

ABSTRACT

JESSICA NATHANIA. 2017. *The Commodification of Happiness in Bridestory*. Thesis, English Department, Faculty of Languages and Arts, State University of Jakarta.

Bridestory is an online global wedding directory and marketplace that connects wedding vendors with engaged couples. As a wedding business, *Bridestory*'s blog articles in the website can arguably be perceived as a place for artificial happiness. *Bridestory* create happiness into a concrete thing in the form of outstanding commodity. Deploying Barthes' semiotics, this descriptive analytical study focuses on the commodification of happiness textually in *Bridestory*'s blog articles and Hall's encoding-decoding model of communication also deployed to investigate how the concept of happiness in the text is produced as well as consumed. *Bridestory* displays the happiness in the form of wedding concept that is dominated with fairytale inspired elements, classic colors, roses, warm light, and nature inspired decoration. It is found that textually *Bridestory* conveys their achievement wrapped in a story of public figure's wedding. The main role in the text production is the Editor in Chief as an end reader before the article is published. *Bridestory* has a standard in producing article, such as selecting the pictures that matched *Bridestory*' style and revised the article if the pictures is not achieved their standard. Through in-depth interview with fifteen readers as the consumer of *Bridestory*, it is found that they are influenced to have a dream wedding by the visual text in the website and the popularity of *Bridestory* in social media. *Bridestory* constructs the hyperreality in their website which makes the consumer's mind loses the ability to distinguish reality from fantasy.

Keywords: *Bridestory*, Happiness, Wedding, Commodification, Hyperreality, Semiotic, Encoding-Decoding