

**The Vought International as the Representation of
Capitalism in Exploiting Fanaticism in ‘The Boys’
(Seasons 1 - 3)**



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ABSTRAK

Fauzan Akram Fahreza.2024.Vought International Sebagai Representasi dari Kapitalisme yang Mengeksploitasi Fanatisme Dalam 'The Boys' (2019). Skripsi:Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Tesis ini menganalisis penggambaran *Vought International* dalam serial televisi "The Boys" (2019) sebagai representasi kapitalisme yang mengeksploitasi fanatisme melalui lensa teori semiotika Roland Barthes dan kritik Marxis. Analisis ini menunjukkan bagaimana mitos budaya dan struktur ideologi memanfaatkan tanda dan simbol untuk mempertahankan nilai-nilai kepahlawanan sekaligus menyembunyikan tantangan etis dan konsekuensi sosial. Transformasi yang dilakukan oleh *Vought* mengubah superhero sebagai simbol keadilan menjadi komoditas penghasil keuntungan, menunjukkan komodifikasi kapitalis terhadap ikon budaya. Serial ini mengkritik kemampuan kapitalisme yang tidak terbatas untuk mengubah persepsi publik dan cita-cita masyarakat, menyoroti manipulasi ideologis dan kekuatan ekonomi yang menopang hegemoni kapitalis. Dengan membahas hubungan antara kapitalisme, konsumerisme, dan hegemoni budaya, "The Boys" menyoroti konsekuensi etis dari memanfaatkan fanatisme dengan pahlawan super, mengaburkan perbedaan antara hiburan dan eksploitasi ekonomi.

Keywords: Superhero, Komoditas, Kapitalisme, Fanatisme, Vought International

ABSTRACT

Fauzan Akram Fahreza.2024. The Vought International as the Representation of Capitalism in Exploiting Fanaticism in 'The Boys' (2019). Skripsi:Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

This thesis analyzes the portrayal of Vought International in the television series "The Boys" (2019) as a representation of capitalism exploiting fanaticism through the lens of Roland Barthes' semiotic theory and Marxist critiques. The analysis demonstrates how cultural myths and ideological structures use signs and symbols to sustain heroic values while concealing ethical difficulties and societal consequences. Vought's transformation of superheroes from symbols of justice to profit-making commodities exemplifies the capitalist commodification of cultural icons. The series criticizes capitalism's unfettered capacity to alter public perception and society ideals, highlighting the ideological manipulation and economic forces that sustain capitalist hegemony. By addressing the nexus of capitalism, consumerism, and cultural hegemony, "The Boys" highlights the ethical ramifications of capitalizing on the fanaticism with superheroes, blurring the distinction between entertainment and economic exploitation.

Keywords: Superhero, Comodity, Capitalism, Fanaticism, Vought International

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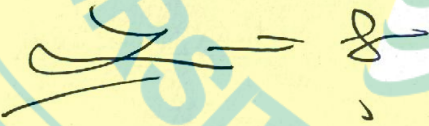
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