

ABSTRACT

Commodification is the process of changing the value of a product that previously only had a use value then into an exchange value (selling value) according to Vincent Moscovici in "The Political Economy of Communication". exchange rate (sale value). The presence of commodification can remove products from a more meaningful social context to become useful in terms of business and "free market" ideology. In this study, we discuss the commodification of events that take an event, namely the Java Jazz event which is packaged in popular culture. Event is an activity held to commemorate important things throughout human life, either individually or in groups bound by custom, culture, tradition and religion which is held for a specific purpose and involves the community environment which is held at a certain time. This study looks at events with popular culture packaging because many people are interested in seeing this java jazz event. Popular culture is a category for low-brow culture which is usually distinguished from high-brow culture. Popular culture, or in its initial sense commonly called folk culture, is born from below, from the common people, while high culture is formed from above, from the aristocracy. Popular culture is characterized by its mass nature, open to anyone and more rooted in its owner's audience. In this study using a type of critical research and using qualitative methods.

Keywords: Commodification, Event, Popular Culture