

**HUMAN GREED IN PAULO COELHO'S *THE WINNER STANDS ALONE*  
NOVEL (2008) : A SOCIOLOGICAL PERSPECTIVE**



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by:

**PUJI LESTARI**

**A320150017**

**ENGLISH EDUCATION DEPARTMENT  
TEACHER TRAINING AND EDUCATION FACULTY  
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

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By

**PUJI LESTARI**

**A320150017**

Approved to be examined by

Consultant



**Dr.M. Thoyibi, M.S**

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ACCEPTANCE

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**PUJI LESTARI**  
**A320150017**

Accepted and Approved by the Board of Examiners

School of Teacher Training and Education

Muhammadiyah University of Surakarta

On March 2019

Team of Examiners:

1. **Dr. M. Thoyibi, M.S.**  
(First Examiner)
2. **Dr. Phil. Dewi Candraningrum, M.Ed.**  
(Second Examiner)
3. **Titis Setyabudi, M.A.**  
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*(Thoyibi)*  
*(Dewi Candraningrum)*  
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NIP. 196504281993031001

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PUJI LESTARI  
A320150017

## HUMAN GREED IN PAULO COELHO'S THE WINNER STANDS ALONE NOVEL (2008) : A SOCIOLOGICAL PERSPECTIVE

### Abstrak

Penelitian ini bertujuan untuk mengetahui keserakahan manusia di novel *The Winner Stands Alone* (2008) menggunakan pandangan sosiologi. Hal itu dilakukan untuk menentukan tiga tujuan: pertama untuk menentukan indikator keserakahan manusia dalam karya sastra, kedua untuk mendeskripsikan bagaimana keserakahan manusia dalam karya sastra dan yang terakhir untuk mengetahui alasan penulis mengangkat isu keserakahan manusia dalam novel. Tipe penelitian ini adalah penelitian kualitatif. Dalam metode ini, peneliti menggunakan dua tipe data yaitu data primer dan data sekunder. Data primer adalah kutipan dari novel *The Winner Stands Alone* yang di tulis oleh Paulo Coelho. Data sekunder adalah data yang diambil dari biografi penulis, artikel, internet dan sumber lain yang mendukung dalam analisis. Hasil dari analisis ini yang pertama untuk mengetahui keserakahan manusia yang di gambarkan dalam novel *The Winner Stands Alone* berdasarkan indikator keserakahan manusia yaitu, keserakahan untuk cinta, keserakahan untuk kekuasaan dan keserakahan untuk popularitas. Yang kedua bagaimana penggambaran keserakahan manusia dalam karya sastra berdasarkan karakter, latar tempat, peristiwa, dan gaya bahasa. Untuk terakhir alasan penulis mengangkat isu keserakahan manusia dalam karya sastra adalah membuat pembaca sadar bahwa keserakahan adalah perbuatan yang salah dan juga bisa membedakan antara keinginan dan kebutuhan.

**Kata kunci :** The Winner Stands Alone, sociology, keserakahan

### Abstract

This research aims to determine the Human Greed in *The Winner Stands Alone* novel (2008) using sociological perspective. That was done by setting three goals: the first to identify the indicators of Human Greed in the literary work, the second to describe how Human Greed in the literary work, and the last to understand the reason of the author raised the issue of Human Greed. This type of research is qualitative research. In this method, the researcher used two data types namely primary and secondary data. The primary data is quotation of *The Winner Stands Alone* written by Paulo Coelho. Secondary data was taken by biography of the author, article, internet and other sources to support the analysis. The first result of this research to understand Human Greed based on the indicators namely Greed for love, Greed for power and Greed for fame. The second is how Human greed describing in the literary work through characters, setting, events, and style. The last, the reason of the author addressing Human Greed in the literary work to make the reader realize that human greed is incorerect act and also can differentiate between desire and necessary.

**Keywords :** The Winner Stands Alone, Sociological, Human Greed

## 1. INTRODUCTION

This research is about Human Greed in *The Winner Stands Alone* Novel (2008) by Paulo Coelho. Before the researcher writes the research paper, there were some researches that used *The Winner Stands Alone* (2008) as primary sources used different issue to analyze this novel. They are some previous study of this novel, first is by Afif Ikhwanul Muslimin (2014) This research it's focus on analyzing flouting maxims on Igor as a main characters in this novel and also focus on the implication of those communication breakdowns to the other major character in this novel. the researcher used descriptive qualitative method.. Second present by Lailatul Hidayah (2017) This research was described the five characters and their struggle to acheive their goal or we call it as a victory in life. The researcher used descriptive qualitative method to analyzing the data, and the data consists of the intrinsic element by using characters theory to achieve their goals and the processing of struggle of them. Third present by Anastasia Diyan Pramitasari (2011) The researcher discuss about Igor is as a abnormal behavior, especially it call maniac depressive disorder. The beginning of this behavior when Igor loses his wife and married with Middle Eastern fashion designer. Igor has obsession to make his wife come back and it makes him has abnormal behavior can also be seen through of his thinking, mannerism, direct comment, reactions, conversation with oothers, speech, personal description, and the character as seen by another.

Greed has meaning wants to be more than one. Some people try to make their desire became true and finally, they will doing anything like incorrect action. Basically, people are never satisfied with something and try to make it perfect. According to (D'Souza, 2015) Greed is the main topic of society from start civilization until this time. Human greed has a bad influence in society from the small comunity until the global level. Greed has bad influences like a failed relationship between society, murder, and other crimes. *The Winner Stands Alone* novel by Paulo Coelho was written in 2008. It tells the story of some character to achieve their goals but it doing an extreme act. Igor Malev is main character in this novel achieve his goals with destroy's some world and killing them and his aim is to make his wife return. Javits

Wild has big power in Cannes, and it makes him be human greed to get anything he want. Savoy is police and want to be detective. This novel also tells about love, glamorous, festival, movie and so on. Many issue are raised in this novel, but there were not many researcher who analyzed human greed was raised in this novel.

In this novel, the researcher clarifies human greed of some characters. The subject focuses on three characters that are Igor Malev, Javits Wild and Savoy. The researcher tells the indicators of human greed in this novel, describes human greed depicted in this novel and shows the reason of Paulo Coelho raise the issue human greed in this novel. To analyze this study, the researcher uses sociological perspective. Sociology is study about human and society, author and reader.

According to Swingewood and Laurenson (1972:11) “Sociology of Literature is a study about scientific, the purposes in society, social institution and social process”. In addition According Wellek and Warren (1962 : 210) “the writer is as social provenance, is a basic literary production and the writer to be important which is can be influence relation between literary work and the writer itself”. This novel tells real experience by Paulo coelho and can illustrated as the correlation between te sociology and the author.

## **2. METHOD**

This research was a descriptive qualitative research. According to (Hancock, 2009) Qualitative research refers to try to broaden and/or deepen our understanding of how things came to be the way they are in our social world. The researcher will apply sociological perspective to analyzing data of this research. The object of the research was *The Winner Stands Alone Novel* (2008) by Paulo Coelho. The type of the research was library research. The type of the data source was primary and secondary data source. In conducting the study, the researcher used the technique of collecting data, namely: (a). Reading and understand the novel of The winner Stands Alone by paulo Coelho. (b). Collecting data that will be analyzed and compatible with problem statament and objectives of study. (c). Collecting others sources to

support data such as from article or online resources. (d). Identifying the problem and finding the data, (f). Making a conclusion, suggestion and pedagogical implication.

### **3. FINDING AND DISCUSSION**

#### **3.1 The Indicators of Human Greed**

In this novel, the indicators of Human greed includes Greed for love, Greed for power and Greed for fame. The indicators will explain below.

##### **3.1.1 Greed for Love**

Love is important part of life like love our parents, our friends, our brother and sisters. But, love is also able depicted as a desire sexual of someone. Greed for love was experinced to Igor. He is successful owner and president of a telephone company in Russia. He lost his wife Ewa and will do anything to get Ewa back. In this novel igor was depicted human greed and destroy's someone world with killing them.

##### **3.1.2 Greed for Power**

Power is ability or capacity of someone to do something which influence others in particular way. Greed for power was experinced to Javits Wild. He is a succesful movie producer is Cannes. Many movie director wants to meet him. Beacause of his power, he be human greed and doing anuthing to achieve his goals. He has influence in movie world and it makes some people wants to be his partner in Cannes.

##### **3.1.3 Greed for Fame**

Fame or popularity is condition of psychology human behaviour as a primary motivator to being popular. Being popular was experinced to Savoy. He is a police in Cannes who wants to be a detective after finishing the murder case. He has been work about 20 years old and feel that it's his time to be popular. He want society understand about his hard work in police world and always finishing all of case in Cannes.

## **3.2 How Human Greed Depicted In The Winner Stands Alone Novel**

### **3.2.1 Through Character**

Character is one of important element in a story. In this novel, the author describe some characters that fall into three categories namely, greedy character, victim character and disappointed character.

#### **3.2.1.1 Greedy Character**

Greedy character in this novel was illustrated by Igor Malev. He categorized as human greed because he doing an extreme act to make his wife Ewa back. He destroyed someone's world and killing them in order to send messages to Ewa

#### **3.2.1.2 Victim Character**

Victim character in this novel was showed by Olivia, Javits and Maureen. They are victims of Igor's plan. The first some who killed by Igor is Olivia, young girl around 20 years old. the second victim is Javits, movie director in Cannes. And the last is Maureen, she is around 25 years old.

#### **3.2.1.3 Disappointed Character**

Disappointed character in this novel was illustrated by Ewa. Ewa is Igor's ex-wife, she leave him beacuse she dissapointed of igor's act. Ewa actually loves him as an agel in her life and sometimes Ewa knows that Igor is psychopath. Ewa really dissapointed and decide to leave him.

### **3.2.2 Through Setting**

Setting is one of intrinsic elemnent of the story. In this novel Paulo Coelho draws two setting places that is Rusia and Cannes, France.

#### **3.2.2.1 Rusia**

Igor and Ewa actually live in Rusia. They have business and some important activities because Igor is president of telephone company in Rusia and Ewa has business in fashion. but, because some factors Ewa left Igor and decide to change her life in Cannes, France and married with Hamid.

### 3.2.2.2 Cannes, France

Cannes, France is important place because after Ewa go to Cannes Igor also follow Ewa and had planned to make Ewa back to him. All of murder by Igor was happened there and Cannes also as a place for people who wants to make their dreams came true.

### 3.2.3 Through Events

Events is something was happened of the story and it started from small until big events. In this novel there are some events namely, festival, fashion, murder, and fiesta.

#### 3.2.3.1 Festival

Festival in Cannes is big festival for someone who have power, glory life, industrialist and also important for fashion designer and movie director because the festival is place for important person who wants to achieve their goals. The important things of this festival is industry of movie and fashion world. someone who comes in this festival actually have private transportation, famous artist and model, movie director, fashion designer, and luxury.

#### 3.2.3.2 Fashion

Fashion is style which use by someone and it will never end. In this work fashion is one of big events because it is parts of life by someone who live in Cannes and they have big power, money, glamour. Hamid is one of big fashion designer in Cannes, he talk with couturier about fashion and federation. They look like old friend although, it first time they met. Couturier told that the world is always complicated and fashion itself has own world. world here means fashion world and designer who choosen to be part of federation in French. But, Hamid has own opinion, he said that fashion will change if we try new world and avoid this belief.

#### 3.2.3.3 Murder

Murder is criminal action which killing a person and usually has specific aims. Igor has specific aims to get Ewa back and he

already to do anything include killing someone in Cannes. Igor has been prepared the plan about the victim who will he kill.

#### 3.2.3.4 Fiesta

Fiesta is events to celebrate special thing of someone or group includes talk, eat, drink, dance and so on. in this work, fiesta is celebrate achievement and usually doing by some people who has big power in Cannes. Igor is one of people who enjoy in Cannes especially in the party. Fiesta not only talk about eat, drink, show off glamorous but also life style of upper class like business, fashion, dance, so on. guest star in fiesta also someone who has big name like celebrity, model, businessman, fashion designer, movie director, and so on.

#### 3.2.4 Through Style

Style is the way of the author to give other meaning in written something.

##### 3.2.4.1 Diction

Diction is choosen word by the author to makes the word suitable which has implicit meaning.

###### 3.2.4.1.1 Curare

The illustration of Human Greed in this novel can be seen from author's diction that related use term of curare. This step was doing by Igor to kill Javits Wild in Cannes in order to achieve his goal.

###### 3.2.4.1.2 Superclass

Bisedes Curare the illustration of Human Greed in this novel can be seen from author's diction that related with use term of Superclass. Superclass is degree of someone who has big power and they have more anything than other. They have private jet, hotel in some country, has been visited famous country, business, holiday, luxury, party, and so on.

###### 3.2.4.1.3 Fame

The illustration of Human Greed in this novel can be seen from author's diction that related with use term of Fame. Fame is someone of being known-well by other and has big achievement.

#### 3.2.4.2 Imagery

Imagery is figurative language on literary work. In this novel imagery related to glamorous who someone used like clothes.

#### 3.2.4.3 Symbol

Symbol is something to represent something else which has other meaning. In this novel has one symbol which represent other meaning, that is *parfum*. Parfum here was symbolized an actresses who easy to get and change partner in festival like a merk of perfume.

### 3.3 Reasons of Addressing Human Greed in the Novel

Paulo Coelho addressed Human Greed in the novel because he has bad experienced when he was young. Coelho categorized as bad boy, greed, and not obedient child. His young was broken because he uses drugs, has mental disorders and finally he have to go psychiatric hospital until three times. In psychiatric hospital he knows the electrical tools that uses to his body. Coelho also has big ambition to be writer and fight his parents.

Coelho wants to make realize and invite the readers to concern with Human Greed. In this novel, he also wants to shows the indicators of Human Greed. He wants to readers aware about the differences between what we need and what we want. In addition, he wants to convey a message to the readers that Greed is unnormal behaviour can make someone willing to do anything like killing others.

*The Winner Stands Alone* Novel is analyzed by using sociological perspective that focuses on sociology of society. This perspective is accordance by Laurensen and Swingwood and it suitable for analyzed the relationship between literature and society. This novel draws the story how Human Greed occurs in society.

Human Greed is someone's unnormal behaviour and it includes greed for love, greed for power, and greed for fame or popularity. It like some character who categorized greedy. The first character is Igor Malev, he is successful man from Rusia but he categorized as Greed for Love because he

lost his wife (Ewa) and willing to do anything to make her return. The second character is Javits Wild, he is movie director and he also categorized as greed for power. And the last character is Savoy, he is police in Cannes and want to be detective.

In *The Winner Stands Alone* novel, Paulo Coelho tells how horrible of Human Greed, he wants to people realized that we should be good people and think about the differences between want and need. Besides wants to show the horrible of Human Greed, he also want to readers aware about our behaviour to get something in life. If we want to get something which we wants we must hard work and make doing good.

Overall, the writer want to show the message for the readers that Human Greed is bad behaviour and make someone realized that willing to do anything is wrong way beacuse we just focuses to our need is enough.

### **3.4 Discussion**

Paulo Coelho reflected his real experience when he was young in the novel as to be human greed issue. The result of the research support by indicators of issue namely, greed for love, greed for power, and greed for fame or popularity. From the analysis greed for love, Love itself is important part of life we love our parents, our friends, our brother and sisters. But, love is also can depicted as a desire sexual of someone. Greed of love was experienced to Igor. He is successful owner and president of a telephone company in Russia. He lost his wife Ewa and will do anything to get Ewa back. Greed for power was experienced by Javits wild, he is movie producer in Cannes and because of his power he become a greedy people. Greed for fame was experienced by Savoy, he is a police in Cannes, he thinks that society need to understand about his hard work around 20 years in finishing all of case, and this time to him to be detective.

Human greed is depicted through some parts, nemely through characters, setting, events, and style. Through character divided into three namely, greedy character, victim character, and disappointed character. Through setting was divided into two places that are Rusia and Cannes,

France. Through Events was divided into four events namely, festival, fashion, murder and fiesta. Through style divided into three parts namely, diction, imagery and symbol.

The reason why Paulo Coelho addressed the Human Greed in this novel was because he wants to make readers realize that greed is incorrect act to achieve the goals. This issue was raised based on real experiences by the writer when he was young. Paulo Coelho also categorized bad guy because he uses drug, greed, fight his parents, and so on.

To analyze this study, the researcher uses sociological perspective. Sociology is study about human and society, author and reader. According to Swingewood and Laurenson (1972:11) "Sociology of Literature is a study about scientific, the purposes in society, social institution and social process". In addition According Wellek and Warren (1962 : 210) " the writer is as social provenance, is a basic literary production and the writer to be important which is can be influence relation between literary work and the writer itself". This novel tells real experience by Paulo coelho and can illustrated as the correlation between te sociology and the author.

#### **4. CONCLUSION**

Based on the anlysis and discussion in the previous chapter, the researcher will make a conclusion. Firstly, there are three indicators of Human Greed namely Greed for love, Greed for power and Greed for fame or popularity. Greed for Love is when someone willing to do anything in order to make he or she return includes killing someone and destroy other world. In this novel the main character is Igor Malev categorized as greed for love beacuse he destroy's someone world with killing them to make his wife return. The second indicator is greed for power, it means someone who has big power, glamorous and it makes someone to be greedy. And the last indicator is greed for fame. It means that fame is condition of psychology human behaviour as a primary motivator to being popular.

Secondly, the issue of this novel "Human Greed" was depicted through characters, setting, events, and style. Through character divided into four,

namely greedy character, victim character, disappointed character and providing character. Through setting includes Russia and France, Cannes. Through Events showed some small and bog events namely, festival, fashion, murder, and fiesta. Through style draws figurative language there are diction, imagery and symbol.

The last, Human Greed was addressed in the novel based on real experience by the writer when he was young. His young was broken because he uses drugs, has mental disorders and finally he have to go psychiatric hospital until three times. In psychiatric hospital he knows the electrical tools that uses to his body. Coelho also has big ambition to be writer and fight his parents.

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