

## DAFTAR PUSTAKA

- About Facebook (2020). *What The Social Dilemma Gets Wrong*. Diunduh 1 Juni 2022, dari <https://about.fb.com/wp-content/uploads/2020/10/What-The-Social-Dilemma-Gets-Wrong.pdf>
- Adler, R. B & Rodman, G. (1991). *Understanding Human Communication*. New York:Holt, Rinehart, and Winston.
- Adorno, Theodore W. (1991). *The Culture Industry*. London:Routledge.
- Annas, FB ; Petranto, HN; Pramayoga, AA. (2019). *Opini Publik dalam Polarisasi Politik di Media Sosial*. Jurnal PIKOM (Penelitian Komunikasi dan Pembangunan)
- Amrullah, M & Sonni, AF. (2015). *Representasi Makna Simbolik dalam Ritual Perahu Tradisional Sandeq Suku Mandar di Sulawesi Barat*. Makassar:FISIP Universitas Hasanuddin.
- Ardianto, E & Lukiati, KE. (2005). *Komunikasi Massa Suatu Pengantar*. Bandung:PT Remaja Rosdakarya.
- Aspikom. (2011). *Komunikasi 2.0*. Yogyakarta:Mata Padi Pressindo.
- Ayawaila, Gerzon R. (2008). *Dokumenter:Dari Ide sampai Produksi*. Jakarta:IKJ.
- Berger, Arthur Asa. (2000). *Media Analysis Techniques*. Alih Bahasa Setio Budi. Yogyakarta:Andi Offset.
- Creswell, J.W. (2013). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches*. 4th Edition, London:SAGE Publications.
- Effendy, Onong Uchjana. (2004). *Ilmu Komunikasi Teori dan Praktek*. Bandung:Rosdakarya.
- Eriyanto. (2001). *Analisis Wacana: Pengantar Analisis Teks Media*. Yogyakarta:LkiS.
- Fairclough, Norman. (2010) Second Edition. *Critical Discourse Analysis:The Critical Study of Language*. London:Pearson Education Limited.
- Finding Ctrl. (2020). *Professor Shoshana Zuboff on Surveillance Capitalism QnA*. Dipetik 13 September 2021, dari [findingctrl.com:https://findingctrl.nesta.org.uk/shoshana-zuboff/](https://findingctrl.nesta.org.uk/shoshana-zuboff/)
- Flew, T. (2002). *New Media an Introduction*. New York:Oxford University Press.

- Fuchs, Christian & Sevignani, Sebastian. (2013). *What is Digital Labour? What is Digital Work? What's their Difference? And why do these Questions Matter for Understanding Social Media?.* United Kingdom:University of Westminster
- Galloway, Scott. (2017). *The Four:The Hidden DNA of Amazon, Apple, Facebook, Google.* London:Transworld Publishers.
- Gane, Nicholas & Beer, David. (2008). *New Media:The Key Concepts.* Oxford, New York:Berg.
- Graham, Stephan. (2004). *The Cybercities Reader.* England:Routledge Publisher.
- Gramsci, Antonio. (2006). *Pemikiran Gramsci.* Yogyakarta :Resist Book.
- Griffiths, Mark & Szabo, Attila. (2014). *Is excessive online usage a function of medium or activity? An empirical pilot study.* Journal of Behavioral Addiction Vol. 3.
- Hanifan, Abdillah. (2018). *Representasi Kapitalisme dalam Film Dokumenter Rayuan Pulau Palsu:Analisis Semiotika Roland Barthes dalam Film Dokumenter.* Bandung:UIN Sunan Gunung Djati.
- Haryatmoko. (2019). *Critical Discourse Analysis (Analisis Wacana Kritis).* Depok:Rajawali Pers.
- IMDb (2020). *The Social Dilemma.* Dipetik 1 Juni 2022, dari <https://www.imdb.com/title/tt11464826/>
- Imanjaya, E. (2006). *A to Z About Indonesian Film.* Bandung:Mizan Media Utama.
- Irawanto, Budi. (1999). *Film Ideologi dan Hegemoni Militer Dalam Sinema Indonesia.* Yogyakarta:Media Persindo.
- Jäger S & F Maier. (2009). *Theoretical and Methodological Aspects of Foucauldian CDA and Dispositive Analysis,* in:R. Wodak (ed.), *Method of Critical Discourse Analysis,* London:Sage.
- Junaedi, F. (2005). *Komodifikasi Budaya dalam Media Massa.* Surakarta:Sebelas Maret University Press.
- Kaplan, Andreas M. (2015). *Social Media, the Digital Revolution, and the Business of Media.* International Journal on Media Management
- Karnay, S; Nadjib, M; & S, Wulan. *Budaya Pop dan Gaya Hidup (Studi Kasus Korea Lovers di Makassar).* Makassar:FISIP Universitas Hasanuddin.
- Kharisma, Syifaul Fauziyah. (2018). *Counter Hegemoni atas Otoritas Agama Pada Film.* Jurnal Nasionalita Informasi:Kajian Ilmu Komunikasi Vol. 48.

- Koentjaraningrat. (2003). *Kamus Antropologi*. Jakarta:Progres.
- Littlejohn, Stephen W. (1999). *Theories of Human Communication*. Belmont:Wadsworth
- Manovich, Lev. (2001). *The Language of New Media*. Cambridge, Massachusetts:The MIT Press.
- Mardhani, WA; Farid, M; Sonni AF. (2021). *Konstruksi Memoir dalam Film Dokumenter Cameraperson (Analisis Wacana Kritis Norman Fairclough)*. Makassar:FISIP Universitas Hasanuddin.
- McLuhan, M. (1964). *Understanding media:The extensions of man*. New York:Mentor.
- Medium (2021). *Why The Social Dilemma is Wrong*. Dipetik 2 Juni 2020, dari <https://daniellenewnam.medium.com/>
- Metacritic (2020). *The Social Dilemma*. Diakses 2 Juni 2022, dari <https://www.metacritic.com/movie/the-social-dilemma>
- Nasrullah, Rulli. (2014). *Teori dan Riset Media Siber*. Jakarta:Kencana Prenada Media Grup.
- Netflix (2020). *The Social Dilemma*. Diunduh 10 Juni 2021, dari <https://www.netflix.com/search?q=social%20dilemma&jbv=81254224>
- Novianto, Arif & Wulandasari, AD. (2017). *Kerja Tak Terbayar di Media Sosial:Alienasi dan Eksploitasi Pekerja yang Tersamarkan dalam Kapitalisme Digital*. Universitas Gajah Mada:Jurnal Studi Pemuda
- Novianti, Dahlian Ayu. (2013). *Analisis Wacana Kritis Fairclough pada Film The Hunger Games*. Salatiga:Universitas Kristen Satya Wacana.
- Piliang, Yasraf Amir. (2004). *Dunia Yang Dilipat*. Yogyakarta:Jalasutra.
- Pratista, Himawan. (2008). *Memahami Film*. Yogyakarta:Homerian Pustaka.
- Putra, I. G. (2008). *Media Komunikasi & Politik sebuah Kajian Kritis*. Yogyakarta:Fisipol UGM.
- Rotten Tomatoes (2020). *The Social Dilemma*. Diakses 2 Juni 202, dari [https://www.rottentomatoes.com/m/the\\_social\\_dilemma](https://www.rottentomatoes.com/m/the_social_dilemma)
- Simanjuntak, FR & Wahjudi, Sugeng. (2019). *Kontra Hegemoni Melalui Perspektif Van Dijk pada Film The True Cost sebagai Refleksi Fast Fashion Industries*. Jakarta:Universitas Bunda Mulia.

- Stokes, Jane. (2006). *How To Do Media and Cultural Studies*. Yogyakarta: Bentang Pustaka.
- Sudibyo, Agus. (2019). *Jagat Digital: Pembebasan dan Penguasaan*. Jakarta: Kepustakaan Populer Gramedia
- The Social Dilemma (2020). *The Film*. Dipetik 31 Juli 2021, dari <https://www.the-social-dilemma.com/the-film/>
- Van Loon, Joost. (2006). *Network*. Thousand Oaks, CA: SAGE Publications Ltd. Volume 23.
- Variety (2020). *'The Social Dilemma': Film Review*. Dipetik 2 Juni 2022, dari <https://variety.com/2020/film/reviews/the-social-dilemma-review-1203487761/>
- Watie, Erika DS. (2011). *Komunikasi dan Media Sosial (Communications and Social Media)*. Jurnal The Messenger Volume III.
- We Are Social (2021). *Special Reports: The Latest Insights Into The 'State of Digital'*. Dipetik 10 Juni 2021, dari [wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/](https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital/)
- Youtube (2021). *Jeff Orlowski | The Social Dilemma | Talks at Google*. Dipetik 20 September 2021, dari <https://www.youtube.com/watch?v=NB9GcURoAZI>
- Zuboff, Shoshana. (2019). *The Age of Surveillance Capitalism*. United States of America: Public Books.

## **LAMPIRAN I**

### **Biodata Penulis**



**Nama Lengkap** :JAWAHIRUS SANIAH  
**Tempat, Tanggal Lahir** :PANGKEP, 31 JULI 1999  
**Nama Ayah** :Dr. JABARUDDIN, M.Pd.  
**Nama Ibu** :ANDI ARYANI RAJAB S.Pd., M.Pd.  
**Alamat Lengkap** :PERUMNAS BUMI MAROS INDAH  
(TUMALIA) BLOK C, NO. 59

#### **Riwayat Pendidikan**

SD:Sekolah Dasar Negeri 2 Unggulan Maros

SMP:Sekolah Menengan Pertama Negeri 2 Unggulan Maros

SMA:Sekolah Menengah Atas Negeri 1 Maros

Perguruan Tinggi:Universitas Hasanuddin

## LAMPIRAN II

### Dokumentasi Penelitian

Pada tanggal 14 Juni 2021, peneliti mengajukan permintaan untuk mengangkat film *The Social Dilemma* sebagai bahan kajian akademik dan disambut oleh rumah produksi Exposure Labs dengan balasan berikut.

---

***“A handful of engineers in Silicon Valley aren’t just programming code. They are programming human civilization. The only question that remains is, what are we going to do about it?”***

***– Jeff Orlowski, Director***

Hi Jawahirus,

Thank you for your interest in sharing *The Social Dilemma* with your community!

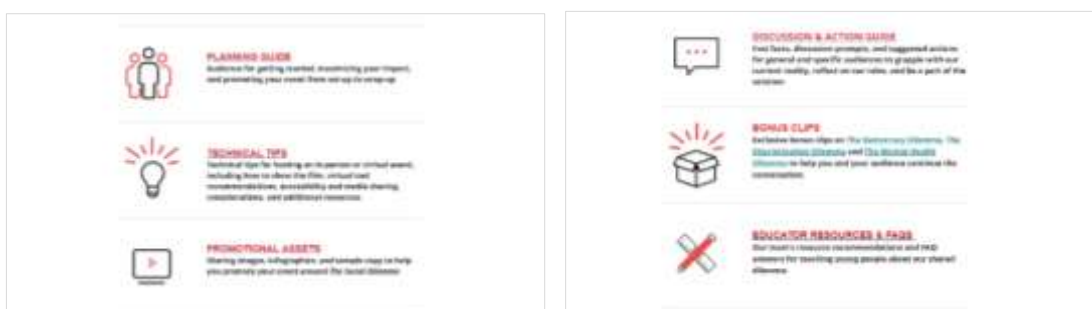
We are excited to have you join our virtual tour! If you're hosting a screening, this email confirmation serves as your one-time grant of permission for an educational screening. Please re-register for each additional event you host.

Below you'll find six resources we recommend to make an impact with your event. Don't hesitate to reply to this email with any questions or feedback. We look forward to hearing how it goes!

*The Social Dilemma* Team

---

Bersamaan dengan surel tersebut, tim *The Social Dilemma* juga turut menyertakan beberapa perangkat dan sumber tambahan mengenai topik yang diangkat dalam film tersebut.



Selanjutnya pada tanggal 20 September 2021, peneliti mengirimkan proposal penelitian dan menghubungi pihak rumah produksi Exposure Labs untuk meminta kesediaan wawancara bersama Jeff Orlowski, sutradara dari film *The Social Dilemma* namun karena kendala waktu dan kesibukan, peneliti tidak berhasil mewawancarai langsung sutradara.

---

Hi Saniah,

Thanks so much for reaching out. Unfortunately, our small team doesn't currently have the bandwidth to answer your questions, but we encourage you to check out the [FAQs on our website](#).

Thanks for taking the initiative to reach out to us, and best of luck with your project!

Cheers,  
Lee

*The Social Dilemma* team

---