

ABSTRACT

In the current era of globalization and high interconnectivity, it has brought a change in society from all walks of life and ages who use social media to obtain and convey information worldwide. Communication patterns in this multimedia era have relied heavily on the presence of various sophisticated social media platforms and communication through mass media such as films. film *The Social Dilemma* is a documentary that tries to give an idea of the fear of social media.

This study aims to describe the forms of media power contained in the film *The Social Dilemma*. The research method used in this study is a qualitative research method through critical discourse analysis identified through 9 scenes in the film, interview scenes, scene illustrations in the form of images and text.

From the results of this study, it can be concluded that the film *The Social Dilemma* succeeded in conveying the message that media hegemony today has the power and ability to take over all aspects of life from psychological, sociological, political, cultural, economic aspects as well as data on a large scale and mental health dilemmas . In addition, several social symptoms caused by the presence of social media and their use in society are described. The social symptoms include the lack of interpersonal interaction, the spread of new hoaxes, and polarization between groups.

Keywords: Media power, Critical discourse analysis, Film *The Social Dilemma*.