

CHAPTER I

INTRODUCTION

A. Background of the Study

Materialistic life-style has become a social phenomenon in society. The possessions of material thing and guaranteed future have become the standard by which people judge success because people live in the world try to get better in their life, so they should needed this life. The initial purposes people to get the material things are make people like easier and comfortable. This case can be seen in daily life, for example, many high functionaries do corruption, collusion, and nepotism in this country. Corruption becomes a culture and one of these reasons in materialistic life style.

The phenomenon of materialistic has been one of the subjects of attention from the authors to make the literary work which reflect the materialistic life-style Phenomenon which happens is real life so that the inspiration of the authors to make the literary work. The initial purpose is to criticize reader or society because in order to show materialistic is not always make people feel happy. Materialistic life-style is viewed that person has just money. The author wants to send the message to the reader that wealthy is not the major that can make their people life happy; they think that with money they can get happiness forever whereas money is not the one makes people feel happy.

The phenomenon above can be a subject matter of sociology. Sociology is desire to get power and respect in society. The purpose of sociology is to achieve an understanding of social science that studies the relationship between the societies. In sociology, ambition is one of behaviors and social institutions which different from current among the people through whose conduct the institutions exist; an understanding which is not merely different but new better. (Elizabeth and Burns, 1973: 10)

To understand a work of literature, literary works bring up much illustration is special fact. Literary works deal with the phenomenon in social and culture life. Literary works bring up the human beings as the individual, like the authors feeling or idea can be seen from the quotation literary respecting life and life is in large measure and the linear or subjective world of the individual have also been object of literary imitation (Wallek, 1956: 94). In this occasion, sociological approach could be used as a way to know more about the work of literature toward the life challenge. Sociology helps researcher to find the solution to practical problem by the specific and comprehensive guidelines stated by one the masterpiece figure in all of sociology, Alan Swingewood and Diana Laurension.

In literature, sociology is an interesting subject to be presented by the author as the major themes of their literary works one of the authors who proposed the sociological study, especially materialistic lifestyle as the

problem of this literary works is F. Scott Fitzgerald in his novel *The Great Gatsby*.

Materialistic life-style as describe above is not only reflected in society, but also in literature. Literature is a mirror of society. It describes social fact in society, such as racial discrimination (*Richard Wright in Black Boy*), instant culture (*JK Rowling in Harry Potter*) and lost generation (*Ernest Hemmingway In the Sun Also Rises*). An author tries to depict social condition, which happen in society in their literary work. They describe their anxiety, hope and aspiration in literary work. An author is one of sociology barometers, which is more effective to measure the respond to social power in society. (Darmono, 2002: 12)

Francis Scott Key Fitzgerald was a Jazz Age novelist and short story writer is considered to be among the greatest twentieth-century American writers. Born on September 24, 1896, he was the only son of an aristocratic father and a provincial, working class mother. He was the product of two divergent traditions; while his father's family included the author of "*The Star Spangle Banner*" (*after Fitzgerald was named*), his mother's family was, in Fitzgerald own words, "straight 1850 potato-famine Irish". As the result of this contrast, he was exceedingly ambivalent toward the nation of the American dream: for him, it was at once vulgar and dazzlingly romantic imagination; he once called it "a heightened sensitivity to the promises of life". The event of Fitzgerald's own life can be seen as a struggle to realize

those promises. (Clayton, Jack. 2003: 1. “Biography of F. Scott Fitzgerald (1896-1940)” .<http://www.answer.com/topic/f-scott-fitzgerald>. Accessed at 10.15 am on February 10th).

F. Scott Fitzgerald is productive writer. It can be seen from many of his work such as, his first novel, *The Side of Paradise* in 1919; it was a tremendous critical and commercial success. Fitzgerald followed with *The Beautiful and the Damned* in 1922, *The Great Gatsby* in 1925. *Tender is the Night* 1934, and was working on *The Last Tycoon* 1941 when he died, in Hollywood, in 1940. *The Great Gatsby* is reflects Fitzgerald’s deeper knowledge. (Bode, 1981:181). Actually *The Great Gatsby* is his greatest work because it is one of the greatest novels in 20th century. It publishes in 1925; it has 11 chapter and 186 pages.

Materialistic life-style inspired Fitzgerald to make the novel *The Great Gatsby*. The condition in this era brought him into materialistic life-style in America in early twentieth century. *The Great Gatsby* it is also considered work on the fallibility of the American dream. It focus on a young men, Jay Gatsby, who, after falling in love with a women from the social elite, makes a lot of money in an effort to win her love. She marries a man from her own social strata and he dies disillusioned with the concept of a self made man. Fitzgerald seems to argue that the possibilities of the “New World” are just as rigid as those of Europe. (No Name. 2003: 1-3 “The Great

Gatsby”. <http://www.gradesaver.com/classicnote/title/gatsby/about.html/>, accessed at 09.30 am on February 18th, 2007).

From the illustration above, the researcher is interested in analyzing this novel by using sociological approach and takes a title **“MATERIALISTIC LIFE-STYLE IN F. SCOTT FITZGERALD’S *THE GREAT GATSBY*: A SOCIOLOGICAL APPROACH”**.

B. Literature Review

The Great Gatsby is one of F. Scott Fitzgerald masterpiece. Before the writer wants to analyze it, she has read another paper that relevant with her analyzed. First, the study conducted by Ella Tri Astuti, in Muhammadiyah University of Surakarta. Her study entitled “A Study on Gatsby’s Anxiety in F. Scott Fitzgerald *The Great Gatsby*: A Psychoanalytic Approach. She tries study the psychology the major character Gatsby in which anxiety in his life. Second, a study of F. Scott Fitzgerald novel’s *The Great Gatsby* by Dewi Purwaningrum 2006 in Muhammadiyah University of Surakarta. Her research paper entitled “Struggle for Love in F. Scott Fitzgerald *The Great Gatsby*: An Individual Psychological Approach”. She tries to explore the struggle of love the major character namely Jay Gatsby. Third, the study writes by Retno Maruti in Muhammadiyah University of Surakarta 2006. Her research paper entitled “The Influence of Social Status on Jay Gatsby life Style in F. Scott Fitzgerald *The Great Gatsby*: A Sociological Approach. She tried to explore the social status in major character is Jay Gatsby with sociology in this era.

Fourth, is by Nunung Ernawati in Muhammadiyah University of Surakarta 2006 her research paper is entitled “A Comparison between the Novel and Movie Version of Fitzgerald *The Great Gatsby*: Structural Analysis. She tries to compare between novel and movie version with structural analysis.

The Great Gatsby is also analyzed in University Sebelas Maret by Dian Anggarini Sulistiyowati in 2002. Her research entitled “American Hedonism of the 1920’s as reflected in F. Scott Fitzgerald’s *The Great Gatsby*”. She tries to show the style of life in American society is hedonist in 1920. The second study was conducted by Diah Listyowati in 2001. Her study entitled “Tujuan Hidup Jay Gatsby, Tokoh Protagonis Dalam Novel *The Great Gatsby* karya F. Scott Fitzgerald.” She tries to show the aim of life from the main character namely Jay Gatsby.

In, the study of this nove, the writer focuses on Materialistic Life-Style done all of the character in F. Scott Fitzgerald Novel *The Great Gatsby* using sociological approach.

C. Problem Statement

Based on the title and the background of the study the main problem in this research is how materialistic Life-style reflected in *The Great Gatsby*

D. Limitation of the Study

The writer focused on analyzing the materialistic in all of the character in the novel with sociological approach by Alan Swingewood and Diana Laurension.

E. Objective of the Study

Dealing with the problem statement above the objectives of the study are:

1. to analyzing the structural elements.
2. to analyze the novel based on sociological approach.

F. Benefit of the Study

By presenting this thesis the researcher hopes that there are two benefits:

1. Theoretical Benefit

This study is going to give additional information and contributed to the larger body knowledge, particularly of sociological on F. Scott Fitzgerald *The Great Gatsby* on literary study.

2. Practical Benefit

To give deeper understanding of the present writer about the content of the novel's especially from the sociological aspect.

G. Research Method

1. Type of the Research

The researcher applies descriptive qualitative method based on books and other preferences to support the subject matter.

2. Objects of the Research

The object of the research is F. Scott Fitzgerald's *The Great Gatsby*. In inducting the research the writer is going to analyze it by using sociological approach.

3. Source of the Data

There are two types of data source namely

a. Primary Data Source

The primary data source is the novel *The Great Gatsby* by F. Scott Fitzgerald.

b. Secondary Data Source

The secondary data source includes books and other data that have relationship with the research such as commentaries and other relevant information.

4. Technique of the Data Collection

The methods of collecting data in this research are as follow:

- a. Reading the novel is several times.
- b. Talking note of the important part in both primary and secondary data.
- c. Identifying the topic of the novel.
- d. Analyzing the data of the research based on Alan Swingewood and Diana Laurension theory about sociological approach.
- e. Determining the character in novel that will be analyzed.
- f. Reading some books for find out the theory data information required in library and internet.

H. Research Paper Organization

The paper is divided into six chapters. The first chapter is introduction that consists of the background of the study, literature review, theoretical approach, problem statement, limitation of the study, objective of the study, benefit of the study, research method and paper organization. The second chapter deals with underlying theory of sociological, which is used by researcher to, analyzed the novel. The third chapter deals with social historical background of America in twentieth century. The fourth chapter is about the structural analysis of the element of the novel. The fifth chapter presents sociological analysis of *The Great Gatsby*, the last; the sixth is closing that consists of conclusion and suggestion.