

THE REJECTION OF TECHNOCULTURE IN THE *ALITA: BATTLE ANGEL* MOVIE BY ROBERT RODRIGUEZ (AN APPLICATION OF JEAN FRANCOIS LYOTARD'S POSTMODERNISM THEORY)

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ABSTRACT

This research aimed to describe The Rejection of Technoculture in the *Alita: Battle Angel* Movie by using Jean Francois Lyotard Theory. This research used Descriptive Qualitative Method. The source of the data in this research is *Alita: Battle Angel* Movie directed by Robert Rodriguez that is published in 2019. The data was collected through watching the movie carefully for several times, pausing every scene to read the conversation text, screenshooting the image that related, and taking a note about the data. This research is analyzed by identifying characters that represented the Technoculture, Displaying and interpreting the data about Technoculture by using Postmodernism theory by Jean Francois Lyotard Theory, and Drawing the conclusion. The result of this research found that Alita, Zapan, Grewishka are characters that represented the Technoculture (Cyborg and Human Relationship and Hedonism) represented in the *Alita: Battle Angel* Movie through the power of science and technology, individualism, and rationality. The Rejection of Technoculture depicted through the character of Alita that her power is not evolved from technology but originating from the legendary martial art called *Punzer Kuntz* before her body is combined with Ido's technological tools. Technology is not necessarily have an important role in the human body as described by the heroine character, Alita herself, whose overall strength was not came from technology. Alita in this movie is a parody because she is a robot that humanized herself. In fact, she shows many aspects of his humanity that humans are busy degrading themselves.

Keyword: *Postmodern, Metanarrative, Rejection, Technoculture*

1. INTRODUCTION

Technology in the present day was not merely about the advancement of life but also related to life style. Technology had been creating a culture that Lyotard called technoculture. Technoculture is not only deal with science and technology, but also cultural, social, economic, and political reproduction which influenced by the development of technoculture. Technoculture developemnt is currently being carried out more and more by people who have high knowledge because the technology tools they were very sophisticated so that whatever they want, they always depend on their life affairs with machines. So that, the technology is truly capable of changing the paradigm of human perception, experience, and consciousness. This technological tools were called as Cybernetic because the whole technological process were included inthe ability of the mechanism which is able to change all forms of robots to be like humans, which in the end the advancement of technoculture played an important role in the process of creating robots that resemble humans. The advancement of technoculture is recorded in art especially movie.

The rapid development and sophistication of information technology has ushered us into a new erawhich changed the face of human civilization. New media has become the basis of the structurein the acceleration of the development of global society in the last two decades. Digital and virtual sides inherent in the new media has brought human and societal interaction to the utmost level complex. Social interactions are in their evolutionary form at the very top where the boundaries arebetween the real and the virtual become blurred and seem irrelevant when differentiating these two realms. Human habitus, which was

originally driven by the empirical external world, is now in a manner automatically changes since information technology products such as cell phones are no longer present only just as a means of communication but also as a means of controlling and extracting knowledge. Technology is a reaction against the postmodernism which emphasizes social and cultural conflict by celebrating the autonomous ability of individuals to exploit and explore disorder and social systems automatically. Response to increasing technology and social awareness about the magnitude and breadth of diversity in culture humans, namely the diversity that questions the possibility of each perspective that is of a nature "*universal*" or "*special*" can be synthesized into a single perspective called postmodernism.

However, as well as postmodernism which assumed that modernism has failed in raising of human dignity. In postmodernism, modernism had failed to bring human life towards more advanced and the absence of violence. Modernism as an era of substitute that was stated as a scientific discovery, human autonomy, linear progress, absolute truth, and a rational plan of social order that begins with a high sense of optimism. The development of science in the modernism era brought destruction to mankind, wars occurred where which resulted in human life in suffering (Maksum, 2012:44-45).

According to Lyotard (1985: 271) postmodernism thought they did not look at science modern knowledge as universalism, because postmodernism rejected explanations that were universal, harmonious, or even consistent. The postmodernism replaced it to the particular and local, then get rid of things that were universal. Prominent character of this postmodernism era raised the

concept of pluralism, an emphasis on the value of the individuality of humans as the autonomous. The historical emergence of the concept of technoculture in the last half of the twentieth century marks a distinct shift in the relationship between technology and society, culture and nature. The development during this period of technologies of a qualitatively different character from those associated with modernity, has deeply problematized the widespread instrumental view that technology was a central index of moral improvement (Carey, 1989: 42).

Science and technologies constitutes the global economy and everyday culture of the world we live in. New biotechnologies have changed what we eat and how we reproduce. With the advancement like video game and military hardware, technology had shaped a culture of its own that we term "Technoculture". Technoculture was a culture of postindustrial age where society has moved past industrial age or was consumer society, media society, information society, electronic society/high tech, and its kind (Jameson, 1991: 3).

The interplay of science, technology and culture cannot be denied and it has become a full fledged discipline in contemporary studies because of its significance. According to Jameson (1991:4) postmodernism was the cultural logic of late capitalism, which implies that the cultural landscape has changed with the society having moved past the industrial age into the information age.

The presence of technology would be a lot of jobs that were eliminated by being replaced by a variety of new jobs that were the result of advances in

technological civilization. Easiness in all aspects of life and work that was done can be done effectively and efficiently even games and hobbies can become a business field with cleverness in utilizing technology. The impact of technological development result in an interdisciplinary study between technology and its relation to media, art, politics, and culture which is very influential on human life so as to provide the basis for the appearance of technoculture.

Technoculture is a paradigm of change or what is commonly referred to as a shift in human perception as a result of the use of technology in everyday life. Discussion about technoculture included the relationship between information technology with a deep cultural passion various eras and their relation to intellectual thoughts. According to Lyotard (1984: 14), technoculture is a theory or construction of the world that included everything and establishes the criteria of truth and objectivity in science and technology. Rapid technological development in the era of modernism have made many changes in the rules of human life. From here then was born technoculture that emerged as the consequences of shifting some people's perception, experiences, and awareness including all hope in technological life. This highly sophisticated process was also developed in order to answer the expectation of this technoculture human being. Without technology and science or what believed about the world, no one cannot understand the life.

Technoculture is also the theory that was implementing of life so technoculture was considered as current, constructive studies or forming a new world which puts technology as something welfare, not something that is scary.

Producing a technoculture idea tried to create a better life, so this analysis was related to the potential field in scientific topics especially the relationship between the development of computer technology and internet in the past like cyborg. Technoculture that is used by humans can bring advantages, one of which was a process of making human robots or what we called cyborg.

Cyborg or cybernetics organism which was a transplant between machines and living things, formed from social reality as well as formed from works of fiction. Social reality about life and death it referred to the body that was seen as a system of symbols. The body can also be said as a big project for someone. That was because the body as a place for creation and self-actualization, was constantly being demolished, reorganized, constructed and reconstructed, even explored massive, bodily dressed, hurt, made suffering or disciplined to achieve certain style effects and create as sense of certain individuality.

Cyborg was one of the result of human engineering using advanced technology. More specifically, the technification of biology involves the creation of the technobody, a cyborg that was part human, part machine, relating to others and the world through an intense technological shaping and mediation. The technobody involves not only the mediation of biological processes and communication systems, but also the fusion of the body and technology. Many applications of cyborg so that it can be entered into a digital literary work that was movie.

Movie is a period of communication as well as a combination of technologies such as photography and sound recording, as well as a combination of fine arts and artistic literature and architecture and also music art. Through movie all the principles and aesthetic forms in postmodern theory and culture display the integrity of the work and captivate the audience. Meanwhile, movie is all paradigms and theories of postmodern culture can be read easily throughout the world. As a mass culture, movie encapsulated all the ability to explore in every corner and space, creating its own aesthetic space, as well as providing a variety of value and outlook on life. In this case, movie was a commodity, art, and ideology.

According to Hornby (2006: 950) movie means a series of moving picture recorded with sound that tells a story that was shown at cinema as one of visual aids that can be used in a writing class. A movie is one of the visual aids that can be used in a writing class. It made lesson more fun. It can also be used to create situation for writing classes more clearly, that the students have big enthusiasm in teaching learning process. Movie is a term that encompassed individual motion picture, the field of movie as an art form, and the motion pictures industry. Movies are produced by recording images from the world with cameras, or by creating images using animation techniques or special effect. Movie in the postmodern era include many elements of advanced technology, one of them which reflected in the *Alita: Battle Angel* Movie by Robert Rodriguez.

Alita: Battle Angel Movie is a 2019 American cyberpunk action film based on the 1990s Japanese Manga series *Gunnm* By Yukito Kishiro. It is directed by

Robert Rodriguez and produced by James Cameron, who co-wrote the script with Laeta Kalogridis. *Alita: Battle Angel* tells the Heroine named Alita (Rosa Salazar) as the stars of the voice of titular Heroine Alita, a cyborg who awakens in a new body with no memory of her past, so she set out to uncover her destiny. Christoph Waltz, Jennifer Connelly, Mahershala Ali, Ed Skrein, Jackie Earle Haley, and Keanu Reeves stars in supporting roles. When Alita awakened with no memory of who she is in a future world she does not recognize, she is taken in by Ido, a compassionate doctor who realize that somewhere in this abandoned cyborg she is the heart and soul of a young woman with an extraordinary past.

Analyzing *Alita: Battle Angel* Movie is a translation from postmodernism into a world that no longer exist have references, crosswise, and a mixture of images, signs, and themes a world of games and deep imagination the farthest limit (Haraway, 1991). *Alita: Battle Angel* movie is postmodern representation of space and place of all the principles of reality and the truth of modernism today rejected. In this case was Rejection of Technoculture. The Rejection of Technoculture was to reject universal or global explanation about reality, behavior and so on. Lyotard also stated that knowledge was not metaphysical and universal, but rather was specific related to space and time. That dreamed of now is merely being fulfilled the desire experimented, exploited, manipulated, and filled the spaces of human imagination with everything imaginable and however absurd.

In the *Alita: Battle Angel* movie the heroine character is created by a medical expert who has the skill in turning the leftover rubbish into a half-human and a half-robotic that was supported by a culture of machine technology created

with the ability of science. In this movie, Alita portrayed as a young girl who is brave and not afraid of any enemy that would hinder her mission. Alita who is female character who has a high fighting spirit to solve every problem she faces within the scope of human power who utilized technology. Alita is built based on the sophistication of technology owned by a medical expert named Ido. From head to toe, she also reflected like a whole human who has strong instinct and feelings. Alita who has lost her memory now has to be able adjusted to the people in Iron City. With her martial arts technique called *Punzer Kunst* she manages to beat up all her enemies due to underestimating her. Alita who played the heroine is packaged as a figure who is greater than a whole human because all her feet and hands take advantage of virtual technology created by human itself with the advancement of technology.

Then, in the *Alita: Battle Angel* movie presents the society are very expert in civilizing technology which is shown by creating of some half-human being and a half-robotic with the sophistication of their knowledge and have adequate technological tools. In addition, to a teenager who acted as a heroine, there was also a Zalem City which is over the Iron City. it really show that the presence of advancing technology in the modern era made human so overriding the science of God as evidenced by creating of city over the city. Why the researcher chose the title of this research because researcher saw how technology is made into a form of culture by the society in this movie so that they could create objects that could move like whole humans. This research is an extended research of the aspects of the relationship between humans and cyborgs and

changes in human nature due to technology. So, the researcher discovered that *Alita: Battle Angel* movie is very closely related to one part of metanarratives in the modern period namely technoculture which was technology that was cultivated by modern society by marking high science in creating skills such as cyber culture in the movie.

2. RESEARCH METHODOLOGY

In this research, the researcher used qualitative-descriptive method, which qualitative-descriptive research is a research method that described and depicted research objects based on facts that seem as they are by utilizing qualitative data and then described it descriptively. The researcher used *Alita: Battle Angel Movie* (2019) that is directed by Robert Rodriguez as the primary data and also from several objects such as, *Avenger: Infinity War*, *Babel Movie*, and many sources related to research objects as the secondary data. The researcher applied postmodern theory of Jean Francois Lyotard, especially related to the concept of Rejection of Technoculture because there are a lot of postmodern phenomenon reflected in the *Alita: Battle Angel Movie*. So this theory is very appropriate with the material object itself.

3. FINDING AND DISCUSSION

Technoculture is a paradigm of change or shift in human perception as a result of the use of technology in daily life. In other words, technoculture was one of the theories included in the part of metanarrative consisting of technology, science, objectivity, structuring, ratio, and individualism which was among the most important things in every aspect of life. Rapid technological development in

the era of modernism have made many changes in the rules of human life. From here then was born technoculture that emerged as the consequences of shifting some people's perception, experiences, and awareness including all hope in technological life. This technology is presented in the *Alita: Battle Angel* Movie by Robert Rodriguez.

a. Cyborg and Human Relationship

In the *Alita: Battle Angel* movie by Robert Rodriguez, it talks about the world in the future (futuristic). This movie depicts human beings who live with sophisticated robots. The hallmark of Robert Rodriguez's futuristic movie emphasized spectacle and action through the use of sophisticated engineering techniques and a merciless set of efforts, rather than the complexity or nuance of plot twists and character development. Sometimes it was said that the narrative demanded of classical realism are increasingly being ignored by postmodern movie. In this movie, a cyborg is seen that is created to help all human work, from robots that were designed with sophistication and were almost human-like. What appears to be an almost perfect replica of a human simulation.

It can be seen in the picture and conversation bellow:



Picture 10: *Alita registers as a Hunter Warrior*

(Alita: Battle Angel) 00:56:02-00: 56: 08

Robot 1 : Explain your business

Alita : I want to register as a hunter warrior

The conversation and picture above show a cyborg heroine who take quick action registered to become a hunter warrior, so that she able easily remembered the past and who was she actually. This things indirectly help of human work and no longer help the robot found its identity.

Scientifically, humans were defined according to physical characteristic. Humans are a species of mammals, homo sapiens, biped with an enlarged forebrain. But, just as shown in the movie what the audience considered humans did not fully relate to characters born by other humans. In this movie, it is very clear where cyborgs and humans created an idea of humanity based on actions, emotion, and physical characteristics. The idea of cyborgs remained based primarily on physical imagery. Heroine character named Alita and Zapan are described as cyborgs who has perfect physiques and are almost the same as humans.

A cyborg is a cybernetic organism, a hybrid of machine and organism, a creature of social reality as well as a creature of fiction. Social reality was lived social relations, our most important political construction, and world changing fiction. Cyborg or cybernetic organism are graft between machines and living things shaped from social reality just as much as fiction. The cyborg's body was then dismantled, reorganized, reconstructed, and even explored massive. The body was dressed up, hurt, afflicted or disciplined to achieve a certain stylistic effect and create a sense of certain individuality. Truly the human body is so close

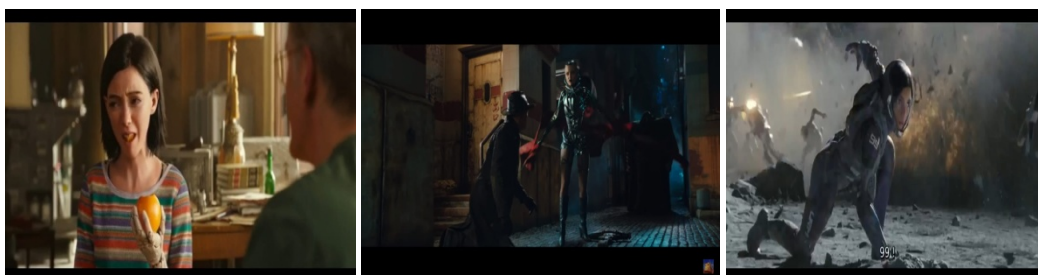
that it cannot be released from his self actually does not belong to the human but belonging to the structure that constructs the consciousness and appreciation of the body which was lived in its historical reality.

This phenomenon led to the awakening of an era of subjectivism body. Modern man moved to take full control of the body, the concept of modernism in general was always associated with phenomena and cultural categories, especially those related to aesthetics or style. Modern concepts were often associated with pieces of history or periodization. Meanwhile, the concept of modernity was used to explain the totality of life. The beginnings of the modern world were often attributed to the supposed renaissance as the beginning of the development of science and technology, extension and expansion trade as well as the development of modern insight about humanism as challenges to medieval religious beliefs as well as one a form of deification of rationality in solving of human's problems. In this movie, it appears when a heroine was rebuilt like a human by Dr. Dyson Ido. Alita is designed in such a way by medical expert with the aim that Alita can be as assistant as well as a substitute for his child who has died due to a cyborg monster attack. Besides, there is also an enemy cyborg named Grewishka who has a muscular body, large, strong muscles like steel, which designed to help the work of his master named Nova kidnapped and killed Alita took her full and invincible heart.

The researcher saw this movie as a real depiction (representation) of the social reality that occurs. Humans wanted robots to exist in this world, because humans wanted to be in control (power). There was a desire to rule over one

another, and if it was done to another human being, then of course what happened was a clash of interests, hostility, conflict, and so on. But, if the one being controlled is a robot, then of course things are different. The robot is controlled by humans and humans who hold the remote control or the chip. A cyborg cannot be human, they have memory but they were not human. Physically, it looked like human, but psychologically and biologically it was different. This can be seen when Alita tried to eat the citrus fruit given by Ido. Alita immediately ate the fruit without peeling the skin first. Seeing how Alita attacked her master, Ido when that night Ido who worked as a hunter warrior was looking for a cyborg body to be exchanged for money in a church.

Based on the description above, it can be seen in the picture and conversation below:



Picture 11: Alita eat, remembers, and helps Ido from the evil of enemy cyborgs

(Alita: Battle Angel) 00:29:21-00:31:35

Ido : Oh my God
 Grewishka : Get rid of the flea
 Nyssiana : You are so beautiful. I wanna cut you open and see how ugly you are inside, like the others.
 Grewishka : Watch her die. Come here little flea, I'll try to pinch your head off.

Based on the picture above, the cyborg heroine named Alita had loyalty, loyal to her master or the human she considers to be her master. But on the other hand, cyborg also attacked humans or enemy cyborgs if they feel humans were threatening themselves and taking actions that endanger humans, then the cyborg job was to save the human. In addition, the researcher saw that robot can live in the present, past, and even future world. She possesses such an ability that no human could possess. Human can only live today and the past become a shadow. When they want to move forward, they must leave the past, otherwise human's feeling will be destroyed. Different from robots who still have a strong feeling of the past.

b. Hedonism

One of the characteristics of modern society is a society that was too materialistic. Hedonism is a view of life that seeks the basis of everything that includes human life in the material world itself by setting aside everything that transcended the sense realm. Hedonism is a view of life in modern society which was based on lust alone which was very closely related to worldly wealth, inner pleasure, sexual pleasure, freedom, and power. In the modern era, hedonism considered that enjoyment, happiness and material pleasure were the main goals in living life.

People are never entirely satisfied with what they had no matter how wealthy they are. Anyway, it is very hard not to be materialistic nowadays. After all, the modern society would have to give up a lot of things in order to live more spiritually. This whole system was based on materialistic values.

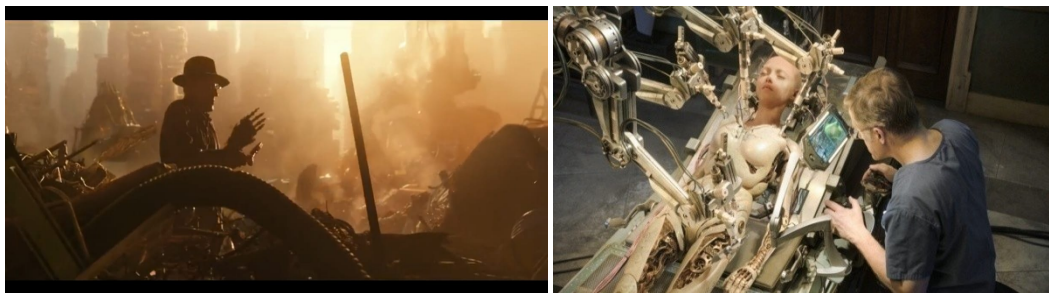
All the goods society have provided throughout the centuries are made for human-kind and with a purpose made our lives more comfortable. With all this comfort around people really did not have anything else to do than to get themselves a certain goal they want to reach (but probably never would).

Most of the society choose more money (a better job, a higher position in the movie) as the ultimate goal. The whole society desired more material goods. Even people were being judged regarding to how much money (material goods) they have. When a human being was successful (in our world meaning they have a lot of material goods) it meant that they would be approved by the society (his wife would be happy with him bringing home more money, his children will be happy, if he brings them presents, his mistress believed that his love is true, only if he buys her diamonds, etc.). This feeling that we were needed somewhere and that people loved us was something we all tend to. So, a person learned today that the more money they made, the more they would be loved. There were, however, countries that have managed to lead a more spiritual life. Money is not as important there. These were mostly the countries where religion has a strong tradition (India for example). Unfortunately the Western countries were managing to influence these parts of the world. So in my opinion it is true that hedonism was a drug but unless we changed the system and with that our system of values, it is impossible to change anything else.

As for those categorized as Hedonism in the movie were as follows:

The first is displayed by Dr. Dyson Ido. Ido is a cyborg medical expert who can create a half-robotic human just by collecting junk that he got from the

rest of the cyborg's exile. He then rebuilt it by utilizing the sophisticated medical equipment he has. Not only collecting used cyborg items, but also he became a hunter warrior took the bodies of other cyborgs was exchanged them for money in the church where he collected various kinds of sophisticated robots. It can be seen in the pictures bellow:



Picture 12: *Ido is collecting used goods that fell from Zalem and build Alita*

The picture above shows that modern society really appreciated on object so without them realizing that modern society is too materialistic which is influenced by the development of technology and science they have so that an inanimate object can become a robot like humans.

According to materialist, there was nothing but matter or natural phenomena, if they wish then there must be things they certainly did not understand. However, that just means they didn't understand the natural dynamics behind it. So, there was no soul, no god, no greater plan, no zeal for love or kindness, and no moral order to the universe, and if that's the case, then it was up to materialist found their values. According to Lyotard, the influence of the materialist must be understood as a concrete material entity. The influence can be

sound, color, smile, or caress as well as anything that has the ability moved to produce feelings and desires.

It can be seen in the picture and conversation below:



Picture 13: *Ido exchanges the cyborg body for money*

(Alita: Battle Angel) 00:32:24-00:33:03

Dyson Ido	: Now the factory pays us to do our dirty work. I am a hunter warrior 17739
Alita	: Yo are a hunter warrior
Dyson Ido	: Stay here. Don't kill anyone
Robot 1	: The price for cyborg Nyssiana was 20 thousand credit.
Alita	: You have to tell me who you really are? Do you work for money?
Dyson Ido	: I accept the money, if not the clinic has been closed for a long time.

The pictures and conversations above show that Ido who is not only a medical expert but also a hunter warrior also prioritizes things. This can be seen in the conversation said by Ido, **“I accept the money, if not the clinic has been closed for a long time”**. So that, the researcher saw that Ido was a materialist who seeks the basis of everything that included human life in the material realm

by ignoring everything that transcended the sensory realm by prioritizing only material things such as property, money, and so on.

Alita: Battle Angel movie is postmodern representation of space and place of all the principles of reality and the truth of modernism today rejected. In this case was Rejection of Technoculture.

The Rejection of Technoculture was rejected universal or global explanation about reality, behavior and so on. Lyotard also stated that knowledge was not metaphysical and universal, but rather was specific related to space and time (History). Rejected technological determinism, however did not mean that we can simply approach technology instrumentally. The instrumental understanding of technology was based on the idea that it operated as a mere tool according to the subjective wishes of its users. Now while this common-sense notion may contain some truth, its truth must be radically circumscribed. This theory ignored the transformative role technology plays in reshaping and reconstituting subjectivity, embodiment and the social realm. To attempt a critical approach to technology from this position was all too often self-defeating, because it assumed that those can be made from social and subjective positions which may themselves had been subject to a reconstitutive process.

From the result of the explanation above in the *Alita: Battle Angel* Movie, the researcher found the rejection and condition of technoculture through:

The rejection is displayed by Alita. Alita is the main character of a teenage girl who is a cyborg as well as a heroine in the movie. She was found in a dumpsite at the Scrapyard. She was then awakened by a medical expert named

Ido. She also lost the memory of her past. With a feeling of suspicion she asked Ido who she really was. One night, Alita spied on Ido because he went out at night and brought weapons. Until finally Alita knew that Ido was a hunter warrior who was looking for a cyborg body. They are also surrounded by three vicious cyborgs who are ready to kill Alita and Ido. Without thinking, Alita immediately attacked the three enemy cyborgs with the power she had in her past. It can be seen in the following picture and conversation below:



Picture 1: *Alita brought home the URM berseker body*

(Alita: Battle Angel) 00:53:39-00:54:45

Ido : Forget it. I won't do it

Alita : But, but you have to. This will help us fight Grewishka and all of its messengers. This body has the strength I need. I feel a connection. Maybe this is me.

Ido : You are given the opportunity to restart. With empty memories, few people get that?

Alita : Why did enemy planes respond to me, because you know that plane. I've been on a plane like that, right! Haven't I?

Ido : You are now not who you used to be

Alita : No..I am a soldier right? And you know, you always known

Ido : This is called berseker. Humanoid weapon system for URM Technarchy. Your core is made for this type of interaction with bodies. Your ID core activate it. **Your instinctive fighting technique is *Punzer Kunst*, an extinct fighting art for machine bodies. Berseker**

using it. That's why you are drawn to conflict without hesitation. That's part of your training. You're not just a soldier, Alita.

From the statement of the conversation above, Alita is one who has the power not from science and technology. But, she got her strength from ancient martial art called *Punzer Kunst*. From what the researcher saw in this part that the power of Alita is a part of the postmodern because she unwittingly rejects what is the ideology of modern society. This part as proof of the Rejection of Technoculture that not everything in this world is made by using the power of science and technology.

4. CONCLUSION

The Rejection of Technoculture is to reject universal or global explanation about reality, behavior and so on. Lyotard also states that knowledge is not metaphysical and universal, but rather is specific related to space and time (History). To reject technological determinism, however does not mean that we can simply approach technology instrumentally. The instrumental understanding of technology is based on the idea that it operates as a mere tool according to the subjective wishes of its users. Now while this common-sense notion may contain some truth, its truth must be radically circumscribed. This theory ignores the transformative role technology plays in reshaping and reconstituting subjectivity, embodiment and the social realm. To attempt a critical approach to technology from this position is all too often self-defeating, because it assumes that choices

can be made from social and subjective positions which may themselves have been subject to a reconstitutive process.

Through this movie, Alita is represented of Rejection of Technoculture. Alita is one who has the power not from science and technology. But, she got her strength from ancient martial art called *Punzer Kunst*. From what the researcher sees in this part that the power of Alita is a part of the postmodern because he unwittingly rejects what is the ideology of modern society. This part as proof of the Rejection of Technoculture that not everything in this orld is made by using the power of science and technology.

Social Relation. Social relation is lived our most important political construction, and world changing fiction. In this part, social relation is displayed between Alita and Ido. Alita is a heroine cyborg created by Ido by utilizing an antimatter heart that can help Alita to continue to survive. The hybridization between human and technology is very much maintained in the movie which is Alita as the heroine has a human side physically and mentally. This is can be shown when she registers as a hunter warrior so she can remember who is she actually and kill enemy cyborgs that threaten human life in Iron City. Alita in this movie is a parody because she was a robot that humanized herself. In fact, she shows many aspects of his humanity that humans are busy degrading themselves. The complexity of modern technology has transcended the limits of the sensory dimension human in digesting. Besides, the movie shows an Alita who still needs food to keep her blood flowing smoothly, which is channeled through the

bloodstream cables in her body. As the researcher mention before that one of the characteristic of modern society is materialism..

Materialism is a view of life that seeks the basis of everything that includes human life in the material world itself by setting aside everything that transcends the sense realm. In this part, materialist is displayed through Dr. Dyson Ido. Ido is a cyborg medical expert who has the most advanced medical tools. In this movie, he makes a lot of human body parts by utilizing the unused remains of cyborgs in the scrapyard. Another point, he worked as a hunter warrior to kill the murder cyborgs and the body parts he managed to injure then he exchanged for money at the church where he registered as a hunter warrior.

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