

## COMMODIFICATION OF THE ACT OF DEFENDING ISLAM FILM 212 THE POWER OF LOVE

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### ABSTRACT

This research aimed to picture a religion commodification using a film. The case study chose the 212 Act of Defending Islam represented by film 212 The Power of Love. It was interesting to observe as an Islamic film among other same kind of movies from the political of economy perspective, especially from the commodification process. That film was produced in taking the opportunity of market (its spectator) from mass mobilizing space in the real act that brought the religious and political issue at once. 212 The Power of Love gained nearly 400 thousands spectators, although its production side claimed reaching 700 thousands. That achievement didn't come near to the real act mass - whom purposed to jail DKI governor Basuki Tjahja Purnama or Ahok of religion defamation - that claimed to reach 7 millions participants. But that film production continued to its sequel and prequel, showed that the business potential from the process of Act of Defending Islam issue exploitation considered potential for its creator thus it depicted a process - which Vincent Mosco mentioned as - content commodification and audience commodification.

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