

**REPRESENTASI KRITIK SOSIAL DALAM FOTO CERITA  
AMP.ANTARAFOTO.COM “ANCAMAN LIMBAH DARI BISNIS  
BUSANA” (ANALISIS SEMIOTIKA ROLAND BARTHES)**

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**Abstrak**

Foto, khususnya foto jurnalistik menjadi salah satu alat dalam penyampaian kritik sosial. Salah satunya tergambar dalam foto cerita “Ancaman Limbah dari Bisnis Busana” karya Muhammad Adimaja dalam situs antarafoto.com. Foto cerita tersebut, bercerita mengenai bagaimana industri busana khususnya *fast fashion* yang ternyata menimbulkan ancaman atau dampak buruk khususnya mengenai lingkungan. Jika melihat dari masalah yang ditimbulkan oleh industri ini, maka hal tersebut bukan hanya masalah industri, namun juga masalah sosial yang menuai kritikan. Melalui penelitian ini, penulis bertujuan untuk mengetahui representasi kritik sosial pada foto cerita “Ancaman Limbah dari Bisnis Busana”. Dalam penelitian ini, penulis menggunakan metode penelitian kualitatif, dengan analisis semiotika Roland Barthes. Penulis menggunakan pembacaan enam prosedur atau tahapan konotasi atas pesan fotografis yang dijelaskan oleh Roland Barthes yaitu; Efek tiruan, pose atau sikap, objek, fotogenia, estetisme, dan sintaksis. Hasil penelitian menunjukkan bahwa dalam foto cerita “Ancaman Limbah dari Bisnis Busana”, merepresentasikan kritik sosial yang diajukan terhadap iklim kapitalis serta budaya konsumerisme dalam industri *fast fashion*.

**Kata Kunci:** Representasi, Kritik Sosial, Industri *Fast Fashion*, Foto Cerita, Semiotika Roland Barthes

**REPRESENTATION OF SOCIAL CRITICISM IN THE FORM OF  
PHOTO STORY AMP.ANTARAFOTO.COM “THE THREAT OF WASTE  
FROM THE *FASHION BUSINESS*” (ROLAND BARTHES’S SEMIOTIC  
ANALYSIS METHOD)**

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*Abstract*

*Photo, especially photojournalism, is one of the tools in the delivery of social criticism. One of them is depicted in a photo of the story “The Threat of Waste from the Fashion Business” by Muhammad Adimaja on the site antarafoto.com. The photo of the story, tells about how the fashion industry, especially fast fashion, is causing threats or adverse impacts, especially on the environment. If look at the problems posed by this industry, then it is not only an industrial problem, but also a social problem that reaps criticism. Through this study, the Author aim to find out the representation of social criticism in the photo story “The Threat of Waste from Fashion Business”. In this study, the Author used qualitative research methods, with Roland Bharthes’s semiotic analysis method. The Author uses the reading of six connotation procedures of photographic messages explained by Roland Barthes, that is Trick Effect, Pose, Object, Photogenia, Aestheticism, and Syntax. The results show that in the photo story “The Threat of Waste from the Fashion Business”, represents a social criticism aimed at the capitalist climate and consumerism culture in the fast fashion industry.*

**Keywords:** *Representation, Social Criticism, Fast Fashion Industry, Photo Story, Semiotic of Roland Barthes*