

CHAPTER I INTRODUCTION

A. Background of Study

Brainwashing, according to the Oxford English Dictionary, is an attempt to eliminate the thoughts of others systematically, persuasive, compelling, and replace them with a set of new ideas. According to Kathleen Taylor, the man who washed his brain has a new personality, much different from before. When invited to speak, he seemed confused and what is said is not realistic, sometimes scary such as tape cassette, which is set from the beginning to end, over and over again without modification. Also, he looks weird, but it has the psychological strength to carry out his thoughts. Feeling nothing to suppress it, but was unable to use his reason realistically. Unwavering loyalty and cannot be bent at all. He does as if just instinct. The state is called trance element.

Lois Lowry wrote *The Giver* novel because she wanted to know the meaning of uniformity. Uniformity was here instead of compulsion or coercion roughly subtly which is usually referred to as brainwashing. Some time without us knowing we had also been a subject of brainwashing example to follow the time to enter college or basic military training. Actually, brainwashing core itself is how to condition the brain to be ready to accept a new thing either positively or negatively, depending on brainwasher. Brainwashing is a process that has been known since a long time, even before World War II. This technology is widely used at that time by the German army. The purposes of brainwashing are to build the spirit of the soldiers since a teenager, to form a mental warrior resilient, loyal, and soul with the bow of the Nazi party at that time. The technique used is a method that was developed scientifically by experts of psychology and the human mind, in which the current German experts also conducted a variety of experiments on the human mind during the holocaust in Germany against prisoners of war. All the methods used to do the brainwashing that time, usually using a long enough

time, to instill a certain program or idea in one's mind. A long enough time so that the process is a new program that is implanted into the subconscious mind permanently.

Brainwashing themselves according to major Indonesian dictionary is the opinions, beliefs, and so forth that exist and replace them with new ones by means of force of physical and psychological torture. Brainwashing is a theory that contends that is possible to indoctrinate subjects in a way which results in an impairment of autonomy, an inability to think independently, and a disruption of beliefs and affiliations. In this context, brainwashing refers to involuntary reduction of basic beliefs and values.

Theories of brainwashing and of mind control were originally developed to explain how totalitarian regimes appeared to systematically indoctrinate prisoners of war through propaganda and torture techniques. These theories were later expanded and modified by psychologist including Margaret Singer and Philip Zimbardo to explain a wider range of phenomena, especially conversions to new religious movements.

Lois Lowry is an American writer credited with more than thirty children's book. She has won two Newbery Medals, for *Number the Stars*. In 1990 and *the Giver* in 1994 for the contribution as a children's writer, she was a finalist in 2000 for the biennial, international Hans Christian Andersen Award, the highest recognition available to creators of children's books. Her book *Gooney* won the 2002 Rhode Island Children's Book Award. In 2007 she received the Margaret Edwards Award from the American Library Association for her contribution in writing for teens.

Lowry's life has been eclectic and eventful. Born Lois Hammersberg in Honolulu, Hawaii, on March 20, 1937, she moved with her family to Brooklyn, New York, at age two, and she spent her childhood in New York, Pennsylvania, and Japan. A military child, Lowry skipped the second grade because she was an advanced reader. By the time she reached the seventh grade, she was living in Japan with her family. It was here that the ideas for *The Giver* were planted as a result of the Hammersbergs living in an isolated

American community in the midst of the greater Japanese culture. Before she have an award-winning writer, Lowry edited textbooks earned a living as a photographer; in fact, Lowry took the photographs for the covers *The Giver*. *The Giver* has also been made into a film, also called *The Giver*, which was released in 2014.

This novel tells about Jonas, who is eleven years old, is apprehensive about the upcoming Ceremony of Twelve, where he will be assigned his career or his "assignment in the community". In his society, little privacy is allowed; even private houses have two-way intercoms which can be used to listen in for infractions of the rules. However, the rules appear to be readily accepted by all, including Jonas. So it is without real protest that he initially accepts his selection as the Receiver of Memory, a vocation he is told will be filled with pain and the training for which will isolate him from his family and friends forever. Jonas learns that the Community engineered a society of "sameness" to protect its people against this past, yet he begins to understand the tremendous loss he and his people have endured by giving their memories away, embracing "sameness", and using "climate control".

In his "community", which is under extreme control, there is no suffering, hunger, or war, but also no color, music, or love. Everything is controlled by "the Elders," who are looked upon in a very positive light, though they control who will marry whom, where children are placed, and what everyone will be "assigned" as a career. The people in the community do not have the freedom to choose. Jonas aches with this new found wisdom and his desire for a life elsewhere blossoms. The only way to make this happen is if Jonas leaves the Community, at which time the memories he has been given will flood back into the people. Jonas wants the Giver to escape with him, but the Giver insists that he will be needed to help the people manage the memories, or they will destroy themselves. The Giver also wants to remain behind so that when his work is done, he can be with his daughter, Rosemary, a girl with pale eyes who ten years earlier had failed in her training to become

the new Receiver of Memories and who had asked to be released (the memories of pain and loneliness having overwhelmed her).

The Giver devises a plot in which Jonas will escape to Elsewhere, an unknown land that exists beyond the boundaries of the Communities. The Giver will make it appear as if Jonas drowned in the river so that the search for him will be limited. In the meantime, the Giver will give Jonas memories of strength and courage to sustain him and save up his meals as Jonas' food and water supply for his journey.

Their plan is changed when Jonas learns that Gabriel, the baby staying with his family unit, will be "released" the following morning. Jonas has become attached to the baby, who also has unusual pale eyes, and feels he has no choice but to escape with the infant. Without the memories of strength and courage promised by the Giver, Jonas steals his father's bike and leaves with Gabriel to find the Elsewhere. The ending is ambiguous, with Jonas depicted as experiencing symptoms of hypothermia. This leaves his and Gabriel's future unresolved. However, their fate is revealed in *Messenger*, a companion novel written much later. (The Giver novel, 1993).

There are some reasons the writer analyzing this novel. First, the strong character of Jonas is a young man who has a soul unyielding to eliminate uniformity within a community because he thinks that uniformity is not the result of brainwashing. The second reason is setting in the novel thesis very interesting because it happened in the past, namely in a community where the community is above the cloud or on mountain areas, which does not know the sea, love, music, color and other normal life. The third reason, the story is impressive and it gives a lesson. In this novel there is a young man who fought to eliminate a doctrine in a community that all human activities and even the future was also controlled by someone who was called elders. The fourth reason, the language is simple. The writer uses the language which is always used nowadays. The language is easy to understand, so the reader is not confused. The fifth reason, this novel was adapted into a film in 2014. The

film is almost same with the novel. The actor and actress who played in the film can feel the sociological feeling so it makes the film great.

Based on the data above, the writer analyzes *The Giver* novel using sociological approach to dig up Lois Lowry perspective about uniformity in this novel entitled **Brainwashing As A Strategy For Building Uniformity Reflected Lois Lowry's in *The Giver* Novel (1993): A Sociological Approach.**

B. Problem Statement

The writer aims analyzing the problem:

1. What are the characteristics of brainwashing?
2. How is brainwashing conducted?
3. Why is it necessary for Lois Lowry addresses brainwashing?

C. Objective of the Study

Conducting the research, the objectives of the study are to know:

1. To identify he characteristics of brainwashing.
2. To describe the process of brainwashing.
3. To reveal the underlying reason why Lois Lowry addresses brainwashing.

D. Benefit of the Study

The researcher expected a lot that the research which investigates the issue *Brain Washing as a Strategy for Building Uniformity* in *The Giver* novel bears many benefits. The benefit of the study will be differentiated into two benefits:

1. Theoretical Benefit

The study is hoped to give additional information that can be used by the other literature researchers who are interested in analyzing this novel, particularly studies on *The Giver* novel by using Sociological Approach. It can be also as a reference for other researchers who want to conduct further research and particularly the literary studies on this *TheGiver* novel.

2. Practical Benefit

In this research, the researcher wants to give some contributions to the development of literary study and enrich the researcher's knowledge about literary work especially in understanding the novel related to the aspect of Sociology.

E. Paper Organization

The paper organization of "Brainwashing as a Strategy for Building Uniformity in Lois Lowry's *The Giver* (1993): A Sociological Approach" is as follows: Chapter I is introduction, which consists of the background of the study, problem statement, objective of the study, benefit of the study and research paper organization. Chapter II concerns with literature review, which describe the underlying theory and previous study. Chapter III is research method. Chapter IV analysis of the novel, which includes brainwashing analysis, the process of brainwashing, Lois Lowry addresses brainwashing and discussion. Chapter V consists of conclusion and suggestion.