

**THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)” BY
OKKY MADASARI ; A SOCIOLOGICAL APPROACH**

RESEARCH PAPER



Submitted as Partial Fullfilment of Requirement of the Requirement for Getting
Bachelor Degree of Education in English Department

Proposed by:

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SCHOOL OF TEACHER TRAINING AND EDUCATION
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2019

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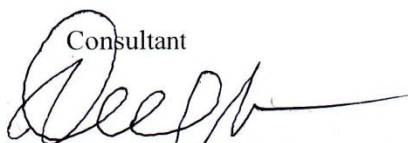
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THE RISE OF SOCIAL MEDIA IN “*THE LAST CROWD* (2017)” BY OKKY
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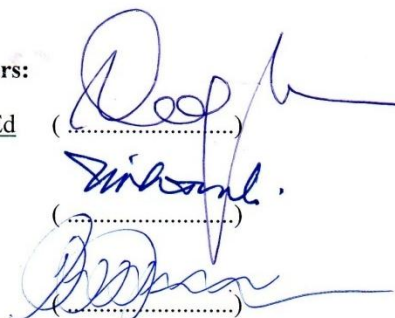
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Accepted and Approved by Board of Examiner School of Teaching Training and
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Motto

“Intelligent are not those who give good advices, but the ones who listen to them”

“Do what we can, then leave it to God”

DEDICATION

This research dedicated to:

My lovely parents, Mr. Yadi and Mrs. Darmi

Who always gives spirit, prayer, support and motivation in all my activities and
education

My lovely brother

My motivation for become success person

All of my friends,

Who is always there for me in difficult and happy situation

AKNOWLEDGEMENT

AssalamualaikumWr. Wb

All praises belong to Allah SWT, Who has giving the researcher ability, spirit, guidance and the most important is health to finish this research. Salutation and peace be upon to our prophet Muhammad SAW. May blessing of Allah always be upon all of us. This research is presented to the Department English of Education, school of teacher training and education, Muhammadiyah University of Surakarta as a partial of requirements for S1.

In this occasion, the researcher would like to express gratitude and thankful for Mrs. Dewi Chandraningrum, Ph.D as great lecturer who has given support, guidance, time, and contribution in processing this research. Without all of that, this research never will exist. The writer also thank of the researcher's parents, family, and lovely friends for their support, finance, spirit and the other thing.

The researcher also would like to thank to the people who contribute to this research. They are as follows:

1. Prof. Dr. Harun Joko Prayitno, the dean of School Teacher and Training Education Muhammadiyah university of Surakarta who has given the legalization toward this research
2. Mauliyah Halwat Hikmat, Ph. D, the head of Department English of Education who has approved the application for conducting of this research paper
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5. Her beloved parents, who have given many prayers, support, and motivated to the researcher

6. My brother who have given the researcher support and spirit.

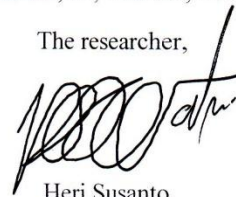
7. The researcher's friend literature class, thank you for giving support, advising and the other things when processing in this research.

May Allah SWT bless them always. The researcher hopes this research is useful and valuable for the readers.

WassalamualaikumWr.Wb

Surakarta, 29, October, 2019

The researcher,

A handwritten signature in black ink, appearing to read 'Heri Susanto', written over a horizontal line.

Heri Susanto

(A320140095)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis efek dari penggunaan social media dalam novel *The Last Crowd*. Jenis penelitian ini adalah sociological approach. Tujuan penelitian ini adalah untuk mengetahui efek dari internet social media khususnya. Data dari penelitian ini adalah keterangan yang ditemukan di dalam novel *The Last Crowd*. Peneliti menggunakan pendekatan social yang dipertajam dengan teori Kenneth and Davin dan teori Swingewood and Laurensen. Hasil penelitian menunjukkan bahwa keluarga merupakan sebuah kelompok sosial yang di dalamnya terjadi interaksi social. Dalam penelitian ini penulis ingin menginformasikan bahwa intrnet memiliki beberapa dampak negatif yaitu: 1) Perpecahan Keluarga. *“Dan kini aku berlari dari satu perempuan yang tak kukenal keperempuanlainnya yang sekalipun bias kuingat wajahnya. (Halaman: 34).* 2) Plagiarisme. *“Mengembarabumi yang saya lihat selalu perkasa sekarang takberdaya. Kadang-kadang dia membuat kalimat pembelaan diri, tetapi batu-batu cepat dilemparkan kepadanya. “Pencurang, plagiat.Pencuri.”Tidak ada tempat untuk plagiarism di sini. (Halaman: 100)* 3) Bullying. *“Disini tempat orisinilitas. Di sini kejujuran adalah sengalanya. Tapi belum waktunya untuk mendengar suara itu tenggelam kembali, tertindas oleh suara-suara lain yang begitu besar. Suara gabungan dari banyak orang. (Halaman: 100).* Perkembangan teknologi berhasil membawa perubahan yang sangat signifikan dalam aspek kehidupan manusia, perubahan ini tetap menimbulkan konflik di keluarga dan juga masyarakat. Hasil penelitian menunjukkan bahwa *The Last Crowd* novel merupakan gambaran dari kehidupan di era digital dalam masyarakat.

Kata Kunci: Pendekatan Sosial

ABSTRACT

This study aims to analyze the effects of the use of social media in the novel *The Last Crowd*. This type of research is a sociological approach. The purpose of this study was to determine the effect of social media internet in particular. Data from this study are information found in the novel *The Last Crowd*. Researchers used a social approach that was sharpened by the theory of Kenneth and Davin and the theory of Swingewood and Laurenson. The results showed that the family is a social group in which social interaction occurs. In this study the author wants to inform you that internet has several negative impacts, namely: 1) Family Disunity. "And now I run from one woman I don't know to another woman who even though I can remember her face. (Pages: 34). 2) Plagiarism. "Wandering the earth that I have seen is always mighty now helpless. Sometimes he makes sentences of self-defense, but stones are quickly thrown at him. "Cheating, plagiarism. Thief. "There is no place for plagiarism here. (Pages: 100) 3) Bullying. "This is the place of originality. Here honesty is the pain. But it was not yet time to hear the voice sink back, oppressed by other sounds that were so big. A combined voice of many people. (Pages: 100). Technological developments succeeded in bringing very significant changes in aspects of human life, these changes still cause conflicts in the family and also society. The results showed that *The Last Crowd* novel is a picture of life in the digital age in society.

Keywords: Sociological approach