

ABSTRAK

Serial *The 8 Show* menggambarkan dinamika kekuasaan dalam sistem permainan bertingkat yang merepresentasikan hierarki sosial kaku dalam masyarakat kapitalistik. Penelitian ini bertujuan menganalisis bagaimana mekanisme dominasi kekuasaan direpresentasikan melalui karakter 8F dalam episode 7. Penelitian kualitatif ini mengintegrasikan Teori Representasi Stuart Hall (1997), Analisis Semiotika Roland Barthes (1972), dan Teori Tiga Dimensi Kekuasaan Steven Lukes (2005). Analisis difokuskan pada 11 adegan yang menampilkan praktik kekuasaan karakter 8F melalui tanda verbal, visual, dan audio untuk menelusuri makna denotatif, konotatif, hingga mitos. Hasil penelitian menunjukkan dominasi karakter 8F dikonstruksi melalui tiga dimensi kekuasaan yang saling mendukung. Pertama, melalui keputusan langsung, 8F menggunakan kekerasan fisik dengan *taser gun* dan perintah sepihak untuk membangun mitos legitimasi kekuasaan koersif. Kedua, melalui pengaturan agenda, ia memonopoli informasi dan sumber daya ekonomi yang melegitimasi eksploitasi pihak lemah demi kelangsungan sistem. Ketiga, pada dimensi pembentukan kesadaran, kekuasaan bekerja paling efektif melalui estetisasi penderitaan dan mengubah penyiksaan menjadi karya seni sehingga menciptakan kesadaran palsu (*false consciousness*) di mana para korban menerima penindasan sebagai takdir atau pilihan rasional demi keuntungan materi. Secara keseluruhan, karakter 8F merepresentasikan wajah kekuasaan modern yang beroperasi dalam “area abu-abu” (*grey area*) moralitas. Melalui peran antagonis yang provokatif, dominasi tidak lagi hanya mengandalkan paksaan fisik, tetapi melalui manipulasi ideologis yang menaturalisasi ketimpangan sosial sebagai kewajaran estetis dalam narasi media populer, sehingga mengaburkan batas antara hiburan dan eksploitasi manusia.

Kata Kunci: Representasi Kekuasaan, Semiotika Kekuasaan, Dominasi, Ideologi, *The 8 Show*

ABSTRACT

The series The 8 Show depicts power dynamics within a tiered game system that represents a rigid social hierarchy in a capitalistic society. This study aims to analyze how the mechanisms of power domination are represented through character 8F in episode 7. This qualitative research integrates Stuart Hall's Representation Theory (1997), Roland Barthes' Semiotic Analysis (1972), and Steven Lukes' Three Dimensions of Power Theory (2005). The analysis focuses on 11 scenes showcasing character 8F's power practices through verbal, visual, and audio signs to trace denotative, connotative, and ideological mythological meanings. The research results indicate that character 8F's domination is constructed through three mutually reinforcing dimensions of power. First, through direct decision-making, 8F utilizes physical violence with a taser gun and unilateral commands to build a myth of legitimacy for coercive power. Second, through agenda-setting, she monopolizes information and economic resources that legitimize the exploitation of the weak for the system's continuity. Third, in the dimension of consciousness shaping, power operates most effectively through the aestheticization of suffering and the transformation of torture into art, thereby creating a false consciousness where victims accept oppression as destiny or a rational choice for material gain.

Overall, character 8F represents the face of modern power operating within a morality "grey area." Through a provocative antagonistic role, domination no longer relies solely on physical coercion but also on ideological manipulation that naturalizes social inequality as an aesthetic normalcy within popular media narratives, thus blurring the line between entertainment and human exploitation.

Keywords: *Power Representation, Power Semiotics, Domination, Ideology, The 8 Show*