

ABSTRACT

Consumerism has become a dominant phenomenon in modern society, driving individuals to continuously purchase and consume beyond their real needs. Fight Club, directed by David Fincher, presents a critique of consumer culture and its impact on individual identity. However, there is still a gap in in-depth analysis of how this film represents consumerism through signs and symbols. This study aims to explore the representation of consumerism in Fight Club using Roland Barthes' semiotic approach. The research method employed is semiotic analysis to examine the denotative, connotative, and mythological meanings within the film's visual and narrative elements. The findings reveal that consumerism is represented through the protagonist's obsession with material possessions, which ultimately fail to provide true meaning in his life. Additionally, violence in Fight Club is portrayed as a form of liberation from an oppressive consumer system. The anarchist movement led by Tyler Durden seeks to destroy capitalist symbols and encourage individuals to detach from material possessions in pursuit of deeper meaning in life. Thus, Fight Club offers a sharp critique of consumer culture and its influence on individual identity.

Keywords: Representation, Consumerism, Roland Barthes' Semiotics, Fight Club.