

ABSTRAK

Fenomena *toxic productivity* semakin marak di era digital, terutama di kalangan *beauty influencer* yang menghadapi tekanan tinggi untuk terus menghasilkan konten. Penelitian ini menganalisis representasi *toxic productivity* dalam film pendek (s)Aya menggunakan pendekatan semiotika John Fiske. Film ini menggambarkan seorang *beauty influencer* yang mengalami *burnout* akibat tuntutan pekerjaan yang tiada henti. Metode penelitian yang digunakan adalah kualitatif dengan analisis semiotika yang berfokus pada tiga level: realitas, representasi, dan ideologi. Hasil penelitian menunjukkan bahwa *toxic productivity* direpresentasikan melalui tekanan sosial, eksploitasi tenaga kerja, dan kapitalisme digital yang menuntut *influencer* untuk terus bekerja tanpa henti. Film ini menampilkan simbol-simbol seperti ekspresi wajah yang cemas, pencahayaan redup, dan sudut kamera tertentu yang memperkuat kesan keterasingan serta beban psikologis tokoh utama. Penelitian ini memberikan wawasan tentang dampak negatif *toxic productivity* dan bagaimana media dapat menjadi sarana refleksi terhadap realitas sosial. Diharapkan hasil penelitian ini dapat menambah pemahaman tentang representasi media dalam membentuk persepsi masyarakat terhadap isu kesehatan mental di dunia digital.

Kata kunci: *toxic productivity*, *beauty influencer*, semiotika John Fiske, representasi media, kesehatan mental.

ABSTRACT

The phenomenon of toxic productivity is increasingly prevalent in the digital era, especially among beauty influencers who face high pressure to continue producing content. This research analyzes the representation of toxic productivity in the short film (s)Aya using John Fiske's semiotic approach. This film depicts a beauty influencer who experiences burnout due to relentless work demands. The research method used is qualitative with semiotic analysis that focuses on three levels: reality, representation, and ideology. The results show that toxic productivity is represented through social pressure, labor exploitation, and digital capitalism that demands influencers to work non-stop. The movie features symbols such as anxious facial expressions, dim lighting, and certain camera angles that reinforce the impression of alienation and the psychological burden of the main character. This research provides insight into the negative impact of toxic productivity and how media can be a means of reflection on social reality. It is hoped that the results of this study can add to the understanding of media representation in shaping public perceptions of mental health issues in the digital world.

Keywords: toxic productivity, beauty influencer, John Fiske semiotics, media representation, mental health.