

ABSTRACT

Commodification is a drawback of the capitalist system of production and ideology. Women has struggled for centuries to be seen as subjects instead of objects. The Indonesia capitalist system has produced numerous cases of the commodification and objectification of women's bodies, including the podcast episode "PODCAST TANPA BRA!! – DINAR CANDY" by Close the Door podcast. This study examines how capitalism, society, and media companies contribute to the commodification of women's bodies and offers recommendations to address it. The research uses qualitative critical discourse analysis by Norman Fairclough to analyze the social wrong, barriers to change, and potential solutions. This paper produced a model which explains how the current social order may cause the commodification of women's bodies. This paper concludes that the Indonesian social norm that resists conversations on sex, the capitalist liberalist economic system, along with media companies that produce content with little regard to the ethics and value of its content is the root cause. This paper also found that a fundamental change in the social order is not necessary to fix this social wrong, instead Indonesia can start with fixing the sex education and the ethics of content creation in its society.

Keywords: *Commodification, Women's Bodies, Podcast, Critical Discourse Analysis, Youtube*