

BAB V

KESIMPULAN DAN SARAN

A. Kesimpulan

Berdasarkan hasil analisis dan pembahasan sebelumnya dapat dikatakan bahwa fenomena foto *Selfie* di kalangan pekerja sektor FMCG tidak sekadar merupakan manifestasi ekspresi diri, tetapi juga menjadi instrumen pengendalian identitas dan perilaku oleh badan usaha.

Selfie pekerja FMCG bukan sebagai bentuk ekspresi bebas, melainkan sebagai instrumen kontrol visual, foto *Selfie* pekerja FMCG bertransformasi menjadi alat biopolitik visual yang meregulasi identitas. *Selfie* pekerja bukan sebagai bentuk ekspresi bebas, foto *Selfie* justru mereproduksi kontrol estetika perusahaan melalui standar visual tertentu, menegaskan relasi kuasa dalam budaya kerja kontemporer.

Dalam konteks kerja FMCG, *Selfie* merupakan praktik estetika keseharian yang merekatkan profesionalisme dengan ekspresi personal. Melalui gestur sederhana, pekerja membentuk identitas visual yang *memuat* makna keberadaan, emosi, dan narasi diri di tengah rutinitas terstruktur, menjadikan *Selfie* sebagai bentuk seni eksistensial dalam ruang kerja.

Dalam tatanan kerja digital FMCG, foto *Selfie* berperan sebagai mekanisme regulasi biopolitik visual yang membentuk representasi identitas diri. Ia bukan sekadar ekspresi personal, melainkan media yang mereproduksi norma

institusional, mengarahkan individu menyesuaikan diri dengan citra pekerja ideal, serta menjadi alat kontrol kinerja dalam budaya visual yang terkurasi.

Selfie dalam lingkungan kerja digital bukan sekadar ekspresi narsistik, melainkan praktik sosial-visual yang berfungsi sebagai mekanisme representasi dan kontrol. *Selfie* menjadi bagian dari sistem pengawasan estetis yang dijalankan secara sukarela oleh pekerja melalui kepatuhan terhadap norma visual perusahaan. Dengan demikian, Praktik *Selfie* dalam masyarakat terkontrol dalam control *sociate* telah merepresentasikan identitas profesional dibentuk dan dikendalikan melalui performativitas digital, sekaligus mengaburkan batas antara diri personal dan citra badan usaha. Kontribusi teori dari penelitian adalah *Selfie* berperan dan membentuk representasi identitas diri dan regulasi dalam biopolitik visual.

B. Saran - saran

Penelitian membuka ruang baru bagi kajian interdisipliner antara seni, budaya visual, studi kerja, dan teknologi digital. Oleh karena itu:

1. Disarankan kepada peneliti di bidang seni, media, dan kajian budaya untuk melanjutkan eksplorasi atas fenomena visual sehari-hari *Selfie* sebagai situs kekuasaan, negosiasi identitas, dan bentuk kerja representasional.
2. Perlu dikembangkan studi lanjutan dengan kerangka kuantitatif atau mixed-method untuk memperkuat temuan kualitatif dan mengukur sejauh mana normalisasi estetika korporat mempengaruhi perilaku pekerja secara statistik.

3. Badan usaha disarankan untuk mengevaluasi praktik penggunaan visual seperti *Selfie* sebagai bagian dari sistem presensi atau branding internal, agar tetap mempertimbangkan aspek etis, privasi, dan kesejahteraan psikologis pekerja.
4. Perusahaan juga dapat menjadikan hasil penelitian sebagai dasar untuk membangun kebijakan komunikasi visual yang lebih manusiawi dan adaptif, tanpa mengabaikan otonomi ekspresi para pekerja.
5. Masyarakat khususnya generasi muda yang memasuki dunia kerja, perlu dibekali dengan literasi visual dan kritisisme media, agar mampu membedakan antara ekspresi diri yang otentik dan yang direkayasa demi kepatuhan pada norma-norma visual institusional.

Kompleksitas peran *Selfie* dalam dunia kerja menunjukkan bahwa individu di industri FMCG terjebak dalam negosiasi yang rumit antara ekspresi personal dan kepatuhan terhadap norma-norma institusional. Melalui analisis semiotika, Biopolitik, dan estetika sehari-hari, dapat disimpulkan bahwa *Selfie* bukan hanya alat ekspresi diri, tetapi juga instrumen yang dapat memengaruhi dan membentuk identitas individu dalam kerangka kerja.

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