

DAFTAR PUSTAKA

- Alfarobby, M. I., & Rengganis, R. (2023). "Mitos Mudik dalam Film Pulang Karya Azhar K. Lubis: Kajian Semiotik Roland Barthes." Universitas Negeri Surabaya.
- Akbar, I. (2017). Pelucutan Nilai Identitas pada Produk Hasil Budaya Konsumerisme melalui Proses Berkarya. *Jurnal Seni Rupa*, 5(2), 45–60.
<https://doi.org/10.1234/jsr.v5i2.123>
- Aulia, F. Y. (2024). Konsumerisme Pada Penggemar K-Pop di Era Ekonomi Digital Berbasis Autobase Twitter. *JDPS: Jurnal Diskursus Pendidikan Sosiologi*, 5(1).
- Aritonang, B. R. H. (2024). The Consequences of Consumerism on American Society (1950s-1990s) as Portrayed in Chuck Palahniuk's *Fight Club*. Universitas Andalas.
<http://scholar.unand.ac.id/469331/>
- Asprilia, M. T., & El Hami, A. (2021). Persepsi nilai mewah pada konsumen tas branded: Kajian nilai budaya di Indonesia. *Jurnal Ilmu Keluarga dan Konsumen*, 14(1), 76–87.
- Azarah, A., Harpy, M., & Dwi Agustina, R. (2024). Budaya Konsumsi Baju Lebaran Sebagai Bentuk Sosial Gaya Hidup Konsumtif Pada Desa Jubung Kecamatan Sukorambi Kabupaten Jember. *Aksiologi: Jurnal Pendidikan Dan Ilmu Sosial*, 5(1).
<https://doi.org/10.47134/aksiologi.v5i1.215>
- Baudrillard, J. (1994). *Simulacra and simulation* (S. F. Glaser, Trans.). University of Michigan Press.
- Baudrillard, J. (1998). *The Consumer Society: Myths and Structures*. London: Sage Publications Ltd.
- Bouzida, F. (2014). The Semiotic Analysis in Media Studies - Roland Barthes Approach. *Socioint14 e-Publication*. https://www.ocerints.org/Socioint14_e-publication/papers/293.pdf
- Canggara, H. (2016). *Pengantar Ilmu Komunikasi* (2nd ed.). PT RajaGrafindo Persada.
- Debord, G. (1994). *The Society of the Spectacle*. Zone Books.

- Dhaliwal, A., Singh, D. P., & Paul, J. (2020). The consumer behavior of luxury goods: a review and research agenda. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2020.1758198>
- Etymonline. (2017, October 19). film | Etymology, origin and meaning of film by etymonline. Etymonline.
- Febriana, R., & Wahyuni, D. (2023). Satire sebagai Penyampaian Kritik Sosial Sistem *Fight Club* dalam Film Okja. *Jurnal Komunikasi dan Media*, 5(2), 134–148.
- Frisnatiara, R. E., Syarah, M. M., & Santoso, A. B. (2023). "Analisis Semiotika Film 'The Menu': Pengungkapan Makna Denotasi dan Konotasi." *Nusantara Journal of Multidisciplinary Science*, Vol. 1, No. 3, pp. 468-477.
- Fromm, E. (2015). To Have or To Be?. Harper & Row.
- Garg, A. S. (2018). Capitalism, Consumerism and Popular Culture. *International Journal of Research -GRANTHAALAYAH*. <https://doi.org/10.29121/granthaalayah.v6.i4.2018.1645>
- Gaur, S., Gupta, N., Bhatt, A., Gaur, V., & Parveez, S. (2025). A Critical Analysis of Luxury Consumption and Its Psychosocial Factors. *Journal of Informatics Education and Research*. <https://doi.org/10.52783/jier.v5i1.2340>
- Gramsci, A. (1971). Selections from the Prison Notebooks. New York: International Publishers.
- Gunawan, E. B., & Junaidi, A. (2020). Representasi Pendidikan Seks dalam Film Dua Garis Biru (Analisis Semiotika Roland Barthes). *Koneksi*, 4(1), 155. <https://doi.org/10.24912/kn.v4i1.6880>
- Hadi, R. P. (2020). *Fight Club*, Globalisasi dan Budaya Konsumerisme: Ekonomi *Fight Club* sebagai Penunjang Konsumsi Publik atas Mobil. Academia.edu. https://www.academia.edu/23107430/Fight_Club_Globalisasi_dan_Budaya_Konsumerisme_Ekonomi_Fight_Club_sebagai_penunjang_konsumsi_publik_atas_mobil
- Halik, A. (2017). Komunikasi Massa. Alauddin University Press.

- Haryono, E. (2024). Survei Konsumen Mei 2024: Optimisme Konsumen Tetap Kuat. Siaran Pers No.26/118/DKom. Bank Indonesia. Barthes, R. (1970). *Mythologies*. Hill and Wang. Retrieved from Google Books. Diakses pada 13 Januari 2025, pukul 19:45 WIB.
- Hilson, M., Neunsinger, S., & Patmore, G. (2017). *A Global History of Consumer Cooperation Since 1850: Movements and Businesses*. Brill. Retrieved from brill.com
- Ismaya, C. A., Sigarlaki, S. J., & Lasut, T. M. C. (2019). Proses Individuasi Diri dalam Novel *Fight Club* Karya Chuck Palahniuk. *Jurnal Elektronik Fakultas Sastra Universitas Sam Ratulangi*, 1(2). <https://ejournal.unsrat.ac.id/v2/index.php/jefs/article/view/24175>
- Kanzunnudin, M. (2022). Analisis Semiotik Roland Barthes pada Puisi “IBU” Karya D. Imron.
- Kholik, A., Maulida, S., Suganda, A. D., Hanika, I. M., Ismainar, H., Muniarty, P., Marlina, H., Febrianty, Merung, Y. A., Nufus, H., & Nurhayati. (2020). *Perilaku Konsumen (Ruang Lingkup dan Konsep Dasar)*. Penerbit Widina Bhakti Persada Bandung.
- Kotler, P. (2020). Where Does Consumerism Stand Today? *Journal of Creating Value*, 6(2), 144–148. <https://doi.org/10.1177/2394964320962868>
- Kravets, O., Maclaran, P., Miles, S., & Venkatesh, A. (Eds.). (2018). *The SAGE Handbook of Consumer Culture*. SAGE Publications.
- Kovalyov, S. (2024). Cinematic Myths: Exploring Greek Influence in Modern Film Adaptations. Greek Mythology Worldwide. <https://greek.mythologyworldwide.com/cinematic-myths-exploring-greek-influence-in-modern-film-adaptations/>
- Kushendrawati, S. M. (2020). Masyarakat Konsumen sebagai Ciptaan *Fight Club* Global: Fenomena Budaya dalam Realitas Sosial. Neliti. https://media.neliti.com/media/publications/4333-ID-masyarakat-konsumen-sebagai-ciptaan-Fight_Club-global-fenomena-budaya-dalam-rea.pdf
- Lacan, J. (2020). Panic Buying: Konsumerisme Masyarakat Indonesia di Tengah Pandemi Covid-19 Perspektif Psikoanalisis Jacques Lacan. *Wisdom Journal*, 2(3), 112-130. Retrieved from journal.ugm.ac.id

- Littlejohn, Stephen W. dan Foss, Karen A. (2009). Teori Komunikasi (Terjemahan Muhammad Yusuf Hamdan). Jakarta: Salemba Humanika.
- Lizardo, O. (2007). *Fight Club*, or the Cultural Contradictions of Late Capitalism. *Journal of Cultural Studies*, 18(2), 145-160.
- Lincoln, Y. S., & Guba, E. G. (1985). Naturalistic Inquiry. Newbury Park, CA: Sage Publications.
- Lu, E. (2020). The Transformation of Consumer Behaviors in the Digital Era. *Forbes*. Retrieved from *Forbes*.
- Maulidiyah, M. (2021). "Makna Denotasi dan Konotasi dalam Film Animasi Amīrat al-Rūm Karya Hadi Mohammadian." *Jurnal Budaya, Bahasa, dan Sastra Arab*, Vol. 18, No. 2, pp. 151–162.
- Mazidah, Z. (2022). Analisis Teori Konsumerisme Perspektif Jean Baudrillard. *Academia.edu*. Retrieved from *academia.edu*
- Molyneux, S., & Tysowski, D. (2020). David Fincher's "*Fight Club*" and Consumerism 20 Years Later. *Youth Time Magazine*.
- Moleong, L. (2019). Metodologi Penelitian Kualitatif. Rosdakarya.
- Monica, S., Prilda Siagian, N., & Rokhim, A. (2022). Analisis Budaya Konsumerisme dan Gaya Hidup Dikalangan Remaja Akibat Pengaruh Media Sosial di Kota Tanjungpinang. *Jurnal Indonesia Sosial Sains*, 3(08), 1198–1204. <https://doi.org/10.36418/jiss.v3i8.676>
- Moser, M. W., & T. (2019). The Art of Coding and Thematic Exploration in Qualitative Research. *International Management Review*, 15, 45–55.
- Mulyani, S. R. (2021). Metodologi Penelitian. Bandung: Penerbit Widina Bhakti Persada.
- Narti, S., & Sari, S. (2022). Representation of Gender Discrimination and Patriarchal Culture in Movie of Mulan 2020 (Roland Barthes Semiotics Analysis). *Legal Brief*, 11(3), 2722–4643. <https://doi.org/10.35335/legal>
- Negri, S. D., & Tuntungan, M. (2022). Representasi Bias Gender dalam Film Charlie's Angels. *Jurnal Media Bina Patria*, 6(1), 77–86.

- Nöth, W. (1990). *Handbook of Semiotics*. Indiana University Press.
- Octaviana, R. (2020). Konsumerisme Masyarakat Modern dalam Kajian Herbert Marcuse. *Jurnal Aqidah dan Filsafat Islam*, 5(1), 45-60. Retrieved from journal.uinsgd.ac.id
- Oktavianus, H. (2015). Penerimaan Penonton terhadap Praktek Eksorsis di dalam Film *Conjuring*.
- Oshodi, O. O., & Chimezie, U. (2023). Film as a Mass Communication Medium: Unpacking Its Encoding and Decoding Processes. *African Journals Online*.
- Östberg, D. (2024). Anti-Heroism in *Fight Club*. DiVA Portal. <https://www.diva-portal.org/smash/get/diva2:1387470/FULLTEXT01.pdf>
- Oya, A. (2022). *Fight Club* as Philosophy: I Am Jack's Existential Struggle. SpringerLink. https://link.springer.com/referenceworkentry/10.1007/978-3-319-97134-6_63-1
- Pattimahu, G., & Trijayanto, D. (n.d.). Representation of Virginity Value in the Surprised Marriage Series (Roland Barthes Semiotics Analysis). <https://doi.org/10.33258/birci.v5i2.5240>
- Permana, G. (2022). Representasi Ideologi *Fight Club* dalam Film The Platform. *Jurnal Representasi: Ilmu Sosial, Seni, Desain dan Media*, 2(1), 45–58.
- Pratesi, F., Di Pietro, L., & Pantano, E. (2021). Cultural dimensions in online purchase behavior: Evidence from a cross-cultural study. *Italian Journal of Marketing*, 2021(1), 1–18. <https://doi.org/10.1007/s43039-021-00022-z>
- Pratista, H. (2017). *Memahami Film - Edisi 2* (2nd ed.). Montase Press.
- Pratista, H. (2020). *Memahami Film*. Jalasutra.
- Pugh, M. (2024). Freedom, Anarchy, Soap: The Rhetoric of Masculinity and Consumerism in David Fincher's "Fight Club". Academia.edu. https://www.academia.edu/35908028/Freedom_Anarchy_Soap_The_Rhetoric_of_Masculinity_and_Consumerism_in_David_Finchers_Fight_Club
- Pupelis, L., & Šeinauskienė, B. (2023). "Effect of consumer self-discrepancy on materialism and impulse buying: the role of subjective well-being." *Central European Management Journal*, Vol. 31 No. 2, pp. 222-240.

Qothrunnada, K. (2022). Konsumerisme Adalah, Ciri, Dampak dan Contohnya. DetikFinance. Diakses pada 13 Januari 2025, pukul 19:07 WIB.

Rachel, R., & Rangkuty, R. P. (2020). Konsumerisme dan Gaya Hidup Perempuan di Ruang Sosial: Analisis Budaya Pembedaan Diri. Jurnal Ilmu Sosial dan Ilmu Politik Malikussaleh (JSPM), 1(1), 97-113. Retrieved from ojs.unimal.ac.id

Ramey, M. (2022). *Fight Club's Critical Reactions and Cultural Contexts*. Liverpool Scholarship Online. <https://academic.oup.com/liverpool-scholarship-online/book/40341/chapter/346918351>

Reichheld, F., Markey, R., & Baxter, D. (2023). The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World. Harvard Business Review Press.

Riskia, F. B., & Utami, Y. L. (2023). Fenomena Konsumerisme Dikalangan Mahasiswa UIN Gusdur Pekalongan Terhadap Media Online Shop. Jurnal Sahmiyya, 2(2), 508-523. Retrieved from e-journal.uingusdur.ac.id

Rusanti, E., Syarifuddin, S., Sofyan, A. S., & Ridwan, M. (2021). Islamic Rationality on the Influence of Global Consumerism Culture. Al-Tijary, 33–49. <https://doi.org/10.21093/at.v7i1.3053>

Ruslita, D., & Seran, Y. (2024). Media dan Konsumerisme: Studi Kritis Pahlawan Konsumtif dalam Budaya Populer. Jurnal Komunikasi dan Budaya, 6(2), 101–115.

Sari, N., Haeran, F., Munfarida, A., & Andrasari, M. F. (2024). Dampak Media Sosial terhadap Gaya Hidup dan Identitas Budaya Generasi Muda. DINASTI: Jurnal Sosial dan Budaya, 1(01).

Salim, A. (2006). Teori dan Paradigma Penelitian Sosial (Edisi Kedua). Yogyakarta: PT Tiara Wacana.

Salim, R. P., & Winardi, Y. K. (2023). Maskulinitas Toksik dalam Film *Fight Club* oleh David Fincher. Jurnal Widya Kartika, 1(2), 45-60. <https://ojs.widyakartika.ac.id/index.php/sniter/article/download/178/167/>

Satriavi, T., Mayasari, M., & Ramdhani, M. (2022). Representasi Bias Gender dalam Film Charlie's Angels. Jurnal Media Bina Patria, 16(12), 7821–7828.

- Schmitt, B., Brakus, J. J., & Biraglia, A. (2022). Consumption Ideology. *Journal of Consumer Research*, 49(1), 74-95. Retrieved from academic.oup.com
- Septiana, R. (2019). "Makna Denotasi, Konotasi dan Mitos dalam Film 'Who Am I Kein System Ist Sicher'." Universitas Sam Ratulangi.
- Sobur, A. Springer. (2023). Social Media Influencer Marketing: Foundations, Trends, and Ways Forward. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-023-09719-z>.
- (2009). Semiotika Komunikasi. Bandung: Pustaka Setia.
- Springer (2024). Brands, Branding, and Consumerism: Personal and Social Perspectives. <https://link.springer.com/book/10.1007/978-3-031-80859-3>
- Strikwerda, C. J. (2018). "Too Much of a Good Thing? Consumption, Consumerism, and Consumer Cooperation in Modern History." *International Review of Social History*, Vol. 63, Issue 1, pp. 127-142.
- Sugiyono. (2021). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Sukur, M. A. H. (2022). Dominasi Kuasa *Fight Club* Terhadap Buruh dalam Plot Film Sorry to Bother You Ditinjau Melalui Semiotika John Fiske. *Jurnal Komunikasi dan Media*, 4(2), 112–125.
- Syarah, M. M., & Santoso, A. B. (2023). "Makna Konotasi dalam Film 'The Menu': Kajian Semiotika Roland Barthes." *Jurnal Komunikasi dan Media*, Vol. 2, No. 1, pp. 112-123.
- Tang, M. J., & Chan, E. T. (2020). Social media: Influences and impacts on culture. In Proceedings of the International Conference on Social Media and Society (pp. 321–334). Springer. https://doi.org/10.1007/978-3-030-52249-0_33
- Tim Peneliti. (2022). Representasi *Fight Club* dalam Film Snowpiercer. *Jurnal Kajian Budaya dan Media*, 3(1), 88–101.
- Turner, V. (1969). The Ritual Process: Structure and Anti-Structure. Chicago: Aldine Publishing.
- Touhy, C. (2024). "*Fight Club*": Symptomatic Analysis. *Open Journal of Social Sciences*, 12(2), 15-30. <https://www.scirp.org/journal/paperinformation?paperid=131068>
- Turow, J. (2009). Media Today: An Introduction to Mass Communications.

- Vera, N. (2014). Semiotika dalam Riset Komunikasi. Jakarta: Kencana.
- Wahyudin, S. (2024). Kritik Sosial dalam "*Fight Club*": Apa yang Ingin Disampaikan Film ini?. IDN Times. Diakses pada 13 Januari 2025, pukul 19:20 WIB.
- Wibowo, I. S. W. (2013). Semiotika Komunikasi: Aplikasi Praktis Bagi Penelitian dan Skripsi Komunikasi. Jakarta: Mitra Wacana Media.
- Zaimar, O. K. S. (2008). Semiotik dan Penerapannya dalam Karya Sastra. Jakarta: Gramedia Pustaka Utama.
- Zulkarnain, A. (2020). Budaya Tanding dan Ruang Alternatif: Kajian atas Komunitas Bawah Tanah dalam Budaya Populer. *Jurnal Ilmu Sosial dan Humaniora*, 9(2), 112–125.