DEHUMANIZING TECHNOLOGY EFFECT FIGURED IN *TOUCHSCREEN* POEM BY MARSHALL DAVIS JONES

THESIS

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ABSTRACT

Perdana, Iqbal Febrian. 2014, **Dehumanizing Technology Effect Figured in** *Touchscreen* **Poem by Marshall Davis Jones.** Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, University of Brawijaya. Supervisor: Sri Utami Budi; Co-supervisor: Scarletina Vidyayani Eka.

Keywords: Poetry, Semiotics, Sociology of Literature, Human Nature, Dehumanization, Technology.

   Poetry is one of literary works that represents phenomena happening in society. A poet usually uses a poem as a media to describe the condition of his or her society by using specific words picturing the phenomena. One of the phenomena happening in society nowadays is technology development. Even though technology can help human to ease their daily life, it can also change all of their social aspects, which can make themselves deprive their qualities. Later, this phenomenon is usually called as dehumanization. This study aims to find out the effect of technology development toward culture and human nature as pictured in *Touchscreen* poem. This research analyzes the dehumanization effect of technology toward culture and human nature by using Semiotics and Sociology of Literature theory. Peirce's semiotics theory of signs is used to reveal the meaning of *Touchscreen* poem. For further analysis on the human social aspects, the writer uses Sociology of Literature to analyze the aspects of human life those are affected by technology development.

   The result of the research shows that in *Touchscreen* poem, the poet pictures the dehumanization phenomenon by technology affecting culture aspects, such as lifestyle, social status, and communication. Besides, that phenomenon also affects human nature, in the relation to human feelings. By covering those aspects, technology changes modern people style of living. They usually buy high price technology device to symbolize their social status and to communicate with other without real social contact. Later, the lack of contact decreases human feeling qualities, resulting effects to other people and nature.

   For the next researchers who look for new object to be analyzed, they are suggested to use *Touchscreen* poem that is analyzed by using postmodernism – hyper reality theory, because people nowadays usually have more attention to the World Wide Web than the real world. It means that those people have become more involved with the hyperreal world and less with the physical real world. People nowadays likely chose to stay online and update their daily status in social media rather than communicate directly with their family or friends.

ABSTRAK

Perdana, Iqbal Febrian. 2014, **Efek Dehumanisasi Teknologi yang tergambarkan dalam Puisi *Touchscreen* oleh Marshall Davis Jones.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing 1: Sri Utami Budi; Pembimbing 2: Scarletina Vidyayani Eka.

Kata Kunci: Puisi, Semiotik, Sosiologi Sastra, Sifat Dasar Manusia, Dehumanisasi, Teknologi.

Puisi adalah salah satu jenis karya sastra yang merepresentasikan fenomena-fenomena yang terjadi dalam masyarakat. Seorang penyair biasanya menggunakan puisi sebagai media untuk mendeskripsikan kondisi masyarakatnya dengan menggunakan kata-kata yang spesifik yang menggambarkan fenomena tersebut. Salah satu fenomena yang sedang terjadi pada masyarakat di masa sekarang adalah perkembangan teknologi. Meskipun teknologi dapat membantu kehidupan manusia, teknologi juga dapat mengubah seluruh aspek-aspek sosial mereka, yang mana dapat membuat diri mereka kehilangan kualitas hidupnya. Kemudian, fenomena inilah yang biasa disebut sebagai dehumanisasi. Penelitian ini bertujuan untuk menemukan efek dehumanisasi dari perkembangan teknologi terhadap budaya dan sifat dasar manusia yang tergambar dalam puisi *Touchscreen* dengan menggunakan teori Semiotik dan Sosiologi Sastra. Teori Semiotik model isyarat milik Pierce digunakan untuk mengungkap makna dari puisi *Touchscreen*. Selain itu, teori Sosiologi Sastra digunakan untuk menganalisa aspek-aspek dari manusia yang terpengaruh oleh perkembangan teknologi.

Pada hasil dari penelitian ini menunjukkan bahwa dalam puisi *Touchscreen*, penyair menggambarkan fenomena dehumanisasi oleh teknologi yang mempengaruhi aspek-aspek budaya, seperti gaya hidup, status sosial, dan komunikasi. Selain itu, fenomena tersebut juga mempengaruhi sifat dasar manusia yang kemudian mempunyai efek lebih lanjut pada perasaan manusia. Dengan meliputi aspek-aspek tersebut, teknologi dapat merubah gaya hidup orang modern. Biasanya, mereka membeli perangkat teknologi yang berharga tinggi untuk melambangkan status sosial mereka dan untuk berkomunikasi kepada orang lain tanpa berhubungan langsung. Hubungan tersebut menurunkan kualitas perasaan manusia, yang terhubung kepada orang lain dan juga alam.

Bagi peneliti-peneliti selanjutnya yang mencari objek baru untuk dianalisa, disarankan untuk menggunakan puisi *Touchscreen* yang dianalisa dengan menggunakan teori posmodernisme – *hyper reality*, karena masyarakat sekarang cenderung untuk lebih mementingkan tentang dunia maya daripada dunia nyata. Hal ini berarti bahwa masyarakat tersebut telah mempunyai hubungan lebih banyak dengan dunia *hyperreal* dan hubungan lebih sedikit dengan dunia fisik nyata. Masyarakat zaman sekarang lebih memilih untuk *online* dan meng-*update* status sehari-hari mereka di sosial media daripada berkomunikasi langsung dengan keluarga atau teman mereka.

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