

## **CHAPTER V**

### **EPILOGUE**

#### **A. Conclusion**

Based on analysis process, so the conclusions that can be taken are:

1. Consumer society is societies who consume not only goods, service, and relationship with other. Means, people not only consume the object (in the value of utility), but object always manipulated as sign which differences status between person and other. The difference process includes competition of status and prestige. By simulation of environment the needs are formed, a commodity does not simply an object by using value but a commodity-sign. Consumption is not understood as consuming values of use, material utility, but primarily as sign consumption. Here, there is exchange meaning of the object in consumption, between consume object based on utility and sign consumption.
2. Simulation of environment is shapes tastes, choices, and our needs. Consumption ethics in Islam is relevance with Baudrillard's theory of consumer society. Actually there is no prohibition to get satisfaction of consumption, but in consumption ethics any command to consume something that is lawful and good. Not only in the form of goods, but also in activity there are some rules. Consumption ethics guide people to be a good consume. If consumption ethics in Islam not applied, therefore the effects of simulation environment have the same effect like Jean Baudrillard's theory of consumer society.

#### **B. Suggestion**

This research about the relevance of Jean Baudrillard's exchange philosophy of value with consumption ethics in Islam is limited to answer of research question. Therefore, the discussion about Jean Baudrillard's exchange philosophy of value is still opened to be discussed and there are many possibilities to be developed more to enrich intellectual heritage generally. For example, theory of consumer society concern in psychological aspect in society and soon. Furthermore, it is hopefully may give a contribution toward society problem.

#### **C. Closing**

A long with mercy and blessing given to all humankind, there must be a thankfuly merely to the only one God, Allah. With this guidance, this simple work could be presented as a thesis that not out of lack and fault actually. Understanding

the case is not pretension if the researcher wishes a slight of critique and suggestion to make this work to be better. The ultimate hope is that the work has usefulness point and credit in enlarging reader's awareness of thinking. All in all, thankful always be given to Allah.