

## ABSTRACT

**Albi Fathurahman. 1175030015. *Simulacrum Consumption and Alienation As Near Future Mode Consumption Project In Spike Jonze Her 2013 Movie Script*, Undergraduate Thesis, English Literature Faculty of Adab And Humaity Islamic State Of Sunan Gunung Djati Bandung, Supervisor: 1.**

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Consumption activities can no longer be considered purely and firmly based on a value. This is with the emergence of product simulacrum that presents sign values, artificial images, simulations, and systems of code. From here, alienation becomes a pattern of risk created by a simulacrum that deconstructs reality and is filled with euphoria. The movie script *Her* has presented this representation in the science fiction genre with the near future theme. From this fictional endeavor, it is certain that there is a pattern or formula that presents the various impacts or effects found by the work. By using film studies that focus on textual, an approach with the formalist criticism tradition can look for problems and answers about forms of simulacrum which being consume, the types of alienation, and how do simulacrum and alienation in creating the project of near future mode consumption narrative formula in Spike Jonze *Her* 2013 movie script. This thesis uses a descriptive qualitative design which requires the presentation of a very detailed new understanding. The results found are simulacrum consumption in the narrative form of Theodore's private group chat consumption activity, consumption of artificial intuitive intelligence called as Samantha, and the simulacrum environment socially Theodore lives. Then the type of alienation is completely formed with all existing types, namely powerlessness, meaninglessness, social isolation, normlessness, and self-estrangement. Thereby those are producing such a project narratives in the form of pseudo-events, objects, and relationships as tools to dispose.

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