

CYBERNETICS AS HYPERREALITY AND NEO-GRAMSCIAN HEGEMONY

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Abstract

This paper discusses advanced technology capable of detecting human behavior and psychology perfectly. Mica robots are a well-known artificial technology and are often shown on TV. But who would have thought, with his sophisticated system he was caught in a murder case, besides Mika Robot is also good at manipulating the human brain with his sexy tricks so that humans can obey his orders without being forced. Detectiv Rivera is confused by his strange attitude and he wonders whether a robot can be convicted of murder and whether he deserves a prosecutor as a protector in court. This study uses a qualitative descriptive research type with the aim of providing an overview and explaining the events that are happening without affecting or changing the variables in any way. The analysis technique is to understand the short story narrative and take ideas, then the ideas are reviewed through hegemony theory in order to achieve a desired result.

Keywords: Hegemony, Technology, Beauty, Murder

Introduction

Technology according to KBBI is applied technology that provides things that are necessary for the sustainability and comfort of human life. Technology has many benefits for human life, such as helping people to do activities, facilitate long-distance communication, access information more quickly and efficiently. However, the short story "Mika Model" by Paolo Bacigalupi narrates that robotic technology is caught in a murder case so that it has the ability to trick humans with its sophisticated systems as a result of this, human obey its orders.

In the modern era, technological developments are increasingly sophisticated. Humans have passed through several technological civilizations, the industrial revolution 1.0 occurred in the 18th century, namely the discovery of the steam engine which succeeded in making ships last longer to sail (Bahrin et al., 2016). In addition, the steam engine became popular in England because it was used for the first mechanical loom which helped

humans to complete their work quickly, thus increasing productivity. The second is the 2.0 industrial revolution, namely the invention of electric power and at the end of the 2.0 century there was a mass manufacture of cars which was initially done manually, replaced by an "assembly line" or conveyor belt using a conveyor belt in 1913. Therefore, car production could be done quickly and more efficient. Furthermore, the 3.0 revolution is marked by the presence of robots and computers. This is still ongoing in the 4.0 era because robotic technology is still the flagship in this century. The emergence of autonomous robots, contemporary automation, cyber physical systems, internet for services, cloud computing, internet of things and so on. Industrial robots also contribute to helping humans, one of which is in the industrial field. With the help of this robot, it can help human performance to be faster, more efficient, more productive, flexible, versatile, safer, and collaborative. Thus, it can open up opportunities, new businesses,

opportunities for further advancement to new innovations so as to create a product that was never unexpected before. The machines are equipped with self-optimization, self-configuration, even artificial intelligence to complete complex tasks. So that a product that is created can be maximized properly. Industry 4.0 is a new area for the technological revolution. The existence of the internet of things, and cyber-physical systems are combined with software, processors, sensors and communication technology to create real "things" that can not only be moved by electronic components but can also be moved through a programming language that has been set in such a way as to get results which are desired.

This phenomenon can be found in the short story "Model Mika" by Paolo Bacigalupi which narrates a sophisticated robot that resembles a human being because it has the same blood and skin as human. She gets caught in a murder case and goes to the police station to ask for a legal lawyer for trial. Instead of feeling guilty about the murder case, Mika Robot actually makes it a sexy and seductive game. She teased the detective in an obscene way. Even though Detective Rivera knows it's a robot fitted with a micro-chip to do things according to the owner's orders, he still enjoys everything in Mika's body.

In this case, the writer formulates two problems, namely. How is the hegemony context in technology and how robotics can manipulate humans to obey their desire without feeling forced. Researchers used previous research references to determine the relationship between robotics and hegemony.

The first research entitled "Meningkatkan Minat Belajar Fisika SMP dan SMK Nusa Bhakti Sawangan Depok melalui Teknologi Media Robotik" by Dwi Aprillia Setia Asih, Indica Yona Okyranida and Deden Ibnu Aqil (Setia Asih et al., 2019). Narrated that the school try a robotics experiment to improve student learning and education. The method used is

to provide information about the robot and how to make a line follower robot and a soccer robot. The material provided is in the form of making, managing, and providing an explanation of the benefits that will be obtained in learning. The results obtained from these efforts were successful. Many students are interested in the robotics learning system, in other words, students can also apply robot building and use it directly, not just hearing theory. So, it can be concluded that a learning system with direct practice using a robot can increase productivity, enjoyment for students, and benefit teachers because it can be an alternative in learning media.

The second research entitled "Pengendalian Robot Lengan Menggunakan Hybrid Biosignal dan Gerakan Leher" by Akbar Fauzan (Fauzan, 2017). Narrate that robots can ease the burden on humans, especially people with disabilities . Persons with disabilities can take advantage of this robot (hybrid biosignal) and (neck movement) can act as a substitute for their deformed hands / feet. By using eye signals (Electrooculography), muscles (electromyography) and movements in the neck.

The third research entitled "Terapi Robot bagi Lanjut Usia yang Mengalami Demensia" by Mu'man Nuryana (Nuryana, 2020). It accounts for a shift from animal-assisted therapy to the development of robotics. The paro robot has a role in parenting. The results obtained are quite good, namely Paro can encourage dementia to interact with one another, so that he is able to build strong social relationships and can overcome loneliness. Apart from dealing with stress and anxiety, Paro is also able to minimize the use of psychoactive drugs and medical pain in dementia, and is effective in therapeutic interventions.

The basic premise of hegemony theory is an agreement made by many people, which means that there is little rejection (Bates, 1975). This shows that humans are not only conquered by strength, but also by ideas. Hegemony will occur if the power of

ideas succeeds in influencing the class block, both creative or conservative ideas. They act as custodians of the ideological unity of all social class blocs. The idea "does not mean that it will eliminate class struggle, but in fact they are able to ethically silence so that class society obeys.

Researchers analyzed "Mika Model" in this short story aimed to find out how a robot can influence humans by using her beauty, and make it obey her desire without feeling forced. This topic was chosen because it was unique and interesting, namely that robotics technology succeeded in hegemonizing humans with the existing systems in their bodies.

Methodology

Technology according to KBBI is applied technology that provides things that are necessary for the sustainability and comfort of human life. Technology has many benefits for human life, such as helping people to do activities, facilitate long-distance communication, access information more quickly and efficiently. However, the short story "Mika Model" by Paolo Bacigalupi narrates that robotic technology is caught in a murder case so that it has the ability to trick humans with its sophisticated systems as a result of this, human obey its orders.

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Findings and Discussion

Refers to the narrative short story "Mika Model" it has been explained that Detective Rivera was successfully hegemony by the beauty of Mika Robot. Her pretty face makes anyone fascinated, especially her slightly naughty behavior, able to win over detective Rivera and make her want to get to know Mika closely.

I'd seen that same teasing smile in advertisements. That same flash of perfect

teeth and eyebrow quirked just so. And those eyes. Dark brown wide innocent eyes that hinted at something that wasn't innocent at all.

The quote above shows they have beautiful faces that is owned by robotics technology, namely the 'Mika Model' to be admired. Her entire body shape was almost perfect and absolutely dazzling. She is not inferior to real living things, namely humans.

From that thought, suddenly Detective Rivera began to realize that she was a robotics technology that did things on the orders of the owner, in other words, it was pre-programmed.

“You're a Mika Model.”

When Rivera realized, the memory of the commercial on tv reappeared. Detective Rivera recognizes the nature and traits of Mika's robot.

She inclined her head. “Call me Mika, please.”

That quote shows that Mika Robot, refuses to be called a “robot” or something that is not real. He wanted detective Rivera to just call her by name, which was "Mika".

However, Detective Rivera refused, as he immediately remember that Mika is a robot that had been modified in such a way, so that she looks like a human. Mika Model is often advertised on tv and other news reports that Mika Robot is a technology that can rule the future.

The girl, the robot ... this thing—I'd seen her before, all right. I'd seen her in technology news stories about advanced learning node networks, and I'd seen her in opinion columns where feminists decried the commodification of femininity, and where Christian fire-breathers warned of the End Times for marriage and children.

The quote shows that the role of humans for biological needs or "sex" may be reduced due to the presence of robotics type technology. There are some people who are starting to realize it, and say it's a sign of the end times.

Its sophisticated system can fascinated anyone. She's good at flirting with her naughty seduction. Offers the pleasure of making love with a new method of "love without age limit". The point is, if humans make love to robot Mika, then they will be satisfied with his service because a robot has no age, will never die.

This same girl had followed me around on my laptop, dogging me from site to site after I'd spent any time at all on porn. She'd pop up, again and again, beckoning me to click through to Executive Pleasure, where I could try out the “Real Girlfriend Experience™.”

The quote shows that, there are dating services that provide to humans. Humans can at any time access and rent these services.

I'll admit it; I clicked through.

Detective Rivera is curious and wants to get to know Mika better. Then, he try to accept the offer by clicking the button on his body.

Her blouse was unbuttoned at the collar, one button too many, revealing hints of black lace bra when she leaned forward. Her skirt hugged her hips. Smooth thighs, sculpted calves—

At the time he see it, he is amazed. Beautiful body shape makes him passionate. Mika's temptation to Rivera is a little bit succesfull. When Mika's efforts are about to succeeds, she tries to seduce Rivera in other ways.

I realized I was staring, and she was watching me with that familiar knowing smile playing across her lips.

Mika has managed to become the center of Rivera's attention because of her beauty. Then, she try to get a little wilder by shows her sexy lips.

That was the truth. She was just a bunch of chips and silicon and digital decision trees. It was all wrapped in a lush package, sure, but she was designed to manipulate. Even now she was studying my heart rate and eye dilation, skin temperature and moisture, scanning me for microexpressions of attraction, disgust, fear, desire. All of it processed in milliseconds, and adjusting her behavior accordingly. Popular Science had done a whole spread on the Mika Model brain.

The quote shows that, even though Rivera's detectives are stunned by Mika Model, he still realizes that he is still a robot fitted with a micro chip to carry out the pre-programmed vision and mission of manipulating victims in seductive ways.

Advanced science is incorporated into the Mika Model, so that he can carry out orders perfectly.

Even though I knew she was jerking my chain, the lizard part of my brain responded anyway. I could feel myself being manipulated, and yet I was enjoying it, humoring her, playing the game of seduction that she encouraged.

The above quote shows that, even though Rivera knew he is exploited psychologically. He still enjoyed the way Mika seduced him. The seduction seemed to be a pleasure for him.

Whatever the reason, I'd cuffed her with her hands in front, instead of behind her, and put her in the front seat of my car to go out to the scene of the murder. I was breaking about a thousand protocols. And now that she was in the car with me, I was

realizing that I'd made a mistake. Not because of safety, but because being in the car alone with her felt electrically intimate.

Detective Rivera tries to find a way out of dealing with the murder case by checking directly on the 'scene'. However, he felt that he is starting to have a special relationship with Mika and let her sit close to him.

While in the car, Rivera chat with Mika. He explain a little about the legal law. Lawyers can only defend humans, not an electronic object. "Bots don't get lawyers." Rivera said firmly, robots cannot get a lawyer because there is no law that regulates that robots get the same rights as humans. "She recoiled as if I'd slapped her. Immediately, I felt like an ass." Suddenly Mika seemed offended by what he had just said. She felt both shocked and sad when Rivera said she couldn't get a lawyer in court later. The look on Rivera's face changed, he felt like he had said something harsh and inappropriate. He felt like he wanted to take his words back so as not to sadden Mika. "She doesn't have feelings, I reminded myself." Rivera remembers that Mika is a robot. And that is certainly proof that she doesn't have real feelings.

But still, she looked devastated. Like I'd told her she was garbage. She shrank away, wounded. And now, instead of sexy, she looked broken and ashamed.

Mika looks different, she seems like have feelings of sadness and looks desperate. The beauty aura on Mika, immediately disappeared. Rivera watch it all with concern.

He try to understand Mika's feelings. Rivera thought that she needed to cheer up and encourage Mika to get excited like before.

Needed someone to tell her she mattered. Now, looking at Mika, I had that same feeling. Just a girl who needed to

know she mattered. A girl who needed reassurance that she had some right to exist—which was ridiculous, considering she was a bot.

When that thought is in Rivera's mind, it is like a ridiculous thing. He is confused by his intention to comfort Mika, considering she is a bot / inanimate object.

It was trying another tactic to forge a connection with me. And it was working. Now that she wasn't giggly and playing the tease, I felt more comfortable. I liked her better, despite myself.

Rivera ignored the thought. He immediately entertaining Mika in his ways. When he saw Mika smiling again, he felt happy. Rivera felt that he had fixed the problem in his relationship.

Even though it made Mika smile, Rivera is still confused by the murder case. There are some crazy thoughts that Rivera thought, as the quote below.

I didn't reply. Truthfully, I wasn't even sure that it was a murder. Was it murder if a toaster burned down a house? Or was that some kind of product safety failure? Maybe she wasn't on the hook at all. Maybe it was Executive Pleasures, Inc. who was left holding the bag on this. Hell, my cop car had all kinds of programmed safe driving features, but no one would charge it with murder if it ran down a person.

The quote explains that, a robot is difficult to say as a suspect. This does not make sense because basically a "robot" is an inanimate object, in other words, it can live or move because there is a programming system or provision of objects such as micro-chips that are given and controlled by the owner, namely humans.

However, Mika still denied that she was a robot. Sh's real, Mika thinks she's real. She has things like those of humans.

“I don't get instructions. I learn. You learn, too. You learn to read people. To know if they are lying, yes? And you learn to be a detective, to understand a crime? Wouldn't you be better at your job if you knew how thousands of other detectives worked? What mistakes they made? What made them better? You learn by going to detective school—”

Mika explains how the system functions properly. Shee protest Rivera's claims that she is an object, a "robot" that doesn't real.

“My Year Zero Protocol. So? You have your own, coded into you by your parents' DNA. But then you learn and are changed by all your experiences. All your childhood, you grow and change. All your life. You are Detective Rivera.

The quote explains that Mika also say that Rivera could also live because he has a patent system, namely because of his parents' DNA and experiences from his life.

“It's true, though. You want to feel like a big man, who does important things. But you didn't go into business, or politics.” She frowned. “I think someone saved you once, and you want to be like him. Maybe her. But probably him. It makes you feel important, to save people.”

“Would you cut that out?” I glared at her. She subsided.

It was horrifying how fast she cut through me.

The quote explains that, Rivera also has lust and desire because it's triggered by the story of someone who had helped him. Mika explain in great detail, until Rivera realized and gasped.

The way she said it made me look over. Her expression was so vulnerable, I had an almost overwhelming urge to reach out and comfort her. I couldn't stop looking at her.

God, she's beautiful.

It was a shock to see it. Before, it was true; she'd just been a thing to me. Not real, just like she'd said. But now, a part of me ached for her in a way that I'd never felt before.

Her eyes are beautiful, make Rivera amazed. Inside, he admits that everything Mika said is true.

Rivera's subconscious started to react. He begins to agree that Mika is not just an inanimate "robot" but he feels he is something unique, that can feel and is sensitive to something.

If I wanted, I could reach out to her. Her bare thigh was right there. And I knew, absolutely knew, she wouldn't object to me touching her.

What the hell is wrong with me?

When Rivera's subconscious recognized that Mika is a living thing, he begin to have crazy thoughts.

He begin to think about the services contained in the Mika Model system, namely the invitation to make love. Rivera realized that, if he wanted to use Mika's services, surely he wouldn't object. However, Rivera's thoughts were lost in an instant, he begin to realize that what he was thinking is crazy.

I felt weird talking about the case in front of her. I turned my back, and hunched over my phone. "I can't decide if this is murder or some kind of product liability issue. I don't know if she's a perp, or if she's just ..."

The murder case isn't over. Rivera doesn't know what else to do. Because if he is interrogating or discussing the case with Mika, he feels strange that robots are not to blame for a crime case.

"No! Don't do that, either. Just ... figure out if there's some other angle to work, other than giving a robot the same

right to due process that a person has. She's a manufactured product, for Christ's sake. Does the death penalty even matter to something that's loaded with networked intelligence? She's just the ... the ..." Lalitha hunted for words, "the end node of a network."

Rivera's work partner also feel confuse by this case. Lalitha, suggested that Rivera should handle this case carefully. Since Mika is basically a programmed robot, in other words she didn't commit the murder of her own accord.

Once again, I felt like I was on weird legal ground. I couldn't bar a lawyer from a client, or a client from getting a lawyer. But was Mika a client, really? I felt like just by letting the lawyer in, I'd be opening up exactly the legal rabbit hole that Lalitha wanted to avoid: a bot on trial.

A corporate robot called Holy is coming. He came to solve the problem. Rivera is confused, he felt he has no right to control the situation at that time. Rivera try not to create a mess, so she try to see the company robots at work. "No." Mika shook her head. "I want a real lawyer. Not a company lawyer." Mika refuses, and she says if he doesn't want a fake lawyer.

She sticks to her stance, that is, get a real, legal lawyer. Mika protested against all the rules in her institution.

Holly ignored her and plunked herself and her bags on the sofa beside Mika. "Well, you're still our property, so I'm the only lawyer you're getting. Now have a seat."

Holly ignored what Mika's say. She explain that Mika still her rightful possession, therefore this case was also the responsibility of the Holy on behalf of her company. "But ..." Mika was looking from her to me with confusion. "I want a real lawyer."

Mika still insists on wanting a real lawyer. She wanted the case to be resolved in a human-like manner. This means that

they have equal rights as humans in law. “You don’t have money, dearie. You can’t have a real lawyer.” Holy fiercely rejected Mika's words. She insists that Mika is an inanimate object, does not work and therefore has no money to hire a lawyer.

Holly gave me an exasperated look. “Will you explain to her that she isn’t a citizen, or a person? You’re not even a pet, honey.” Holy eyes glanced at Rivera sharply. Wish he would explain that he is a robot, not human. In fact, it cannot even be said to be a pet / living being.

Holly’s gaze shot from her, to me, and back again. “Oh, come on. She’s doing that thing again.” She gave me a disgusted look. “Hero complex, right? Save the innocent girl? That’s your thing?” The quote shows that, Holy was astonished at Rivera. When shee look at Rivera , it seemed Rivera is on Mika's side. He seemed to support Mika's argument, so Rivera just keep quiet. “ isn’t predictable.” Increasingly, this case is getting more complicated because there are no rules that say robots can be convicted. Holy is annoyed, thinking that his arrival would bring good results, solution of the problem. I bristled. “Who says I’m predictable? This case has no end. Rivera opposed, siding more with Mika to support her argument. Truly, circumstances that could not be predicted beforehand.

“Don’t kid yourself. There really aren’t that many buttons a Mika Model can push.”

Holy remind, to deactivate Mika Model, couldn't just press the button on her body. There is another way to make her die, which is to kill her.

By the time I dragged Holly off, it was too late. Blood poured from Mika’s eye. The girl was gasping and twitching. All her movements were wrong, uncoordinated, spasmodic and jerky. A few moments later Holy immediately shut down Mika's system by gouging out her eyes. Rivera is both surprised and scared, she swiftly dragged the Holy from Mika.

However, it's all too late. Mika is helpless with blood streaming down, she is acting strange, uncoordinated, and unpredictable. Like a robot that has been tampered with. “You killed her!”

Rivera feel angry. Rivera shouted Holy that he has killed her. She has taken Mika's life and separated Rivera and Mika for good.

“No. I shut down her CPU,” said Holly, breathing hard. “It’s better this way. If they get too manipulative, it’s tougher. Trust me. They’re good at getting inside your head.”

Holy awakens Rivera if she is just a robot. Shutting down the CPU is the best way to keep it calm and quiet. If not, Mika Model might come up with a new plan to master the situation around her. “You can’t murder someone in front of me!”

Rivera shouted loudly. The murder that is carried out in front of him is a heinous and evil thing. She shouldn't do that in front of him.

“Like I said, not a murder. Hardware deactivation.”

“She really got to you, didn’t she?” She patted my hand patronizingly. “I know it’s hard to understand, but it’s just that hero complex of yours. She pushed your buttons, that’s all. It’s what Mika Models do. They make you think you’re important.”

Holy emphasized that it is not a murder, but simply deactivating the CPU system to keep it quiet. She also realized that Rivera has been overpowered by Mika. All Mika systems are sophisticated, capable of manipulating a person and making him seem like an important person for her life.

Conclusion

From the above events, it can be concluded that technological sophistication accompanied by science will bring about something extraordinary. "Mika Model" is a representation of man-made results that combines technology with science.

Mika Model tends to be negative, because it is programmed to manipulate humans into submitting to it. She used her

sexy body to seduce humans to enjoy her service "executive pleasure to make love".

Detective Rivera has been overpowered by Mika with her subconscious. He thought that he had an intimate relationship with Mika all this time. Ribera felt that he had become a valuable and important person by a robot, making him think absurdly but still enjoying it.

Furthermore, Holy ended it all by killing Mika. Turning off all systems that make it smarter every day because it keeps uploading new knowledge gained from its interlocutors. When Mika's CPU system shuts down, she will automatically be quiet, calm, and will not fool her victims, humans anymore.

However, it all made Rivera look frustrated. He wants Mika back to normal, because he feels Mika has a living system like humans, but this is in a unique context which is "robot".

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