

**THE RELEVANCE OF JEAN BAUDRILLARD'S EXCHANGE
PHILOSOPHY OF VALUE WITH CONSUMPTION ETHICS IN ISLAM**

THESIS

Submitted to Ushuluddin Faculty in Partial Fulfillment of the Requirement for the
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By

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2014

DECLARATION

I declare that this thesis is definitely my own work. I am completely responsible for content of this thesis. Other writer's opinions or findings included in the thesis are quoted or cited in accordance with ethical standards.

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Dear Sir,
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Assalāmu'alaikum W. Wb.

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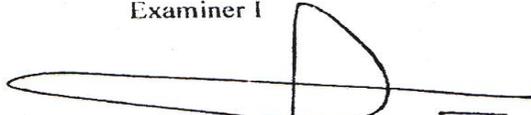
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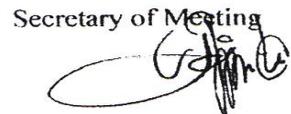
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MOTTO

يَتَأْتِيهَا النَّاسُ كُلُّوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ



“Ye people!

Eat of what is on earth, lawful and good, and do not follow the footsteps of the evil one, for he is to you an avowed enemy”.¹

¹ Abdullah Yusuf Ali, *The Holy Qur'an, Translation, and Commentary*, India, Goodword, 2009, p. 66

DEDICATION

This thesis is dedicated to:

My beloved Abah, Ummi, Brother, and Sisters,

For everyone who want to be aware that

“We live in a world where there is more and more information, and less and less meaning” (Jean Baudrillard)

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Praise is to Allah who has guided me to finish this paper, never could You have found guidance, had it not been for the guidance of Allah. Most verily Allah and His Angels send blessings on the Prophet: O ye that believe! Send you blessings and salute on Prophet Muhammad (peace and blessings of Allah be upon him, Messenger of Allah, with all aspect. I give title on this paper: **“THE RELEVANCE OF JEAN BAUDRILLARD’S EXCHANGE PHILOSOPHY OF VALUE WITH CONSUMPTION ETHICS IN ISLAM”** for submitted to the Ushuluddin Faculty in partial fulfillment of the requirement for the degree of S-1 of Islamic Theology on Theology and Philosophy.

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Semarang, November, 14 2014

The writer

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TRANSLITERATION

VOWEL LETTERS

Ā	a long spelling
Ī	i long spelling
Ū	u long spelling

ARABIC LETTER WRITTEN SPELLING

Arabic Letter	Written	Spelling
أ	A	Alif
ب	B	Ba'
ت	T	Ta'
ث	Ts	Tsa'
ج	J	Jim
ح	<u>H</u>	<u>Ha'</u>
خ	Kh	Kha'
د	D	Dal
ذ	Dz	Dzal
ر	R	Ra
ز	Z	Za
س	S	Sin
ش	Sy	Syin
ص	Sh	Shad
ض	Dh	Dhad

ط	Th	Tha'
ظ	Zh	Zha'
ع	'A	'Ain
غ	Gh	Ghin
ف	F	Fa'
ق	Q	Qaf
ك	K	Kaf
ل	L	Lam
م	M	Mim
ن	N	Nun
و	W	Waw
ه	H	Ha'
ي	Y	Ya'

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ABSTRACT

Keywords: Jean Baudrillard, Consumer Society, Consumption Ethics

Jean Baudrillard is postmodern philosopher, he was analyzing about consumer society in relation with system of sign. Consumer society does not buy what they need, but what code delivers about what should be bought. In consumer society which is controlled by code, human relationship is transformed in a relationship with object, especially object of consumption. media becomes the role as agent that spreads imageries to the society. The decision to buy or not is really influenced by the power of imagery. A culture of media has come, in which imagery, voice, and lense help resulting daily living nets, wasting time, forming political views, social behavior, and giving material that may be used to build personal identity. So that, the decision to buy is not real from self inside, but it is actually caused by other authority outside that force to but. As the result, society does not only consume, but they have been trapped in a consumerism culture.

Consumer culture emerged as a result of changes in consumption caused by the meaning of the symbol that conveyed by media, through a simulate environment. This has been one of Baudrillard's theories of consumer society. Not only the consumer society generally that influenced by popular culture, religion now is also part of the scheme of popular culture. The way of thinking, ritual, symbol and lifestyles become popular. The development of popular imaginations have resulted the big changes in the degree of religiosity: the principles, forms, strategies, and values of popular culture that is immanent blend even contaminate the transcendental dimension. While in Islam there are consumption ethics are the rules of law and religious norms that included in category of deontological norms.

In this thesis, researcher has aim to know that consumption ethics in Islam has relevance with Baudrillard's critique of consumer society. This thesis is bibliographical research with use descriptive analytical as the method of analyzing data.