

THE CAPITALIST'S DESIRE MACHINE IN *THE TRUMAN SHOW* MOVIE SCRIPT BY ANDREW M. NICCOL

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Abstrak

Naskah film “The Truman Show” (1998) yang ditulis oleh Andrew M. Niccol membahas tentang mesin dari hasrat dan keinginan kapitalis. Hal ini menonjolkan kekuatan dan kekuasaan kapitalis di dalam kehidupan masyarakat. Manusia dan klingkungannya merupakan mesin-mesin yang dimanfaatkan kapitalis untuk mendapatkan keinginannya, yaitu berupa laba yang besar. Tujuan dari penelitian ini adalah untuk mengungkapkan seberapa jauh naskah film tersebut memperlihatkan kekuatan kapitalis untuk memperlakut manusia menjadi mesin mereka. Penelitian ini juga bertujuan untuk memperlihatkan seberapa jauh karakter dan latar memberikan kontribusi dalam mengungkap keberadaan mesin kapitalis tersebut di dalam masyarakat.

Kata kunci: kapitalis, manusia, mesin, karakter, latar

A. Introduction

As a measure of value, money comes to supplant all other values, as a means of access to goods and services. People might tell themselves that they do not desire money for its own sake, but for goods and services to which it provides access. But the financial market does not seek those commodities and services, but only money, since it is the means of approach to more money. It is required in the financial market as absolute investment potential. Beyond any particular investor, capitalism desires and realizes its own increase. The desire produces other desires within the capitalist social machine. As stated in the article entitled *Credit, Trust, Desire* (2009), Large says:

Time and money are not our projections, but we are the projections of time and money. As obliged or fascinated labor, people trapped in the impersonal operations of capital. Their desires attest to this operation.

From this quotation it can be explained that all of the people function as the objects of things. They are no longer being the controller of their environment but

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the social and economic circumstances determine much of their life. Capital moves from one place to another, production and consumption are continually revolutionized in view of the desire for profit, for surplus value, upon which capitalism depends and makes people depend. The cruel side of capitalism has attached human life with the money as if it can virtually buy everything. Today, money is the only moral object. Capitalism caused people to become dependent upon an economic system that cherished two things: money and the power that wealth provided. People tend to assume that their thinking is free, unaffected by material circumstances. In their mind they can always be free. In detail, minds are not free at all. It is because it is already affected and influenced by the material circumstances.

The capitalists, could control ideas, beliefs, and values. The ruling class controls not only the means of materials production but also the means of mental production. That is, the capitalist also controls the media. People are bombarded daily with various forms of mass media; it is a significant part of all human lives. The media controlled the means of communication and it used that power to censor virtually all discussion of its own role in shaping events. Media are special because of the uniqueness of the product, the business deals in the commodity; the media business sells something that is very precious for people: news, entertainment, advertisement, opinion, and ideas. Capitalism and its values are nurtured within the mass media.

In fact, the capitalists take an action with human as an object, as a machine to realize their desire to get the profit. This opinion is supported by the statement of Bertens (2008) in his book entitled *The Basic Literary Theory* who states:

... However, is how capitalism alienates them from themselves by seeing them in terms of production – as production units, as objects rather than human beings.
Capitalism turns people into things, it reifies them

This statement explains that the capitalists' mode of production generates a view of the world focused on profit in which ultimately all of people function as objects and become separated from themselves. Individual is being the product of the society. They are expected to behave and act in certain ways. Eventually the people lose all their identity and become an object of surveillance, object of the spotlight. This constant surveillance affects individual loses his freedom and decreases their privacy in life. Furthermore, reality shows exploit human misery for the amusement of the viewer and for the capitalist personal income.

As quoted the statement of Parenty (1986), "Capitalism has no loyalty to anything but its own process of capital accumulation, no loyalty to anything but itself". From this quotation it can be described how capitalist manipulate everything beside them to get many advantages. One of them is by manipulated way of thinking. Way of thinking is manipulated and controlled unconsciously by ordered pleasure for human being. Their ways of thinking is built based on material basis so that their manners are within the capitalist authority who is only longing for the wealthy. For example, it could be seen through the people who work in the company. The owners of the company giving the employee high salary and many facilities and at the same time they are loaded by the

responsibility to be loyal to the company where they work in. Pleasures that prepared are some tools that used to influence the workers' ways of thinking to give precedence to their job. Their desire and private life have to leave behind for the capitalist self-interest. In addition, responsibility and pleasure that given to the worker is just a form of manipulation ways of thinking which is done by the capitalist.

The capitalists only think their own reward by oppress the people or the thing this is use as a machine of the capitalist. On the other hand, automatically the capitalist exploiting the development of technology as the major machine that used to manipulate people such through the system of surveillance just like applied in the television reality shows.

Media, such as popular American films, have carefully targeted particular markets to sell the idea of a successfully capitalist system. Individual is continually situated, set, and observed among the society; in every condition to fulfill the capitalists' desire. One of the mass media that is controlled by the power of the capitalists is such a show that is called reality show of television. This could include shows like *Survivor*, *Temptation Island*, *Big Brother*, *Joe Millionaire*, etc. In addition, the right to privacy and the right to freedom of the press become controversial issues in understanding reality television show. Many of the shows are drawn on recording of individuals without being recognized. For instance, at the show of *Big Brother*, cameras are placed around of his life. The cameras are continuously watching as people go through their everyday motion. What a real in this reality show is how the capitalists sell the people life's story and as the house of the advertisement. Advertisements are not seamlessly put into dialogue and scenes, but turning the participant of the reality shows' life into a continuous commercial, as well as form of the entertainment. So, everything that the people do inside the shows is constructed by the capitalist who plays the major role.

It is clear that capitalism thrives an exploiting its laborers. Simply put that capitalist grow rich and shareholders do well because the laborers that work for them and actually produce goods, including services, get less or get nothing while they gets many advantages by manipulating the people who work for them. That is why the people who live under the hand of capitalist being the machine, not a human anymore, in order to accomplish their desire for the private gain.

This issue is not only becomes the topics in daily life, but it also found in such literary work. One of the literary that expose this issue is a movie which is written by Andrew M. Niccol on 1998 entitled *The Truman Show*. Through the character, the capitalist desire machine is clearly seen. Evidently, it explores how an ordinary person is being exploited and manipulated to be a machine for the capitalist purposes. That is why this movie is appealing to be analyzed and worth researching.

B. DISCUSSION

The capitalist's desire machine

There are two terms that are used in this analysis; the capitalist and desire machine. The capitalist is absolutely a person who is utilizing capitalism as the

form of economic circumstances. In other word, capitalist is a person who engaged in private ownership of business which called capitalism. Capitalism is a system that constantly overproduces and which seeks to manage its order for profit by naturally inducing the free market in order to maintain and increase demand. In Encyclopedia (2011) capitalism means the economic system based on private ownership of the means of production, in which personal profit can be acquired through investment of capital and employment of labor. Capitalism is stuck in the concept of free enterprise, which argues that government intervention in the economy should be restricted. Daly (2006) also explains based on Marx opinion, capitalism is a mode of production that resolves around a basic opposition between two fundamental classes: the bourgeoisie and the workers (or proletariat). Workers create surplus value by transforming raw materials into saleable commodities for that in turn becomes the very source of profit for capitalists. Workers are paid far less than what they suppose to be owed. Capitalism is characterized by this systematic theft of surplus value from the workers. Therefore, the capitalist mode of production generates a view of the world which focused on profit in which ultimately all of human being as objects and become alienated from themselves.

The second term is desire machine. The term is separated of two words; desire and machine. Desire is commonly used in psychological term. The words desire refers to the psychological aspects of sexuality, particularly fantasies, operating both consciously and unconsciously (Encyclopedia, 1998). Whereas in literally, desire is the result of the cultural meaning. Desire is not an imaginary force based on lack, but a real productive force. According to Hubert (2011) based on the Deleuze opinion, desire is not to be identified with lack, with the law, or with the signifier, but rather with production, with desiring production in the social field. Yet, desire produces the reality. Wu (2010) added that:

“Therefore, desire, as everything everywhere, is not only real but a machine driving other machines in which the end result is the production of reality. Deleuze and Guattary’s notion of desiring production state that desire is a productive force producing reality, in itself ‘a machine’, and the objects of desire is another machine connected to it.”

Meanwhile, the desiring machine is also producing a flow of desire itself. There are no desiring machines that exist outside the social machines without the desiring machines that inhabit them on a small scale (Wikipedia encyclopedia, 2011). In short, desiring machines are the equipments or tools that are used to get and gain such desire.

In this analysis, the capitalist desire machine refers to how the capitalist manipulate their surrounding, things or human being, in order to pursue their desire which is the private gain. It can be analyzed through showing the human as the object or commodity and how their life mastered by the power of capitalism.

Manipulation Way of Thinking

Manipulation way of thinking is one of the aspects of the capitalist’s desire machine. Manipulation also means influence and control. In this movie script, the

character Truman Burbank is appeared to be a reflection of the capitalist's desire machine whose life is being manipulated and under control of the capitalist media. Media, such as television, is one of the capitalist areas to get many profits and advantages. By using the power of the media, capitalist who play the main role is able to manipulate human way of thinking. Therefore, individual is no longer a human being but they are not more than a machine of the capitalist to get their desire. Truman Burbank shows the condition as well. Since he was born, he was being adopted and manipulated by the giant television program. He becomes a global limelight in one of the reality show's program unconsciously. His way of thinking is being constructed based on capitalist ideas to get wealthy, by selling Truman's life story and put the capitalist product inside. The first point of the Truman's life as a machine can be seen from the quotation below:

INT. A womb. Day

A fiber optic camera observes a five month old male fetus as he gently floats, weightless, suspended in the amniotic fluid of his mother's womb.

The statement above shows that the character is exploited by the media since he was unborn. The statement "*A fiber optic camera observes a five month old male fetus as he gently floats, weightless, suspended in the amniotic fluid of his mother's womb*" Shows that the capitalist used the weaknesses of the human being to manipulate them. The quotation aboved proved that the power of the capitalist could manipulate the character's life due sto his powerlessness. His life is being sold by the television program to the audience. His life is already constructed to fulfill the capitalist desire. He treats like a machine who work under control of the capitalist ultimate power. He has not has any choice since he sets to live in the capitalist surrounding and environment. What happen to Truman is he is watching under the surveillance of the camera, so that he couldn't move out from his surroundings. It is supported by the quotation:

"EXT. Long, wide beach. Day, twenty- seven years earlier:

Unlike a conventional flashback, the scene in his memory appears to be playing on a television screen"

The quotation proves that the capitalist seems to have their own rights to set Truman's mind and his way of thinking. It could be seen from the quotation "*Unlike a conventional flashback, the scene in his memory appears to be playing on a television screen*". What is come into the television show is a life story which produced by the capitalist with a story that they think to be proper to sell in front of the audience. Truman Burbank lives a happy life. However, what he doesn't know is that his life is actually the focus of a reality TV show aired since his birth, which he's the star, his hometown is a giant set piece, and everyone around him is an actor going by a script. His life is just a fake made by the capitalist as the main source of this show.

People behavior and attitude defined by their way of thinking. How they behave and act in the environment is depended on how they see their own life by their own way of thinking and perspective toward something. That is why the first thing and the main work of the capitalist to control human to be their desire machine is by manipulate the way of thinking. The character in this movie is manipulate since he was seven years old, so that he thinks that he still live in a

normal life. Environment and the people inside the show working together to influence Truman to see his life based on the capitalist perspective, thus he will not moving out from the capitalist spot. It can be seen from the quotation below:

“Int. schoolroom. Day, twenty- seven years earlier.

Truman: I want to be an explorer (with reference)...likes Magellan.

Teacher: (The teacher’s face falls).No one’s going to pay you to do that, Truman (with scarcely disguised glee) besides, you’re too late. There’s nothing left to explore.

This quotation shows that the character’s goal prevented by the teacher who supposes to be a good motivator for the children. But from the statement *no one’s going to pay you to do that, Truman, besides, you’re too late. There’s nothing left to explore*, the teacher is trying to manipulate Truman’s way of thinking that his goal is not proper. In this case, it could be seen how the capitalist set their other machine to influence another human to be the machine which is created to help them to gain their desire. “Int. Schoolroom” from the quotation above shows that environment is one of important element that used by the capitalist to manipulate the character’s way of thinking. Normally, school as the academic media is used to help the children to develop their way of thinking toward the future. It can help the student to see the bright future and goal without limitation. In the opposite, in this movie school and the teaching staff is controlled by the capitalist to manipulate human way of thinking. The quotation below added that:

Truman: That can wait. I want to get away. See some of the world. Explore.

Meryl : (Meryl gives a derisive laugh) you want to be an explorer? You mean like all the other great explorers from Queens? You don’t even have a passport, Truman. I bet you don’t even know how to get one.

The character Truman is prevent to be an explorer just like his goal when he was a child is to avoid him to move out from the area of the capitalist. In fact, he has already lost his own right since his life is created to be a machine for the television program supported by the capitalist to get many advantages. From the quotation “*you want to be an explorer? You mean like all the other great explorers from Queens? You don’t even have a passport, Truman. I bet you don’t even know how to get one*”, Meryl, Truman’s wife is also trying to stop him from his goal, to get his freedom, to find everything he wants. A wife who is expecting to give the character some support is run out of her duty. In fact, Meryl is the same machine who is formed to be a character whose help the capitalist to succeed the show on the television. The people around him is just an actors who play their roles to manipulate Truman’s life as nature as possible.

The Truman Show conveys this message by depicting a series of fateful events in the life of Truman Burbank, who has grown up, and lives, in a fake town full of actors. The town is enclosed in a giant dome decked out with high-tech simulations of sun and sky, in which the rain and wind are courtesy of the special effects department. It is shown in the quotation:

Sylvia: (looking over her shoulder nervously) There isn’t much time. Just listen. Everybody’s pretending Truman.

Everybody but you. (Pointing to the buildings on the horizon) Look at that project. You think anybody lives there? It's all for you, Truman. A show. The eyes are everywhere.

Based on the quotation it can conclude that there is also an environment of illusion that made by the owner of the show known as capitalist to manipulate and control the character to be a performer to sell on the television program. The environment and neighborhood where Truman lives in is built to construct his way of thinking as well. By designed the perfect environment it can force him to feel normal in an ordinary world. So that, he does not has any sense to move out from the capitalist areas. From the statement; "*Look at that project. You think anybody lives there? It's all for you, Truman. A show.*" Reflects that the world he live in is just a fake which is created for the commercial purposes. Truman alone has no idea he is in a giant TV studio, as the rest of humanity watches him go from one staged situation to another in a nonstop telethon of reality programming that lets audiences enjoy a little pathos and vicarious emotion.

Christof: We've become increasingly frustrated watching actors give us phony emotion... There's nothing fake about Truman himself. No script, no cue cards...it's genuine. That's how he can support an entire channel.

... You have to understand, he is a man made- for- TV, the world he occupies his only frame of reference.

This quotation revealed that the character is no longer pride as a human being but a machine that is born to support the capitalist project. The statement "*You have to understand, he is a man made- for- TV, the world he occupies his only frame of reference*", showing that his way of thinking set as well as possible to behave in certain way which I not far from the capitalist view. Through manipulation, he will not realize the truth because of another capitalist's desire machine such as neighborhood, actors and the environment is connected each other to draw his way of thinking. It means that the manipulation is done unconsciously. The character is just an ordinary man who lives in the extraordinary world that design by the capitalist. Christof, the creator of the show is the warden who peers down from the studio in the sky. He has all the power and the character has none. While he thinks he is a freeman, he really is not because there is the all powerful warden manipulating his every move. It is appeared in the quotation below:

Sylvia: (Frustrated, raving) Everywhere, disguised...Truman, they're going to fill your head with lies. You've got to make yourself deaf, you understand? When you're afraid the most, it means you're on the right track. Trust that boy.

The quotation above reflects that manipulate character way of thinking is the most important thing for succeed of the capitalist to made a machine to help them to gain their desire in the world. It is proved from the statement "*Truman, they're going to fill your head with lies*" and emphasize that all of the capitalists are trying to manipulate the character's ways of thinking that full of falsehood. The sentence "*When you're afraid the most, it means you're on the right track*" shows that the more the character fear to face his life, the more the capitalist get

advantages and chance to manipulate his life. Therefore, he becomes a prisoner of his own mind which is hard to find the reality. It means that the character is already become the prisoner of the media, just as Truman is a prisoner of his life that Christof, the owner of the media, claims he likes.

In short, the capitalist's desire machine can be seen from the way the capitalist manipulate human life through control his way of thinking. It is a emerges as a result of the capitalist power to create human point of view by designing human based on their own good. It helps the capitalist to watch the character's behavior so that he could not reach the real world and he is still living in the capitalist surrounding. The character way of thinking is well design to follow the capitalist desire that is proper to be sold in the society.

Limitation of the Movement

The analysis above talk about manipulation towards character way of thinking as one step to create the capitalist desire machine before the character's act and movement is limited. Manipulation way of thinking totally related to the limitation of the movement. By setting human way of thinking, automatically his movement is being limited. Therefore, the capitalist become easier to block the character movement to still living in the environment which run and control by the capitalist until he reflects to be one of the capitalist desire machine. In addition, the only one capitalist's desire is to gain the monetary reward by manipulate the human being as a machine and as a tool to for their own advantages. And this analysis shows some ways that taken by the capitalist to limit character's movement and does the choreography of his everyday life.

From the beginning of the story Truman Burbank is shown as media spotlight whose life is being watch by the audience of the television. Every part of his activity is shown by surveillance of cameras that put around him. The environment, neighborhood, and the people he close to are created to manipulate and limited his life. His life story is settle to be sold by the media to the society. Truman Burbank has lived his entire life, since before birth, in front of cameras for The Truman Show, although he himself is unaware of this fact. Truman's life is filmed through thousands of hidden cameras, 24 hours a day and broadcast live around the world, allowing executive producer Christof to capture Truman's real emotion and human behavior when put in certain situations. The limitation is done since he was a child. It is shown by the quotation below:

Father : Truman! Truman! Stop! Come down now!
No!
Truman : Why? What's there?
Father : (unconvincing) nothing's there. It is the same as this (trace of desperation) come down please! I told u to stay close. Don't ever leave my sight again. You gotta know your limitations. You could've been washed away by the tide."

The quotation above reveals that the character's father is trying to prevent him to step out of the environment made by the capitalist. Like another children as his ages full of curiosity toward his surroundings. He must be trying to find out what

is his exist in his neighborhood. The parents suppose to support and help their children to understand everything. On the opposite, Truman's father is trying to destroy and kill Truman's curiosity. It is happening is just because his father is a contract father who is paid by the owner of the show to help them to create Truman's life to be what they want. By giving gab toward Truman's movement, it will keep him to believe the fallacy of the environment he lives in. The statement "*You gotta know your limitations*" is not properly stated to a children. It will make him live in doubt with something he doesn't understand. The statement above is quit hard for children to catch up the meaning. Furthermore, his living in doubt would drive him to the sick identity where he could not find his own identity. That is the condition that is required by the capitalist. It helps the capitalist do their job well to set Truman under their ultimate power.

Limitation toward the character movement is also done to limit his space. His life look like a prisoner where his environment is a jail and the people around him is the guard to watch and keep him to stay close to the capitalist surrounding. It is happen to the character when he is trying to find his own future and the capitalist inside the show trying to control and limit his space so that he could not move out. The first thing that they do is by destroy his own goal with a drama that pretends to kill his father in the sea. From the accident, Truman thinks that the sea is the place that he has to stay away. As stated in the quotation below:

Old Woman 1 : (playing amateur psychiatrist) It left him with more than his obvious fear of the water. It's as if he felt his father had gone beyond his limitations and he vowed never to repeat the mistake. He was never the same curios little boy again.

The quotation above explains that Truman refuses all things that are related to the sea. He does not have any curiosity about the sea anymore just like when he was a child. The quotation "*It left him with more than his obvious fear of the water. It's as if he felt his father had gone beyond his limitations and he vowed never to repeat the mistake*" stated that the capitalist is taking advantage for the condition of Truman to be fear of the water. Because of this case, by killing his curiosity to the sea, he will never leave his capitalist neighborhood. He will stick on the space where full of lie and fake. The quotation below added that:

Meryl : So why do you wanna go?
Truman : Cos I never have. That's why you go laces, isn't it? Cos you're curious. I haven't been curious since I was seven years old, y'know that? Back then you'd have to nail me to the floor to keep me in one place.
... (to Meryl, marveling) Blocked at every turn. Beautifully synchronized, don't u agree?

From the quotation above shown that when the character has courage to find his future, when he find something strange with his life, he is trying to be a man who is searching for his curiosity. The capitalist who watch Truman action is attempting to block his movement by blocking his every step. They would not let

Truman to find the way out of their surrounding in order to keep their advantage from the show. The capitalist made Truman as a machine to make the money by giving him a normal and happy life, and also offer him with a wealthy in their environment that they made for the show. They guess that by giving such comfortable life the character would not have any courage to find the way out. It is prove from the quotation below:

Female Caller 1 : (O.C) He's not a performer. He's a prisoner.

Christof : (rising the challenge) He can leave at any time... I think what really distresses you, caller, is that ultimately he prefers the comfort of his "cell".

This quotation explains that the character is truly seen as a prisoner of the capitalist. The environment where he lives in is called "cell" by the owner of the show. It means that he is not a free man anymore but a man with limitation whose life is set for purposes. The capitalist thinks that the "cell" that they provide for the character is enough to limit his life and movement.

Truman's hometown of Seahaven is a complete set built under a giant dome and populated by the show's actors and crew, allowing Christof to control every aspect of Truman's life, even the weather. It is reflected through the quotation below:

INT. Control Room. Day.

Christof : We have to stop him for his own good. Turn him back with the elements.

Moses : (Trying to appeal to Christof's sense of reason) For God's sake Chris. The whole world is watching. We can't kill him in front of a live audience.

Christof : He was born in front of a live audience. (never taking his eyes from the screen, reassuring).

Simeon : (Reluctantly turns a panel of controls on the desk marked "WAVE", "WIND", and "RAIN".

Christof : Kill the lights.

The quotation above proves that Truman's life is just a fortune who is settled by the owner of the television program. By playing the God's Role, the capitalist control Truman's life to amuse and satisfy the audience. He regards Truman as a machine that his life could be played rather than a human being whose has a right to taste the freedom and privacy. The statement "*He was born in front of a live audience*" shown that since he was born, he has already lost his privacy. It is also support the argument that capitalist has the ultimate power to control human being and the human is just nothing without capitalist. Furthermore, it is also reveal that capitalist used the power of technology such as by using camera to watch human attitude by using constant surveillance. The condition that happens to the character is a reflection of human being in the world who is nowadays being grab and control by the capitalist. His life style and daily need provide by the capitalist as the biggest economic control in the society.

The character movement is also limited to stay inside the show, inside the capitalist surrounding in order to be a product placement. Product placement mean

that the character is become place that used to sell capitalist product to the audience. Whatever Truman does and wear is sponsored by capitalist product. It is shown by the show where his every action does not far away from the product of capitalist. That's why capitalist have to manipulate his every move, so that they could get many advantages through the machine which is created. It is supported through the quotation below:

Truman sits behind the wheel of his car, unscrews the cap of a miniature bottle of jack daniels and empties the contents into his Styrofoam a cup of coffee.

Based on the quotation it could be seen that Truman's surrounding is set around the capitalist product. Thus, when Truman drinks his favorite beverage, he is actually doing a strange kind of celebrity endorsement. The statement "*Truman sits behind the wheel of his car, unscrews the cap of a miniature bottle of jack daniels*" proved that his life is used to sell the famous beverage, the product of capitalist named Jack Daniels. It will influence the audience who watch the show become curious and buy the same product with the thing that is used by the Truman. The actors who surround him know it is all a commercial, of course, and in the middle of conversations with him they will begin to describe the wonders of a product. Truman thinks they are just being enthusiastic. He has no idea they are talking to a TV audience. It is supported by the quotation:

Ext. Truman's house. Dusk

Meryl pulls up the drive in her four year old Toyota Camry. She has a sensible blue vinyl bag over her shoulder and carries a new knife- set in a wooden block.

Meryl : (proudly referring to the knife set) I got it free with the tune- up."

Truman: Yeah, that's good

The quotation above proves that Truman's movement is set and limited based on the capitalist neighborhood where surrounded by the member of another capitalist machine. The quotation shows that Meryl is just going to show to the audience of the show of the advertisement, the new product for the family daily need and Truman is used to be the tools to make the product good to sell. Since the television program that is his life plays nonstop, without commercial interruption, it has to make money through product placement. Advertisements are not-so-seamlessly woven into dialogue and scenes, turning Truman's life into a continuous commercial, as well as a form of entertainment.

Limitation of the movement is way that taken to keep the human being to stay inside of the capitalist surrounding, so that they become a machine who is ready to make the monetary reward for the capitalist. In addition, it is shown the power of capitalist toward human being and also highlights the power of the media in the society.

C. CONCLUSION

The whole discussion of the movie script entitled *The Truman Show* in the previous chapter clearly reveals the capitalist's desire machine. This is reflected through analysis which focuses on the fictional devices which are character, setting, and conflict as well. From the two aspects of the previous chapter, it can

be concluded that the character in the movie represents the machine of the capitalist to get their desire. Therefore, his whole life is being created and controlled by the capitalist so that he loses his real world unconsciously.

Note: This article is written based on the Ana Maria Tresiana's paper under the supervision of Dra. An Fauzia Rozani Syafei, M.A.

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