

CHAPTER I INTRODUCTION

A. Background of the Study

In the modern era every human experience cultural change. One of the changes make is a cultural change. Culture is a way of life that is growing, which is owned by someone, and passed on from generation to generation. Culture is closely connected to the community. According to Malinowski stated that everything contained in the culture of a society is determined by the communities themselves. They believe that the cultural changes that do make them happy. The cultural change is a change in society, which include changes in the values and ways of life from traditional to modern. Culture change is a change in the situation in the society because of their incompatibility elements.

According to Taylor (1871:261) culture is a complex which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society. The changes are easy to do in any case, especially culture. Cultural change in society can influence social values, norms, behavior, and so on. At the same time a new culture is added, will be lost because they are no longer useful. Changes occur because of the different cultures. The phenomenon of changes that occur in the community has been outstanding. Cultural changes that occur in everyday life is the modern means of communication. The new discoveries in the field of technology that is going somewhere, and others.

One of the authors, who adapted the problem of cultural change, is Arthur Miller. Arthur Miller wrote his play *Death of a Salesman* in 1949 when America had suffered from World War II. However, the play shows that Miller interested in the influences of the past. Arthur Miller addresses cultural change in *Death of a Salesman* because he wanted to reveal about the cultural change that had been occurred since the Great Depression in America.

Cultural change can be explained in Sociology. Sociology is part of the literature related to society. Many literary works talk about the habits of a person

in society. Works of literature that discuss the cultural changes already captured the hearts of the people. Based on sociology, literature is seen as a literary work created by the author is not far from community activities. Indirectly describe the people in the community.

There are some literature, adapting the culture change. The author can describe implicitly or explicitly. They want to give a change of culture in the era of their readers. One of the authors, who adapted the problem of cultural change, is Arthur Miller.

Arthur Miller, one of the great American playwrights, whose work exposed the flaws in the fabric of the American dream, was born and raised in Manhattan. His father was a productive shopkeeper and clothing manufacturer until the great depression dried up virtually all business opportunities. He was a very active young man, in love with such sports as football and baseball. When he wasn't playing outside, he enjoyed reading adventure stories. In 1934, Miller left the east coast to attend the University of Michigan. He was accepted into their school of journalism. His experiences during the depression made him skeptical towards religion. Politically, he began leaning towards the Left. And since the theater was the cutting edge way for socio-economic liberals to express their views, he decided to enter the Hopwood Drama competition. His first play, *No Villain*, received an award from the University. It was an impressive beginning for the young playwright; he had never studied plays or playwriting, and he had written his script in just five days (Berger, 2013:1).

After graduation, he continued writing plays and radio dramas. During World War II, his writing career gradually became more successful. He did not enter the military due to an old football injury. In 1940 he crafted *The Man Who Had All the Luck*. It arrived on Broadway in 1944, but unfortunately it departed from Broadway four days later. In 1947, his first Broadway success, a powerful drama titled *All My Sons*, earned him critical and popular acclaim. From that point on, his work was in high demand. *Death of a Salesman*, his most famous work, debuted in 1949. It earned him international recognition (Jefferson, 2001:1).

Death of a Salesman is a 1949 play written by American playwright Arthur Miller. It was the 1949 Pulitzer Prize for Drama and Tony Award for Best Play. The play was premiered on Broadway in February 1949, running for 742 performances, and has been revived in Broadway four times, winning three Tony Awards for Best Revival. *Death of a Salesman* has to this day remained a classic. Play intellectual appeal lies in Miller's refusal to portray his characters as two dimension, his refusal to involve himself in a one sided polemic attack on capitalism. *Death of a Salesman* is a story about a social tragedy and Also individuals who demonstrate a change in culture. It can be seen from the figures described by Arthur Miller. Therefore, Miller associations' cultural change in society is reflected in the play *Death of a Salesman*. Miller's first drama that appeared on Broadway is *The Man Who Had All the Luck* (1944). Three years later he produced *All My Sons*. In addition to the play *Death of a Salesman* Arthur Miller Also wrote other plays such as *The Man Who Had All the Luck* (1949), *All My Sons* (1947), *The Crucible*, and *An Enemy*.

From drama *Death of a Salesman* the following is a brief summary, the story is based on the mind and memory of Willy Loman, the protagonist. The times of the play's action fluctuate between 1942 and 1928, making a simple narration of plot impossible and probably not very meaningful, thus a summary of the action, not necessarily in the order of the play, Willy Loman has been a traveling salesman for thirty-four years and he likes to think of himself as being vital to the New England territory he works. He constantly compares himself to Dave Singleton, a salesman who would go into a town, pick up a phone, and place many orders without ever leaving his hotel room.

When Dave died, people from all over the country came to his funeral. But, as the play opens, Willy has just come back home after having left for New England that morning. He tells his wife, Linda, that he just can't seem to keep his mind on driving anymore. He asks about his son, Biff, who has just come home for a visit after being away for a long time.

Willy thinks about Biff when Biff was a senior in high school some fourteen years ago. Biff was playing in a great football game, and people were coming

from all over the country to offer him scholarships. But then something happened to Biff. He never fulfilled the potential Willy felt he had. Later, Willy reveals through his disjointed memories that Biff had caught him with another woman in his motel room in Boston. After this episode, Biff seemed to hold a grudge against his father and could never again bring himself to trust him. Now, after some fourteen years of wandering and working odd jobs, Biff returns home. He and his brother, Happy, decide to ask Bill Oliver, whom Biff used to work for, for a loan of \$10,000 to begin a business of their own. The boys tell Willy about their plans, and Willy thinks that together the two could absolutely conquer the world. He goes on to explain that the important thing in life is to be well-liked.

The next day, Willy is to meet the boys for dinner in a restaurant. He is so pleased to have his boys with him that he decides to ask his boss for an office job in New York City, to get him off the road. But his boss tells him there is no room, and then fires him instead. Thus, suddenly, Willy's day has reversed, and he has to go to an old friend, Charley, to borrow enough money to pay his insurance premium. We then find out that Willy has been borrowing fifty dollars a week from Charley for quite some time, and then pretending that this amount is his salary. Trying to explain that he has been living an illusion, Biff meets Happy in the restaurant early, and claims he wants to make everyone (especially Willy) understand Biff is not the man Willy thinks he is. But when Willy arrives, he tells the boys that he has been fired and he refuses to listen to Biff's story. Willy simply pretends that Biff has another appointment the following day.

Willy gets furious and is about to make a scene. Suddenly, when Willy goes to the bathroom, Biff, out of frustration, leaves the restaurant. Happy, who has picked up two girls, follows him and leaves Willy alone. Later that night, Biff comes home and finds Willy out in the backyard, apparently losing his wits planting seeds and talking to his brother, Ben, who has been dead for nine months. Biff explains to Willy that it would be best if they break with each other and never see one another again. He tries once again to explain that he is no leader of men and that he is a common person. But Willy refuses to believe him and tells Biff once again how great he could be. He then resolves on suicide, which he has

hinted at before, because with \$20,000 in insurance benefits, Biff could be such a magnificent person. Thus, Willy commits suicide. But he dies a forgotten man, and nobody but his family attends the funeral.

There are some reasons why the researcher has an interest in studying this play. *Death of a Salesman* is a play about a social tragedy and also individuals who demonstrate a change in culture. It can be seen from the main character in this story is Willy. He is one of a group of middle-class neurotic trapped in a big city. In *Death of a Salesman* he describes cultural changes, which occurred in the 19th century. He also explained the reality of the social and cultural changes implicit. He made every character in his work so realistically with problems that usually occur in our society. This play reflects the social life in 1949 at the elite community. Arthur Miller wrote the play realistic and beautiful. The second is the author of interests with Willy and Biff charismatic in years. It makes writers want to do research for other problems.

Based on illustration above, the reseacher want to analyze this play using Sociological Approach entitled **Cultural Change Reflected in Arthur Miller's Death of a Salesman Drama (1949): A Sociological Approach.**

B. Problem Statement

Based on the background above, the reseacher formulated the research questions in Arthur Miller's *Death of a Salesman*, as follows:

1. What are the indicators of cultural change in Miller's *Death of a Salesman*?
2. How cultural change depicted in Miller's *Death of a Salesman*?
3. Why does Arthur Miller address cultural change in *Death of a Salesman*?

C. Objective of the Study

1. To describe the indicators of cultural change in Miller's *Death of a Salesman*.
2. To describe how cultural change is depicted in Miller's *Death of a Salesman*.
3. To reveal the reason why the author addresses cultural change in *Death of a Salesman*.

D. Benefits of the Study

This research organized by the researcher in order to have benefits, as follows:

1. Theoretical Benefit

The writer in this research paper in order to give information and contribution to the literary study in Miller's works *Death of a Salesman*.

2. Practical Benefit

The researcher expects that this research paper could give the significant information for all people, especially for students of English Department and people who study literary to increase their knowledge in analyzing *Death of a Salesman* using Sociological Approach.

E. Paper Organization

This research paper divided into five chapters, as follows: **Chapter 1** consists of Introduction and explains the background. It consists of: (1) Background of the study, (2) Problem statement, (3) Objectives/Advantages of the study, (4) Benefits of the study, (5) Paper organization. **Chapter 2** related its theoretical review, consists of: (1) Underlying theory, (2) Previous study, (3) The novelty of the research. **Chapter 3** is the research method covered: (1) Type of the study, (2) Object of the study, (3) Type of data and data source, (4) Method of collecting data, (5) Technique of analyzing data. **Chapter 4** is analysis and discussion consists of: (1) Main finding, (2) Discussion, **Chapter 5** is conclusion, suggestion and pedagogical, covered: (1) Conclusion, (2) Suggestion, (3) Pedagogical.