

**BRAINWASHING AS A STRATEGY FOR BUILDING UNIFORMITY REFLECTED
IN LOIS LOWRY'S *THE GIVER* NOVEL (1993):
A SOCIOLOGICAL APPROACH**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree of
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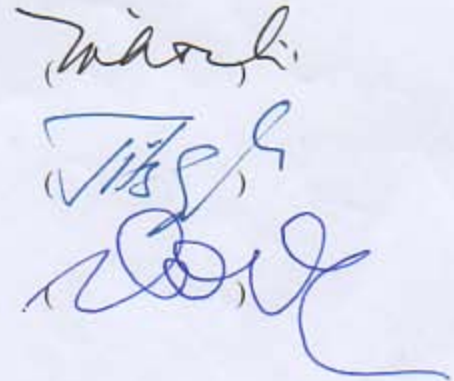
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PRONOUNCEMENT


Herewith, I testify that in this research paper there is no plagiarism of the previous literary work which have been raised to obtain bachelor degrees of university, nor there are options or masterpiece which have been written or published by other, except those in which the writing are referred manuscript and mentioned in the literary and bibliography.

Hence, later, if iproven that there are some untrue statements in this testimony, I will be fully responsible.

Surakarta, August 2016

The researcher,




Nur Handini Yusna Laily

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MOTTO

“ Do the best, be good, then you will be the best”

“ Education is the most powerful weapon which you can do to change the world”

-Nelson mandela-

“ Apabila Anda berbuat kebaikan kepada orang lain, maka Anda telah berbuat baik kepada diri sendiri”

-Benyamin Franklin-

“ Don’t wait untill tomorrow because that still is mystery.”

“ Kebanggaan kita yang terbesar adalah bukan tidak pernah gagal tetapi bangkit kembali setiap kali kita jatuh”

-Confusius-

DEDICATION

From the deepest heart, the writer would like to dedicate this research paper to:

Allah SWT for the great blessing,

My beloved parents (Bapak Matram and Ibu Sulasih),

My brothers (Nur Fandi Wahyu Hermawan and Nur Ikhwan Kevin Setiawan),

All my lecturers,

All my teachers,

All my friends.

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13. Those who cannot be mentioned one by one toward their support to the researcher completing this research.

The researcher considers that this research paper is far from being perfect. Therefore, suggestion and criticisms are welcome and acceptance. She hopes that this research paper would be valuable for readers.

Wassalamu’alaikum. Wr, Wb.

Surakarta, August 2016

The researcher

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ABSTRAK

Penelitian ini menganalisis tentang The Influence of Brainwashing as a Strategy for Building Uniformity *The Giver* (1993) yang dianalisis dengan menggunakan pendekatan sosiologi. Objektif dari penelitian ini adalah untuk mengetahui karakteristik dari brainwashing, untuk mendeskripsikan proses brainwashing dan untuk mengetahui bagaimana Louis Lowry menerapkan brainwashing berdasarkan pendekatan sosiologi. Penelitian ini adalah penelitian kualitatif. Data pada primer penelitian ini adalah *The Giver* by Lois Lowry's (1993), dan data sekundernya adalah sumber lain yang berhubungan dengan penelitian yang diambil dari buku sastra, kritik sastra, jurnal, dan beberapa artikel yang berhubungan dengan novel. Hasil penelitian ini adalah pertama, terdapat karakteristik brainwashing dalam novel *The Giver* yaitu metode reward dan punishment, obat-obatan dan senyawa lainnya, pendekatan dalam pidato atau presentasi dan pendekatan secara audio (vocal) dan visual. Dalam pemberian reward dan punishment seperti pemberian pekerjaan pada masing-masing anggota dan juga pemberian aturan dalam komunitas. Sedangkan obat-obatan diberikan kepada komunitas setiap hari. Persuasi ditemukan ketika *the giver* memberikan nasehat kepada *receiver*. Pendekatan secara audio dan visual dimana pemerintah memberikan perintah melalui speaker besar. Kedua, process brainwashing yang dilakukan oleh Lois Lowry adalah unfreezing, changing, and refreezing, yaitu dimana anggota komunitas menerima semua aturan sebagai bentuk kesiapan, kemudian bentuk penolakan Jonas dengan berani menyuarakan ketidakterimaannya, dan kemudian Jonas mengambil keputusan untuk memberontak dan meninggalkan komunitas.

Keywords: Brainwashing, the Giver, Sosiologi

ABSTRACT

This study is about The Influence of Brainwashing as a Strategy for Building Uniformity the Giver (1993) analyzed by using Sociological approach. The objectives of the study are to know the characteristics of brainwashing, to describe the process brainwashing, and to reveal the underlying reason how Lois Lowry address brainwashing based on Sociological approach. This research belongs to qualitative research. The primary data of this research is The Giver by Lois Lowry's (1993), while the secondary data of this research are the supporting data taken from literary books, criticism, journal, and some articles related to the play. The result of the firstly, there were found that the characteristics of brainwashing in *The Giver* novel consists of reward and punishment method (Reward and Punishment), drugs, other chemical compounds, persuasion in a speech or presentation brainwash and persuasion vocally and visually (method of suggestion). *In reward and punishment* there were project from government that each person has their own job in twelve and some of the rules created by the government. *While in drug* every people in society should take the pill everyday to control their mind. *Persuasion in a speech or presentation* brainwash appears in a speech or presentation brainwash from the recover. *Persuasion vocally and visually (method of suggestion)* appears where government ordered and gave instruction through large speakers. Secondly, the process of brainwashing conducted by Lois Lowry consists of unfreezing, changing, and refreezing. Unfreezing where every people in community accept the entire rules especially the rules that said about little bit to talk and accepting the job from the election. This is the form of readiness. Changing appears when Jonas accepts the memories from the giver. Jonas finally dares to speak loud that he wants to change it. Refreezing appears when finally Jonas makes decision to do the rebellion action by leaving the community.

Keywords: Brainwashing, the Giver, Sociological.

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