

CHAPTER I

INTRODUCTION

A. Background Of The Study

Social problems are a phenomenon that appear in the reality of life society. Humans as social relations will be mutual need between one with others to survive. Socially human beings have equal opportunity in various life and community. Many problems that occur in the Environment society cannot be denied will cause problems with society.

According to Wilga (2016: 48), technological developments bring a change in society. One of them is the internet, there are various kinds social media. For people from various groups, social media as if it had become addictive days without using it, even almost 24 hours they did not escape from a smartphone. Social media the biggest used frequently is Facebook, Twitter, Blog, and Google. In social media anyone can freely commenting as well channel his opinions without feeling worried. This is because in internet, especially social media very easy to fake identity or commit a crime the presence of social media in the middle social problems arise which results in evil, family disorganization, and others.

In a novel, there is phenomenon that is present in society. That problem is also present in the novel namely *The Last Crowd* novel the work of *Okky Madasari* tells an overview of conditions or real reality that is in the environment society. This is displayed One problem is disorganization family caused by the media social. On the Matajaya figure disagree with *Sukendar* his father after divorcing him her mother. Since then *Matajaya* wants to take revenge against *Sukendar* has hurt his mother in a mean way that is having an affair with another woman during their marriage.

Literature is a work made by artists. Literature is a reflection of social reality in our lives. Literature and sociology have a close relationship. Sociology has the same meaning as literature because literature is reflected in

the real life of humans and sociology which is reflected in humanity as a society.

The novel is one example of a literary work created by an artist. "I live in a world that has never been experienced and thought of by my preacher when I was my age even when he was still alive at almost 90 years old." That's how interesting the opening sentence of the latest novel, *Okky Madasari*, is *the Last Crowd*.

The last crowd is the fifth novel by *Okky madasari* which was released on May 2, 2016 featuring the main characters of *Jayanegara* or *Matajaya*, while presenting fresh, new stories about human anxiety entering the new world era, the digital world, the internet world.

Furthermore, the author from Magetan, East Java, wrote down the actual issues that occurred in human life, "Let alone the grandfather, even ten years ago I never imagined the world would be like this and I would live this way.

"We are now in a society that cannot be separated from technology, a society that has very close relations with social media, with the internet. A condition where it seems we are no longer just using technology, but technology and internet can also control us, "

The winner of the Equator Literary Award described the anxiety in the form of the crowd to the crowd which led to a question about the future.

The last crowd tells of a loser young man named *Jayanegara*, who lives under the grudge of his father, a professor at a famous university who always rises but back and forth to hurt his wife through infidelity. Because his life was in disarray, *Jayanegara* quit college and moved to Jakarta, hitching a ride in his girlfriend's boarding room, which had already begun his career there.

Jayanegara's life in cyberspace began when his girlfriend told him to find work through the internet. Initially, *Jaya*, who only used to make an email account, but over time the social network spread to Facebook, Twitter, Blogs, and so on. He also changed his name to *Matajaya*, and rewrote his life story with a completely different storyline.

A story of human confusion in the midst a fast-changing digital era, when humans don't have much change to stop, look back, and contemplate. Moving, we flock to the future and leave the past behind.

The novel portrays a young Generation Y, who lives in two word with blurring boundaries. Unable to distinguish what's real and what's virtual *Jayanegara* falls into the trap of hope and illusion of cyberspace.

The problem of crime is a contradiction that causes a person or group to feel disadvantaged. The form of crimes committed on the characters in the earth including fraud. The act of fraud was carried out by Kelana Bumi's figure is to plagiarize other people's poetry on social media. As a result, the Kelana Bumi character got invocations from everyone and his name was polluted, for example: The Earth that I saw was always powerful now helpless. Every now and then he voiced his self-defense, but quickly the invective stones were thrown at him. "Plagiarism. Cheater. Thief. The handyman copied, "There is no place for plagiarism here." This is the place for originality. Here honesty is everything. "It's better not to have poetry if it's dirty here and there." (Madasari, 2017: 99)

Based on review above, the materials, theory, previous study and discussion is different with the other researchers. This is analysis about *The Last Crowd* novel by *Okky Madasari*. While in this research, the researcher focuses in the midst a fast-changing digital era, who lives in two word with blurring boundaries.

B. Problem Statement

Based on the description above, the researcher found goals to analyze problems such as:

1. What are indicators of the rise of social media in this novel?
2. How is the rise media reflected in novel in this novel?
3. Why the internet can disintegration in this novel?

C. Limitation of study

The researcher focuses on the research in analyzing disintegration toward character Jayanegara's family in novel "*The last crowd*" on a Sociological study.

D. Objective of research

Based on the description above, the researcher made some goals as follows :

1. To describe the rise of social media in the Last Crowd novel.
2. To analyze disintegration in *Jayanegara's* family based on a Sociological study.
3. To describe the reason why the internet can disintegration in The Last Crowd

E. Benefit of study

1. Theoretical benefit

The result of this research are to give some knowledge about literature and sociology and give information about *The last crowd* novel.

2. Practical benefit

This research has purpose and can give description about a work that can be used as a research.

F. Research Paper Organization

This research paper is organized into three chapters. Chapter I is Introduction which is include The Background of the Study, Problem Statement, The Objectives of the Study, Benefit of the Study and Research Paper Organization. Chapter II is Literature Review which is explains Previous Study, Underlying Theory, and Statement of Novelty. Chapter III is Research method which is explains Type of Study, Type of Data, Data Source, Data Collection and Data Analysis. Chapter IV is structural analysis of the novel, which is involves the structural elements of character and characterization, setting, point of view, plot, style, theme and discussion. Chapter V constitutes the analysis of Sociological study. The last is Chapter VI which contains conclusion, implication and suggestion.