (oposisi biner) film, serta mengelaborasinya dengan teori *surveillance capitalism* dari Shoshana Zuboff. Hasil penelitian menunjukkan bahwa Film *The Circle* menggambarkan kompleksitas hubungan antara transparansi, pengawasan, dan privasi individu melalui narasi pengalaman Mae Holland di perusahaan teknologi, *The Circle*. Film ini merepresentasikan komodifikasi privasi melalui praktik ekstraksi data tanpa persetujuan, seperti wawancara kerja, penggunaan media sosial TrueYou, dan teknologi pengawasan SeeChange dan SoulSearch, yang mengubah pengalaman individu menjadi aset ekonomi. Narasi pengawasan dipromosikan melalui retorika transparansi total, yang membenarkan eksploitasi privasi demi keuntungan korporasi, sementara karakter seperti Mae dan Mercer menggambarkan konformitas dan perlawanan terhadap sistem ini. Film ini mengkritik ketimpangan kekuasaan antara individu dan korporasi, menyoroti dampak psikologis dan sosial dari hilangnya privasi, serta normalisasi pengawasan dalam masyarakat modern.

Kata kunci: Privasi, Komodifikasi, Kapitalisme Pengawasan



ABSTRACT

*This study examines the commodification of privacy in the film *The Circle* (2017), which represents how individual personal data is commodified by technology companies in the digital era, reflecting the dynamics of surveillance capitalism. This study uses qualitative methods with a narrative analysis approach to identify the film's outer structure (story, plot, characters, narrator) and inner structure (binary opposition), and elaborates on it with Shoshana Zuboff's theory of surveillance capitalism. The results show that *The Circle* depicts the complexity of the relationship between transparency, surveillance, and individual privacy through the narrative of Mae Holland's experiences at the technology company, *The Circle*. The film represents the commodification of privacy through non-consensual data extraction practices, such as job interviews, the use of TrueYou social media, and the surveillance technologies SeeChange and SoulSearch, which transform individual experiences into economic assets. The narrative of being watched is promoted through the rhetoric of total transparency, which allows the exploitation of privacy for corporate profit, while characters such as Mae and Mercer depict conformity and resistance to this system. The film explores the power imbalance between individuals and corporations, highlighting the psychological and social impacts of the loss of privacy, as well as the normalization of surveillance in modern society.*

Keywords: Privacy, Commodification, Surveillance Capitalism