

ABSTRACT

Film as an education can be a reference for someone to think and act, the film becomes learning for those who are interested in the theme of the story contained in a film. One of them is, Shattered Glass film themed Journalism. Seeing this, a Commodification was formed. In the film Shattered Glass, journalistic code of ethics that was once a guidance of journalists which do not have a sale value, became a commodification to get the attraction and economic benefits. Therefore, the researchers wanted to know how the film presents violations of journalistic ethics code as a commodity.

Researchers used qualitative research methods, Critical Discourse Analysis from Jager & Maier. In this case critical discourse analysis serves to help understand the language in its use. Where language is not just a communication tool, it can also be used as a power strategy. Film as a discourse revealed through audio-visual media can also be treated as text.

The result of the research and discussion, it is known that there is a violation of journalistic ethics code conducted by the main character, namely the International Federation of Journalist (IFJ) in Article 1, Article 2, Article 3, Article 4, Article 5 and Article 8. In the Indonesian Journalism Code of Ethics (Article 1, Article 2, Article 3, Article 4, Article 6, and article 10. This film emphasizes the exploitation of journalistic code of ethics as a form of content commodification.

Keywords: *Film, Journalism Code of Ethic, Critical Discourse Analysis, Jager & Maier, Commodification*