



**UNIVERSITAS ISLAM INDONESIA**  
**FAKULTAS PSIKOLOGI DAN ILMU SOSIAL BUDAYA**  
**PROGRAM STUDI: ILMU KOMUNIKASI**

KONSENTRASI: JURNALISTIK, PUBLIC RELATIONS, MANAJEMEN MEDIA, BROADCASTING  
Kampus Terpadu Universitas Islam Indonesia; Jl. Kaliurang Km. 14,5 Yogyakarta 55584  
Telp. (0274) 7483050; Fax 898444 Psw. 3267 <http://www.uii.ac.id>; email: [komunikasiuii@yahoo.co.id](mailto:komunikasiuii@yahoo.co.id)  
Website: [www.communication.uii.ac.id](http://www.communication.uii.ac.id)

---

---

**Jurnal Komunikasi**  
**Volume 2, Nomor 2, April 2008**

***Hantu Populer di Film Indonesia***

***Zein Mufarrih Muktaf***<sup>1</sup>  
(halaman 353-362)

***Abstract***

*Ghost myth is popular in Indonesia. Myth specter appears from the primitive to the modern era. Ghost phenomenon increasingly popular after the movies began to spook a lot of pop. There are several factors that emerged a large number of ghost movies in Indonesia today. One of them is the Eastern faith that believes "naturalism" as a faith, capitalism factor, technology and human progress. Ghost has been commodified into beneficial asset. Thus, myth was distorted by capital accumulation. This phenomenon eventually lead to the identity crisis in the community, especially young people as the main target of these movies.*

***Key words:***

*Movie, commodification, capitalism, myth, religious*

Penerbit:  
Prodi Ilmu Komunikasi  
Fakultas Psikologi dan Ilmu Sosial Budaya  
Universitas Islam Indonesia

---

<sup>1</sup> Pengajar di Jurusan Ilmu Komunikasi Universitas Muhammadiyah Yogyakarta