CHAPTER I
INTRODUCTION

A. Background of The Study

In this life, everyone has the desire to have a freedom to live their lives. What should they do if they do not have that freedom and they must be alienated from the other? Alienation is the process whereby people become foreign to the world they are living in. The concept of alienation is deeply embedded in all the great religions and social and political theories of the civilized epoch, namely, the idea that sometime in the past people lived in harmony, and then there was some kind of rupture which left people feeling like foreigners in the world, but sometime in the future this alienation would be overcome and humanity would again live in harmony with itself and nature.

Marx had a specific understanding of the very sharp experience of alienation which is found in modern bourgeois society. Marx developed this understanding through his critique of Hegel. (Alienation, https://www.marxists.org/glossary/terms/a/l.htm)

According to Hegel, through their activity, people created a culture which then confronted them as an alien force. Hegel states that human activity was itself but the expression of the Spirit (or Zeitgeist) which acted through people. In the first place, Marx insisted that it was human labor which created culture and history, not the other way around; in other words spirit was a human product, not the other way around. Subjectivity is a characteristic of
subjects and personality a characteristic of the person. Instead of considering
them to be predicates of their subjects, Hegel makes the predicates
independent and then lets them be subsequently and mysteriously converted
into their subjects. (Alienation, https://www.marxists.org/glossary/
terms/a/l.htm)

The realities and imaginations of an author which are reflected in
literary work are created by the author by witnessing the fact and by
undergoing the reality and social life. Every author can deliberately convey his
or her view towards society through her work. There is a British author JK
Rowling who writes using the pseudonym of Robert Galbraith in her novel
entitled The Cuckoos Calling. It was published in April 4th 2013. It contained
464 pages.

The title of the Robert Galbraith’s novel is The Cuckoos Calling. It
begins with the death of supermodel Lula Landry, who is half-white, half-
black and stunningly beautiful. John Bristow, Lula's stepbrother (both of them
being adopted), insists the death is a murder and takes on the services of
Cormoran Strike to solve the mystery. Strike is a childhood friend of Bristow's
deceased step brother. Working alongside the down and out Strike is Robin, a
pretty young woman who has just gotten engaged and is seeking temp work in
London.

Strike and Robin delve into the world of fashion, fame, and
supermodels to discover just what happened to Lula Landry. As it turns out,
Lula's death was indeed a murder, committed by John. John, who is broke
himself, was hoping to inherit more than ten million quid from Lula in the event of her death. However, Lula had previously found her biological half-brother. She left everything to him in her will. At the end of the novel, Robin decides she wants to stay on as Strike’s secretary and assistant, and Strike readily consents, though he feels bad he cannot pay her as much as she deserves. Robin doesn’t mind though, for the job is fulfilling her childhood dream of working to solve mysteries.

Joanne Rowling was born in Yate, near Bristol, a view miles south of a town called Dorsey (“Harry Potter” ‘Smuggle-family). Her father Petter Rowling was an engineer for Rolls Royce in Bristol at this time. Her mother, Anne, was half-French and half-Scottish. J.K. Rowling is the famous British author of the worldwide attention gaining Harry Potter series. Her best-selling novels have sold more than 400 million copies and won numerous awards. The books have also been adapted to screen in a series of blockbuster films. Ranked as the twelfth richest woman in the United Kingdom in 2008 with a net worth of US$1 billion, Rowling has risen from rags to riches. Harry Potter upgraded the status of this woman from living on welfare to being a multimillionaire in a short period of just 5 years. Titled the Most Influential Woman in Britain in 2010 by leading magazine editors, J.K Rowling and Harry Potter have become household names globally.

The researcher uses a Marxist theory to study the personality of freedomless in a novel, because the personality has connections with Marxist theory of human being. Marxist theory is a theory that is proposed by Karl
Mark. Suseno(1999: 5) also said “Marxist is the term for ideology about the relation between economic, social and political concept.” Marxist is not same as communist; Marxist is one of the components in the system of communist ideology. The term Marxist is used for the formal Karl Mark followers.

The researcher has three reasons why she wants to analyze this novel, because; the first, the researcher wants to make research about the life style of the public figure. How they live their lives; same as those in general or whether different. The second reason, the genre of this novel is different genre written by J.K Rowling. And the third, we should know that being a public figure isn’t as easy as it seems. Maybe they can buy anything they want, but they can’t buy the freedom, freedom possessed by ordinary people. There is a prize to be paid by a public figure.

From the illustration above the researcher will propose to conduct a research entitled Alienation of Public Figure Reflected in Robert Galbraith’s The Cuckoos Calling (2013): A Marxist Approach. Galbraith wants to describe about freedomless of the public figure who is alienated from their environment. It puts the freedomless in life.

B. Problem Statement

1. How is Alienation of Public Figure reflected in Robert Galbraith’s The Cuckoos Calling (2013)?

2. What are the causes of Alienation of Public Figure in Robert Galbraith’s The Cuckoos Calling (2013)?
3. What are the effects of Alienation of a public figure in Robert Galbraith’s

*The Cuckoos Calling (2013)*?

**C. Limitation of The Study**

The writer focuses this research in analyzing Alienation of Public Figure reflected in Robert Galbraith’s *The Cuckoos Calling (2013)* novel based on Marxist Approach.

**D. Objectives of The Study**

The objectives of the study are as follows:

1. To identify the alienation of public figure in Robert Galbraith’s *the Cuckoos Calling (2013)* novel.
2. To explain the causes of Alienation toward the public figure life in Robert Galbraith’s *The Cuckoos Calling (2013)* novel.
3. To explain the effects of Alienation of public figure in Robert Galbraith’s *The Cuckoos Calling (2013)* novel.

**E. Benefit of The Study**

The study is expected to give benefits as follows:

1. **Theoretical Benefit**

   This study is expected by the writer to give a new contribution and information to the larger body of knowledge, particularly the literary studies on *The Cuckoos Calling (2013)* novel.
2. **Practical Benefit**

This study is expected to give deeper understanding and enrich both knowledge and experience especially for the writer, generally for other students of Muhammadiyah University of Surakarta and also can be used as reference by other universities students that are interested in literary study on the novel based on Marxism approach.

F. **Paper Organization**

To make this study clear understandable, this research paper organization of Alienation of a Public Figure reflected in Robert Galbraith’s *The Cuckoos Calling (2013)* is divided into six chapters.

Chapter I is introduction, which consists of the background of the study, problem statement, limitation of the study, benefit of the study, and paper organization.

Chapter II concerns with the Literature review that consists of the underlying theory, which elaborates the notion of an Individual Marxist Approach, basic assumption of Individual Marxist Approach, theory of alienation, and previous study.

Chapter III is Research Method, which consists of type of study, type of data, data source, technique of data collection, and technique of data analysis.

Chapter IV covers with social background of English society by the mid-off nineteenth century.
Chapter V is Data Analysis; it presents six basic principles of Marxist theory and signifies of the novel, and discussion.

Chapter VI contains conclusion and suggestion.