

## CHAPTER I

### INTRODUCTION

#### A. **Background of The Study**

Hedonism is the philosophy that pleasure is the most important pursuit of mankind, and the only thing that is good for an individual. Hedonists, therefore, strive to maximise their total pleasure (the net of any pleasure less any pain or suffering). They believe that pleasure is the only good in life, and pain is the only evil, and our life's goal should be to maximize pleasure and minimize pain. (*Hedonism By Branch Doctrine The Basic Philosophy.htm*)

The term "hedonism" is used in modern literature, or by non-philosophers in their everyday talk, its meaning is quite different from the meaning it takes when used in the discussions of philosophers. Non-philosophers tend to think of a hedonist as a person who seeks out pleasure for themselves without any particular regard for their own future well-being or for the well-being of others. According to non-philosophers, then, a stereotypical hedonist is someone who never misses an opportunity to indulge of the pleasures of sex, drugs, and rock 'n' roll, even if the indulgences are likely to lead to relationship problems, health problems, regrets, or sadness for themselves or others. Philosophers commonly refer to this everyday understanding of hedonism as "Folk Hedonism." Folk Hedonism is a rough combination of Motivational Hedonism, Hedonistic Egoism. (<http://www.iep.utm.edu/hedonism/>)

Hedonism in any manifestation has become a part of life of the people. This phenomena draw attention the novelists, as it can be the subject or theme of their works. One of the novelist who write about hedonism is Paolo Coelho with his thirteenth book entitled *The Winner Stands Alone*

Paolo Coelho is a Brazilian lyricist and novelist and the recipient of numerous international awards. He is the writer with the highest number of social media followers reaching over 29.5 million fans through his Facebook page and 12.2 million followers on Twitter. A keen user of electronic media, in 2014 he uploaded his personal papers online to create a virtual Paulo Coelho Foundation. ([www.wikipedia.com](http://www.wikipedia.com)).

*The Winner Stands Alone* is set in the exciting worlds of fashion and cinema. Taking place over the course of twenty-four hours during the Cannes Film Festival, it is the story of Igor, a successful, driven Russian entrepreneur who will go to the darkest lengths to reclaim a lost love - his ex-wife, Ewa. Believing that his life with Ewa was divinely ordained, Igor once told her that he would destroy whole worlds to get her back. The conflict between an individual evil force and society emerges, and as the novel unfolds, morality is derailed.

The story takes place in twenty for hours in the Film Festival Cannes, French. It supposed to happen in the month of May. Where there were thousands of interesting and famous people around the world gather to appreciate many kinds of films. In Cannes, there are so many people

with different background and motives. They have dreams to be the people in the status “Superclass”. Coelho’s term for people of Power. “The Superclass, “ he says, “rules the world; their arguments are subtle, their voices soft, their smile discreet, but their decision are final. In Cannes, the Superclass is consisted of film, fashion, money and fame. Igor, the main character feels that this is the right time to have action as what he planned six months earlier. He is so obsessed to get her ex-wife in his arm again. He flew from Russia to French with his own jet plane, only for one mission to take his wife back, whom already married with famous designer from Middle East, Hamid Husein. Igor will do anything to fulfill his obsession including ends someone’s life Throughout the day, he killed seven people without any feeling of guilt. He chose his victims randomly. He sent a message through mobile phone with hidden number to his ex-wife each time he just murdered a man and told her that he has destroyed someone’s world. But Ewa seems indifferent since she was always near with her husband, but indeed she was very anxious. She knows who sent the message. Yet, she knows exactly who Igor is (she spent almost twenty years live with him). She knows that her ex-husband is a person with mental illness. At the end of his adventure, he ended Ewa’s and Hamid’s life and felt that he was the winner. The star-studded film festival acts as a backdrop to Igor's maniacal murdering spree and we are introduced to various characters along the way, all of whom are desperately trying to get their big break in the shallow world of show business; Gabriela a young

and naive actress who is being exploited by her agent and Jasmine a troubled young Rwandan refugee working as a model. *The Winner Stands Alone* is a gripping, fast-paced thriller, and Coelho cleverly weaves in elements of social satire, poking fun at our celebrity and money obsessed culture. (Ibnu Rosid Afandi:2014)

Paolo Coelho as a novelist viewed and portrayed this phenomena into his work of art. He tried to criticize his society he lived in through his novel. Coelho disapproves mightily of the human folly on display in Cannes: the unbridled ambition, the thirst for fame, the lure of haute couture and ostentatious jewelry. He hates dark glasses, because "in a celebrity town like Cannes, [they] are synonymous with status," and he loathes cellphones, which are "leading the world into a state of utter madness." He posits a small group of people whom he dubs the "superclass," who have all the power, all the limos, all the private jets; those who dress in high fashion (the fashion world is one of his principal bugaboos), swill champagne, drive Maybachs (the finest car) and who, if they're women, get regular injections of Botox. But he isn't fond of ordinary people either, who do silly things like wear neckties or eat three meals a day whether they're hungry or not. (Carolyn See. [www.the-washingtonpost.com](http://www.the-washingtonpost.com).2009)

The releasing of *The Winner Stands Alone* got many responses from readers and reviewers, both good and bad ones. One of good responses from Priyanka Sharma (April 28, 2014), I love Paulo Coelho's

way of storytelling and weaving thought-provoking questions/philosophies in the story. (<http://www.passionatebookreviews.com/book-review-the-winner-stands-alone-by-paulo-coelho/>)

Another reviewer, Loubna said 'It's a good book, different from the subjects Coelho used to write about, it brings your attention to the superficial world of celebrity, the bad side we never know about. Once you read it you're no more impressed by their lives that we think interesting, parties, festivals, glamour, fans, luxury, these celebrities are acting in real life too, their seem happy but feel empty inside, and fear the day when all this inevitably ends.' (<https://www.goodreads.com/book/show/6406264-the-winner-stands-alone>)

Some reviewer did not share same idea, one of them is Lamski Kikita, 'Needless to say, I was highly disappointed. I would have given the book two and a half stars just because there was some valuable information in it and it was a quick read. This book is different than the rest of his works, even though Veronika Decides to Die was different when it was published too, but it too included a self-search, etc. The Winner Stands Alone is seriously not your typical enjoyable Coelho read.' (<https://www.goodreads.com/book/show/6406264-the-winner-stands-alone>)

The researcher was interested to analyze this Paolo Coelho's work, because of several reasons. The Winner Stands Alone (TWSA) portrayed the way of life of people nowadays, hedonists and materialists. TWSA

describes the setting (time, situation and place) very carefully, this makes the reader seem to be an eyewitness in every scene. Each character is also portrayed in a very detailed way. There are many lessons that can be taken from the story. We can see how people in different class statuses fight for their lives. Although the plot is intertwined, it is still interesting to read. Based on the explanation above, the writer is interested in analyzing the novel entitled **“Hedonism in Paolo Coelho’s The Winner Stands Alone (2009)”: A Sociological Approach.**

## **B. Problem Statement**

In view of the background above, the main problem in this research is how Paolo Coelho criticizes hedonism as the effect of western modernization in the 2000s decade in “The Winner Stands Alone”

Based on the problem statement, the writer formulates the research questions as follows:

1. What are the indicators of hedonism in the novel The Winner Stands Alone?
2. How is hedonism depicted in the novel?
3. Why did the author address hedonism in the novel?

## **C. Objectives of the Study**

Dealing with the problem statement above, the writer formulates the objectives of the study as follows:

1. To describe the indicators of the hedonism in “The Winner Stands Alone.
2. To describe how hedonism depicted in the novel.
3. To reveal the reason why author addressed hedonism in the novel.

#### **D. Limitation of the Study**

The researcher focuses this research in describing the indicators of hedonism and how hedonism depicted in ‘The Winner Stands Alone’ through Sociological Approach in specific will analyze the social content of the work.

#### **E. Benefits of the Study**

This research is achieved in order to have benefits as follow:

##### 1. Theoretical Benefit

This research as theoretical benefits are to give more information, benefits, and give a contribution to development of the large knowledge especially in literary work on The Winner Stands Alone by using sociological approach.

##### 2. Practical Benefit

The writer hopes that this research will enlarge the literary study, give information among the students of Muhammadiyah University of Surakarta, especially for student of English Department who manage to analyze work of art through sociological approach

#### **F. Paper of Organization**

The research paper consist of is five chapters. Chapter one is Introduction, covering of Background of the Study, Problem Statement, Limitation of the Study, Objective of the Study, Benefit of the Study and Paper of Organization. Chapter two presents Literature Review. It consists of Previous Study and Underlying Theory (Notion of Sociology of Literature, Major Principle of Sociology of Literature, and Notion of Hedonism and Types of Hedonism). Chapter three is Research Method. It consists of Object of the Research, Type of the Data and Data Source, Technique of Data Collection, and Technique of Data Analysis. Chapter four is the Analysis of Hedonism in *TWSA* and Chapter five consists of Conclusion, Suggestion, and Pedagogical Implication.