



**CAPITALIST DOMINATION TOWARDS THE AMERICAN
SOCIETY IN FITZGERALD'S *THE GREAT GATSBY***

A Final Project

Submitted in Partial Fulfilment of the Requirements

for degree of *Sarjana Sastra*

in English

by

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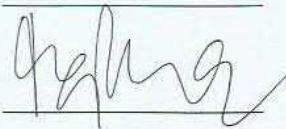
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DECLARATION OF ORIGINALITY

I Alifa Saras Widyarini, hereby declare that this final project entitled CAPITALIST DOMINATION IN THE AMERICAN SOCIETY REFLECTED IN FITZGERALD'S THE GREAT GATSBY is my own work and has not been submitted in any form for another degree or diploma at any university or other institute of tertiary education. Information derived from the published and unpublished works of others has been acknowledged in the text and list of references is given in the bibliography.

Semarang, 30 September 2019



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MOTTO AND DEDICATION

I believe in the person I want to become

-Lana Del Rey

For:

Me, myself, and I

My parents

My grandma

My bright future ♥

ACKNOWLEDGEMENTS

First thing first, highest praise for the almighty Allah Subhanahu Wa Ta'ala for the blessings and mercies that He let me stay healthy and never give up to finish my final project.

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ABSTRACT

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This study is conducted in order to describe how the capitalist dominate the American society and to find out its effects on the society as described in *The Great Gatsby*. The objective of study are to find out how the capitalist domination in the society is reflected in Fitzgerald's *The Great Gatsby* and also to find out the effects of capitalist domination on society as represented in Fitzgerald's *The Great Gatsby*. This study is descriptive qualitative method. By using this method, I used words, phrases, sentences and also the dialogue among the characters related to the topic of analysis present the result descriptively. Besides, I also used sociological approach. By using this approach, I used the intrinsic and extrinsic elements of the novel that related to capitalist domination and its effect. The result of the study, indicate that; First, the capitalist domination towards the society can be seen through their act in society that show their power and build a perception in people's mind that they are the powerful one and of course they become the role mode since people always look up to them. Secondly, the capitalist domination effect in society can be seen through the lifestyle of the society that tried to imitate the high lifestyle, the emergence of American dream; where many people race to achieve their dream to be as prosper as they can be, to reach proper prosper life which they believe will bring happiness for them. The last finding is about the moral decadence among the society that happened because they triggered by the capitalist to reach the prosperity no matter how.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Some people were born in the highest class of society and the rest belongs to the middle and lower class. They who come from the highest class or considered as the best of its kind can do anything they want with all of their power and wealth. It is true that every human being has their right to do anything they want.

Those who have the money or more specifically, who own income-producing land and businesses have the power over other. Was born as the upper class can make someone easily have a certain position in society if they want to. They also have a certain privilege and respected by many people because of their statues. In Indonesia, the upper class usually get the respect from society and have special treatment from other and those who weren't born in the highest class always dreaming to become part of the upper class.

In our society, people who belong to the upper class identic with their power and ascendancy because of their money. With their power, they could dominate its surrounding by ruling other class and standardize themselves as normal. The domination itself has an impact on the society and it is not always has a good impact at the end because sometimes it caused a problem inside the society.

The upper class should be educated, have an attitude and morality, but when the power and domination went too far, seems like the educated people have lost their morality. They thought that life is all about them while the rest of the society, the middle and lower class began to think that as long as they in their position, their life will not as happy as the upper class, so they compete to reach the highest class no matter how. That kind of situation caused moral decadence and increased the criminality. All of these issues emerge in a novel *The Great Gatsby* by F Scott Fitzgerald, which took place in America in 1920s

The era of the 1920s has been considered as a golden era of American society, with the economic prosperity, the standard of living was raising, many companies grew larger, and level of consumerism increase since the household item and vehicle are affordable. Those things make a social change inside American society, besides the income gap between the upper and lower class is so wide. The rich got richer, and the poor got poorer.

Facing that kind of situation, some of the working class were triggered to follow the path of the upper class. It could be their style and lifestyle. They did it in order to reach the same status or achieve the equality. The phenomenon above can be the subject matter of sociology. Sociology is a desire to gets power and respect in society. The purpose of sociology is to achieve an understanding of social science that studies the relationship between the societies. In sociology, ambition is one of behaviors and social institutions which different from current among the people through whose

conduct the institutions exist; an understanding which is not merely different but new better. (Elizabeth and Burns, 1973: 10)

Thus I would concern with the cause of capitalist domination that become the major issue in the novel by using Gramsci' hegemony to widen people's the consciousness about why this issue exist.

1.2 Reason for Choosing Topic

In this research, I have chosen *Capitalist Domination towards the American Society in the Great Gatsby* as my topic for some reasons stated as follows:

Firstly, *The Great Gatsby* is one of the canon novels that captured the social phenomenon that happened in American society, especially in the range of the 1920s, its content and the issue inside the novel still relevant for nowadays era. Social phenomenon has always been an interesting issue to be discussed because it is part of the social problem that close with our society where we living today.

Secondly, the capitalist has long dominated our society and the wealth issue has always become a big problem among us. The 1920s is the age of prosperity for most of the American, but not for all American. As the results, the working class and lower class who suffered from the capitalist oppression unconsciously began to try out from their zone. Therefore, this research is aimed to identify and find in which part capitalist dominate society that caused a long-term social problem till these days.

1.3 Statement of the Problem

In line with the background of the study, the statements of the problems are as following:

1. How is the capitalist domination towards the society reflected in Fitzgerald's *The Great Gatsby*?
2. How does the capitalist domination effect on the society as represented in Fitzgerald's *The Great Gatsby*?

1.4 Objectives of the Study

With reason to the statement of the problem, the objectives of this study are as follows:

1. To describe how the capitalist dominate the society is reflected in Fitzgerald's *The Great Gatsby*.
2. To describe the effects of capitalist domination on society as represented in Fitzgerald's *The Great Gatsby*.

1.5 Significance of the Study

There are two kinds of significance of the study. They are theoretical and practical significances of the study.

The first is the theoretical significance of the study. It is hoped that this study will enrich the hegemony theory. Furthermore it is expected to be the reference for those who want to conduct similar studies in the future.

And the last is practical significance of the study. It is hoped to provide an understanding of the theory applied in this research and acknowledge the reader about the certain issue in a novel that might be found in our life.

1.6 Outline of the Report

The research is entitled Capitalist Domination towards American Society in Fitzgerald's *The Great Gatsby*. In order to give the readers complete description of what this research is about, I present the general outline of chapters to make it easier to understand. It will be five chapters of this research.

Chapter I is the introduction. This chapter consists of information about the background of the study, reasons for choosing the topic, research problem, purposes of the study, significance of the study, and outline of the research.

Chapter II is the review of related literature. This chapter gives a review of the previous studies, a review of theoretical studies and theoretical framework.

Chapter III presents methods of investigation. This chapter presents the research design, research instrument, data collection, procedure of collecting data, and procedure of analyzing data.

Chapter IV presents research finding and discussion. This chapter presents the detail findings and discussion about the data which found in the novel.

Chapter V covers the conclusion and suggestion.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

In this chapter, I would like to present a review of the literature related to the topic. This review is divided into the review of the previous studies which provides the summary of the previous studies related to the topic and review of the theoretical study which presents the theories and approaches used in the analysis.

2.1 Review of the Previous Study

Before I analyze this topic, I read some research that related to my topic. First research conducted by Alberto Lena in 1998 entitled *Deceitful Traces of Power: An Analysis of the Decadence of Tom Buchanan in The Great Gatsby*. In this research, the researcher conducted a research on Tom Buchanan's behaviour that showed the decadence of the upper class. Tom Buchanan is one of the pivotal characters in *The Great Gatsby*. Whereas its eponymous central character embodies the stereotype of the self-made man who has risen from nowhere, Buchanan represents the type of millionaire that is anchored in a solid tradition of socially acceptable because of his inherited wealth and power derived from it.

In his paper, Lena stated his findings from analyzing Tom Buchanan in *The Great Gatsby*. First, he found the imperfect millionaire in *The Great Gatsby*. In his finding, Lena points it out from Nick's description of Tom Buchanan at the beginning of the novel that automatically renders him the

opposite of the self-made man. He linked it with the statements of, Andrew Carnegie in "The Advantage of Poverty" about the hereditary millionaire. Then he found the instinctual leisure class from Tom Buchanan, from Caraway's description of Buchanan's life with sport, his aggressive manner, chicanery, and his relationship with the economic forces of production. Sports play an essential role in Veblen's description of the leisure class. According to Veblen's theory, the leisure class had their origins in feudal society, when labor was no longer honored by the community.

The other findings are the prescriptive morality and decadence. In here Lena compares Buchanan and Gatsby. Buchanan described as a "big hulking physical specimen", described as a massive body directed by the simple mind. His strength serves to heighten his tendency toward brutality, like when he broke his mistress' nose. Lena linked it to Mencken's interpretation in the concept of civilization in Nietzsche's writing as the dynamic tension between three castes: "the first class comprises those who are obviously superior to the mass intellectually; the second includes those whose eminence is chiefly muscular, and the third is made of mediocre" and there is much in common between Buchanan with the second class and Gatsby with the first class. Buchanan attempts to appear morally upright in a negative sense when he trying to unmask Gatsby's activities as a bootlegger. Gatsby uses his spare time to study, and even in his parties he always willing to answer telephone calls relating to his business affairs. While Buchanan receives calls only from

his mistress and seems to be unwilling to learn anything new about economic life.

He also found another Buchanan's decay in appropriating racism by his defense of racist ideas. It can be seen from Buchanan's argument about *The Rise of the Coloured Empires* by Goddard (amalgam of the names of two race thinkers Madison Grant and Lothrop Stoddard). Buchanan appropriates the main point of Grant's argument: "this idea is that we're Nordic and we've produced all the things that go to make civilization—oh, science and art and all that. Do you see?". Buchanan also uses the "intermarriage between black and white" during his argument with *Gatsby* as a sign of the decay of various social and cultural institutions. Buchanan seems to echo Stoddard's interpretation of the peril presented to America by the expansion in numbers of its black population a thesis which made his reputation as the most popular Racist of the 1920s.

And last it is about Buchanan, *Gatsby*, and Fitzgerald: Wealth and the American dream. Fitzgerald show his internal division when he wrote *The Great Gatsby* which is illustrated by opposing qualities of *Gatsby* and Buchanan. Lena concludes that in *The Great Gatsby* Fitzgerald has not broken free from his identification of power, money, and amorality as the roots of progress and civilization.

Second research entitled *Cultural Hegemony in Charles Dickens's A Tale of Two Cities* by Meysam Ahmadi in 2014. The aim of the research is to consider the subject such as political domination, consent, and hegemony

through an analysis of *A Tale of Two Cities* by Charles Dickens and its function by using the concept of cultural hegemony in its methodology.

In his paper, Ahmadi found that most of the novel's characters are virtually below the political power of aristocrats who impose their culture and beliefs to the commoners in order to keep their aristocracy. In *A Tale of Two Cities*, Sydney Carton is under the domination of Stryver who is constantly about to despise him. Carton's nickname is jackal which insults him in the face of other, Stryver is called as a lion. Stryver sees himself as a lion and Carton as the jackal.

In short, he is not naturally a jackal; instead of the London and Paris mob, he is not nourished by vengeance and slaughter. Stryver works scarce and walks honorably in the sunlight, while Carton quickly traces scraps at night. Though certainly more intelligent than Stryver, Carton requires social beauties and the taste of victory, and will never match Stryver's achievement. Stryver tries to be dominated in the cosmos. He is regardless of sacrifice for the others and only sees himself. Carton interestingly makes himself a servant to Stryver. He is sacrificing his existence for no reason, which is a case of self-murder. This exchange establishes a distinctive part of Carton's personality. He always sacrifices for others, never searching the authentic, as Stryver would.

The climax of domination of aristocracy appears among St. Evremonde family and particularly Marquis, who supposes cruelty as fantasy. His class is stupid and all the people are naught to him. Marquis runs over a kid and kills

him by a carriage horribly, but he does not care about what was going on and get a funny looking to commoners around children. Then Evremonde believes, “repression is the only lasting philosophy. The dark deference of fear and slavery, my friend, observed the Marquis, will prevent the dogs obedient to the whip, as long as this roof, facing up to it, shuts out the sky”.

Third research is entitled Cultural Hegemony at Novel Merpati Kembar di Lombok (Twin Pigeons in Lombok) by Nuriadi: Hegemony Analysis of Antonio Gramsci by Muhammad Habiburrahman in 2017.

Gramsci's hegemony theory analyses various power relations and oppression in society. This theory was developed an early definition to refer to the social class domination toward other social classes in society through cultural hegemony. Gramsci categorized the hegemony into three levels: total hegemony (integral hegemony), decadent hegemony and minimal hegemony. The concept of hegemony was widely used by sociologists to explain the phenomenon of occurrence efforts to maintain power by the authorities. The rule, in this case, has a broad meaning, not just limited to the state of the government authorities, but also hegemony can be defined as domination by one group to another, with or without the threat of violence, so that the ideas dictated by the dominant group to the dominated group are accepted as something reasonable.

While in Merpati kembar in Lombok by Nuradi, depicts raden as superior person and always dominant over other classes, high fanaticism towards his nobility, exaggeration and proud of power and possessions, likes to be

praised, to be respected and obeyed, not to be denied, possessed property and kris like a king with all attributes of his greatness. While *jajar karang* are described as oppressed people, marginalized, have no right to speak and argue, must be obedient to the rules and customs that apply. Among the customary rules or norms that are still valid today and as the main consideration of Nuriadi in his novel is the marriage rule (*merariq*), i.e. a nobleman may marry other social classes including coral row ladies, while coral beams may not marry a noble woman.

In his finding Habiburrahman found that in *Merpati Kembar* in Lombok related to Gramsci's view about distinguishes hegemony into three levels: total hegemony, decadent hegemony and minimum hegemony. In relation to the research was conducted on the novel "*Merpati Kembar* in Lombok", it is seen that the hegemonic practices are contained in this novel can be categorized into two levels of degenerate hegemony which is illustrated by contradictions or disintegrations that happened between Lale Erna and Lale Erni who is not in tune in favor by following their father desire, the minimum hegemony is reflected in the attitude and behavior shown by Mamiq Marhaban and his wife who are the intellectuals of the noble descendants group who hold tightly their noble norm by trying to defend their group ideology, in the interest of and obey the customary rules that have been agreed together.

Forth research entitled *American Dream: The American Hegemonic Culture and Its Implications to the World* by Kasiyarno in 2014. The aim of

his research is to review the extent to which the “American Dream” has successfully established Americanization, as well as how the hegemonic culture has influenced the lives of peoples across the world in the form of popular culture.

In his findings Kasiarno used term Americanization as the impact of American hegemonic culture in this globalization era. American dream is the content of the cultural globalization. Its expressed in many ways of popular culture, such as movie, food, fashion, sport, literature etc. while the term of Americanization itself used when the American dream itself change the world. The American cultural dominance has been accepted in a smooth process, so that it has maintained the American power around the world. Hope of success and victory are the main icons of the American dream for the emergence of the hegemonic power.

The next research entitled *The Pursuit of Happiness in American Mind and Javanese Thought* (2002) by Djuhertati Imam Muhni. He tries to bring out some of these concepts and its pursuits as seen in two different societies, namely American and Javanese. The discussion is more of a vision on the theme rather than a comparative study. The essay falls into two sections: the first describes some important facts about American pursuits of happiness and the second discusses the pursuit of happiness in one small part of the Javanese thoughts or *Kejawen*, namely Soerjomentaram's philosophy of *Ngelmu Beja*.

The other research entitled *Female's Silent Resistance Against Hegemony in the Scarlet Letter, Bekisar Merah, and Belantik: a Comparative Analysis* by R. B. Edi Pramono in 2013. He used the theories of both Hegemony and Comparative Literature, this discussion reveals the two protagonists' of those novel, there are Lasiyah, the protagonist of *Bekisar Merah* and *Belantik*, and Hester Prynne, the protagonist of *The Scarlet Letter*, both experienced those hegemonic values that were oppressive, from their patriarchal societies i.e. Java and Puritans. They have similar silent resistance against the hegemonic values in that this brought them to become new persons with new personality and identity. They were similarly reborn. Both women had comparable factors driving them to conduct silent resistance: pride, dignity, and love. Woman, who is in general considered weak and powerless, is in fact strong and powerful.

Next study is entitled *The Domination of Ideas and Intellectuality in Gaining The Power and Hegemony in the Play Man and Superman* by George Bernard Shaw in 2013. This research aims to examine the concept of hegemony because this play contains important lesson for social changes. This study uses sociological theory, especially Antonio Gramsci's theory, Hegemony. By using this theory, it is expected that the relationship between the literature and the condition of the society at that time that triggers the birth of this work as well as the author's hopes and expectation would be understood. Through this approach, it is expected that the norms and educational values embodied in the drama would be revealed and understood.

Another study is STEREOTIP GENDER DAN DOMINASI KAPITALIS DALAM IKLAN TELEVISI Suatu Analisis Wacana Kritis terhadap Iklan Televisi Citra Korporasi Gudang Garam di Bulan Ramadhan by Bhernadetta Pravita Wahyuningtyas; Endang Setiowati in 2009. Advertising has many purposes including the formation of consciousness, creating the image of the product or brand, forming positive associations and encouraging consumer behavior. Basically, the purpose of advertising is to achieve economic hegemony of the producers of goods or service advertised. Ads are increasingly being used for the benefit of the capitalists. Corporate advertising researchers usually discuss the effects of advertising on the form of company image only. But this research is not going to reveal about the image of a company that advertised, but about the creator ideology behind the creation of a corporate Advertising. The corporate Ads examined in this study is a series of Gudang Garam corporate advertisement which consists of two ads that aired on television every Ramadan. The research method used is French critical discourse analysis and analytical method of Sara Mill. This study uses substantive theoretical framework such as hegemony, ideology, patriarchy, and Marxist feminism and the discourse analysis theory from Michael Foucault and semiotic theory of Roland Barthes. The results of this study showed that the ideology of the ad creator which is very patriarchal makes the text of the Gudang Garam corporate ads aired on all television stations every Ramadan, was laden with the existence of gender stereotypes.

Other finding study is REVOLTING AGAINST IMPERIALISM AND CAPITALISM IN SHERLOCK HOLMES: A GAME OF SHADOWS (2011) conducted by Alberta Natasia Adji in 2017. He reveal the struggle among imperialism, capitalism, and social class dominance found within Guy Ritchie's A Game of Shadows (2011), which was set in Britain, France, and Germany in 1891. British imperialism, capitalism, and social class were very well-related since they formed the basic classic social tradition in European countries that confined minorities such as working-class people and immigrants. He focused on the imperialist and capitalist representations were portrayed by Professor Moriarty as the much honoured academic figure who was able to disguise his criminal activities, and the revolt of the marginalized people which were represented by the working-class; Gypsy immigrant minorities who are isolated from the imperialist West European social class strata. The study was conducted using the perspectives of AJ Greimas' narrative structure through identifying all of the sequences and actantial models of the film, as well as relating them to capitalism and social class issues. The result of the study shows that the film has managed to show the success in fighting against imperialism and capitalism that initially determine the characters' positions.

The next study is The Concept of Power in Suzzane Collins' The Hunger Games conducted by Ismail Tahir in 2017. This research explores the concept of power in Suzzane Collins' work The Hunger Games novel which focuses on the characteristic of power. It is conducted by using a qualitative method.

The data were taken from this novel as the source data. The research question “How is the power in Suzanne Collins’ *The Hunger Games*” is aimed to identify the kinds of characteristics of power and to analyze the meaning of each power characteristic found in Suzanne Collins’ novel. There were four steps of collecting data namely; identification, exploration, description, and explanation. The analyzing data was as follow; organize-elaborate-synthesize-analysis. Furthermore, this research is analyzed by using Marxist criticism as an approach to seek how is the concept of power categorized based on Karlberg’ theory of the characteristic of power namely; the power as domination and power as capacity. As the result, this research found out that Marx’s perspective through the concept of power is power capacity is caused by power domination. Additionally, Marx’s views about power domination, it does not only occur between upper and lower class but it also occurs among the lower class.

Other finding study is REPRESENTASI SOSIAL DAN POLITIK DI AMERIKA DALAM LIRIK LAGU AMERICAN IDIOT KARYA KELOMPOK MUSIK GREEN DAY conducted by Diomena in 2015. American Idiot is a song with sosial-politic theme by American rock band, Green Day. This research aims to: First, find out the meaning of denotation on American Idiot song lyric. Second, find out the meaning of connotation on American Idiot song lyric. Third, find out the meaning of myth on American Idiot song lyric. Fourth, find out people’s viewpoint about social and politic in America on American Idiot song lyric.

Method of this research is qualitative research method with Roland Barthes' semiotic approach. Data was collected through documentation (American Idiot song lyric), observation, and interview. Data analysis unit in this research consist of 16 lyrics line on the song American Idiot. In this research people's viewpoint came from interview result with three informants who choose using purposive technique.

Result of this research indicate that: First, according to denotation meaning represented appearing of a hysteria or over reaction from American society relate to information from media. Second, according to connotation meaning represented that information from the media is propaganda. Third, according to myth meaning represented that there is changing on social and politic of American society after the 9/11 tragedy. Next thing indicate that there is a discrimination to homosexual in America. Furthermore there is a sentiment between people in North and South America relate to negative stereotype toward people in the South. Fourth, from people's view point indicate that whole informant's opinion support and suitable with result of this research.

Another study conducted by Puri Bakthawar in 2013 entitled CAPITALISM IN AMERICAN SOCIETY AS REPRESENTED IN UPTON SINCLAIR'S THE JUNGLE. In her study she interested to analyse how capitalism influences the miserable life of working class that exploited by capitalist class in order to get profit. The writer analyses a novel entitled The Jungle by Upton Sinclair as the object of research. The focus of this thesis is

how capitalism becomes the main factor which causes the miserable life of working class. The main purpose of this thesis writing is to show the criticism to capitalism that gives miserable life to working class as represented in Upton Sinclair's *The Jungle*. In analysing the data, the writer uses library research method. In analysing intrinsic aspects of the novel, the writer uses some theories about theme, setting, character, and plot. While in analysing the extrinsic aspects of the novel, the writer uses some theories about capitalism, Marxist Literary Criticism, and alienation. The result of the research shows that there are a lot of criticisms to capitalism because capitalism becomes the main factor that gives miserable life to working class. In *The Jungle*, capitalism gives influence to social aspects of human life that lead the miserable life of Jurgis and his family as the representation of working class. Capitalists class also exploits and treats working class badly. Moreover, there is a phenomena about alienation which estranges Jurgis and his family from humanitarian values as the effect of capitalism. Based on the result of the research, it can be concluded that capitalism fails in giving prosperity to working class, even capitalism becomes the main factor that gives miserable life to working class.

The other study is *Americanization of Non-American Stories in Disney Films* by Beta Setyawati in 2008. The aim of her study is intended to know the Disney's animation films characteristics which are adapted from non American stories that contain Americanization in order to be American popular culture products. This qualitative and library research is carried out

within the field of American Studies. Disney's animated films which are regarded as artifacts in order to identify American society and culture is used as her primary data. She then compares those Disney films with the original stories to discover the changes in making those stories become American popular products. She furthermore uses the sources such as books, magazines, journals, articles, and also internet data for her secondary data. The result of this study shows that most of folk narratives which were used in Disney films were adapted from other countries' stories. However, Disney intentionally adapts foreign countries' stories in its animated films by using Disney formula to blow up the sale of its products. Since Disney is one of the most powerful media conglomerates in the world, it works endlessly to set out world entertainment. Disney formula in its animated films which has dominated those adapted films are only intended to obtain as much profit as possible without paying attention to the values in children entertainment.

The next study conducted by Shafira Indah M in 2013 entitled *Batman as the Bourgeois Hero*. Her aims to make a systematic overview on the signs that represented in the film *Batman Returns*. The analytical method used was Roland Barthes semiotic analysis to dissect the text through two level tagging, i.e the meaning of denotation and connotations. Techniques of data collection is documentation, which is to gather information related to the research .

The results showed that there are some signs that represent the bourgeois hero as Batman's status as an upscale social, power, and attitude that shows pro-capitalist and individualist figure. Contrary to Batman, Penguin, which appears as an villain of Batman actually holds the role as a figure of the proletariat. It can be seen from the aspect of clothing (dress), environment, camera, and attitudes Penguin fought revolutionary for their rights in the struggle against injustice is received. Given this research, the author hopes that people can be understanding the things shown by the media critically. The protagonist figure shown in the media can't always be assessed as being innocent, but can be seen through the other side of relation with values such as human values, social class, and capitalism. Vice versa, the figure shown is antagonistic media can't always be understood as a bad figure.

Another study is ANTI CAPITALISM THROUGH THE ADOPTION OF SOCIALIST IDEOLOGY SEEN IN JOHN STEINBECK'S THE GRAPES OF WRATH conducted by Silviana Selyandita, Imam Basuki, and Irana Astutiningsih in 2014. This study Through The Grapes of Wrath, Steinbeck shows his idea to protest against bourgeois class. He tells about the bad conditions faced by migrant workers in California. This novel is announcing that a worldwide of proletariat's consciousness is in the process of formation for socialism. This consequence means that this novel connotatively saves the rejection of capitalism. Therefore, seen from this rejection and its involvement to portrait social conflict, this novel can be included as the part of social realism genre. To analyse this novel, Marx's theory is applied. On

Marxist perspective, Steinbeck's novel is categorized as the superstructure basis. It is because this novel gives a portrait about the change of social system because of economic system called capitalism. As the part of social realism genre, however, Steinbeck applies Marx's intention about the idea of socialism. He considers that there is a need for universal kinship to overcome this mass oppression occurred by capitalist class. This universal kinship will point to class struggle where at the end of the struggle, it emerges classless society.

And next study is AMERICAN CULTURAL VALUES REFLECTED IN THE CHARACTER OF JACK FROST IN RISE OF THE GUARDIANS MOVIE by Dahlia Kartika Ariesita. She focuses on the American cultural values reflected in Jack Frost as the main character of Rise of the Guardians movie. Rise of the Guardians is a movie about the guardians that protect people's happiness especially the children's happiness. The movie describes some reflections of American cultural values such as individualism, altruism and industry depicted by Jack Frost as the main character. The aims of this thesis are to describe the intrinsic aspects which are narrative elements and cinematographic elements and to analyze the American cultural values reflected by Jack Frost in the Rise of the Guardians movie by applying theory of personal and cultural values written by Roy D'Andrade. The result of this thesis shows that Jack Frost has applied three aspects of American cultural values which are individualism, altruism and industry aspects.

Furthermore is FLAPPERS LIFESTYLE AS REFLECTED IN 'THE GREAT GATSBY (2013)' MOVIE by Safira Anindyaputeri and Sukarni Suryaningsih. Their study aimed to identify and analyze flapper's culture in The Great Gatsby movie produced in 2013. To obtain the desired result, the writer use textual method with library research as data collecting method. The writer will use definitions and characteristics found in a book titled Flappers: a guide to an American subculture written by Kelly Boyer Sagert. Through analyses in this thesis, the writer concludes that as a long faded American subculture, the culture of flapper still can be seen in The Great Gatsby movie.

Next study is AMERICAN VALUES MANIFESTATION PORTRAYED BY ATOM IN REAL STEEL THE MOVIE by Selvy Darmianti in 2015. Movie is one of popular cultures that reflect the condition of society. It could be in the forms of phenomena, idea, or culture. This condition also happens in American's movies, one of them is Real Steel. Unlike other movies representing American values depicted by human character, this movie is depicted by the nonhuman character, i.e. robot. Sociological approach is used in this study since Real Steel the movie describes a lot of American social phenomena. Scene and subtitle will be categorized and analyzed using relevant American values theory. The result reveals that four out of six American values as proposed by Datesman, et al. are found in this study, they are equality of opportunity, and competition, material wealth and hard-work. Whereas two of them, individual freedom and self-reliance are not found.

Furthermore, from Atom's journey it shows that Americans respect the equality of opportunity; assume that competition is an obligation, benchmark wealth as a status and respect hardworking in the journey of success. In the future, boxing, as one of roughest sports, are performed by robots, because robots are more resistant to take blows rather than humans. So, the next researchers can use humanism theory to analyzed Real Steel the movie.

Another study is Social Stratification and Conflicts Of Middle English Society In Geoffrey Chaucer's The Canterbury Tales by Eni Lidia Wati, Fredy Nugroho Setiawan, and Arcci Tusita. Societies in a country are usually included of some different social layers in common way they live. It shows how much difference and equality could distinguish them into grouping which have both positive and negative implications for the most. As seen, they generally have different life to each other, depending on their level in such way living together. Sometimes there would be a social injustice and conflicts to those who are segregated by strata of social classes. The crucial issue to which society divide the class, not surprisingly, often depends on how ironically they show their own power as the pride of life which could result social conflict in the end. It is common for social integration that is separated by very little physical appearance of social position and economical condition to be at opposite ends of the social gap. People who come from different strata, especially the upper class usually try to expose their abundance and glorious thing, like wealth, money, the pride of noble integrity, political power, and so many prestige things to underestimate the

lower. On the other side, the under might feel envy watching the upper glory by that way, so it makes them do any unfair thing to get the upper down. What many people do not understand however is that it also threatens the social unity and its ideals of good living. This fragile thing is really dangerous to happen in any country all entire the world. It seriously can cause separation, amalgamation, social diversification, and even social conflicts which could destroy the peace of life. That is why every people should not differentiate social level for keeping a good harmony of socialization

In this case, the purpose of this study is to determine how the crucial problem of social injustice in social stratification may result the social conflict for the life existence. It has already been analyzed and figured out into main point of this thesis research. Taken from the fiction characters which are reflected among the real people of Middle English society at the era, the writer has successfully analyzed and determined toward the defining social classes and the conflict problem itself in performing the Middle English social levels and how the conflicts happen portrayed in *The Canterbury Tales* by Geoffrey Chaucer book.

The focus of this research study uses Social Class and Stratification theory of Peter Saunders, as the main theory to use for finding a way to crack the problem analysis. The writer uses the theory above to strengthen her thought about social injustice in stratification. Peter Saunders has written the theory to develop a thought how social classes are divided and how inequality

may arise and result the social conflict in society. It is the logical reason which the writer uses the theory as a foundation that is why. The results indicate a violation of social stratification could harm social harmony in any such ways of life. What the social grouping and the conflicts itself that happen in *The Canterbury Tales* is just a depiction how much harmful a social classes existed into the social living. Many competitions, discriminations, public unfair, and so many other bad things that could be happen in this fragile way. It should not be happened anywhere we live, just to have a good way for happy life and to find the right one.

Next study is Toni Morrison's *The Bluest eye: When Beauty Turns Out To Be Hegemony* by Ririn Kurnia Trisnawati. The United States of America is a race-conscious society that those who are colored (as opposed to white) have generally been put in inferior positions and treated accordingly. Consequently, apparently White Anglo Saxon Protestants (WAPS) has been inherently put as the dominant group whereas the African American is consciously placed as one of the subordinate ones. Theory of hegemony proposed by Antonio Gramsci has been believed as a means to understand the position of the superior and the inferior groups in the society. Meanwhile, the concept of beauty is an example of cultural institution; hence, the standard of beauty is based on the dominant group e.g. White people, so there is the White beauty standard as a means of hegemonic practice in the American society. This phenomenon is thoughtfully depicted by Toni Morrison in *The Bluest Eye*. Therefore, this writing aims at describing the phenomena when

beauty turns out to be the hegemonic practice of White beauty standard in African American society as it is depicted in Toni Morrison's *The Bluest Eye*. The study shows that White beauty standard has been the hegemonic practice that is consciously alive in the African Americans as the society members involved in the story. The hegemony itself is from the beauty standards which are standardized using the White people's beauty standards e.g. light skinned, blue eyes, blonde, slimmer body image, etc. The White beauty standard hegemony is not solely the single reason of maintaining domination and power; in fact, society members, and their will and consciousness have also participated in it. Therefore, the implications occur within the society under the hegemonic practices or the hegemonized society, so do the characters in this novel. Those implications are extracted from the characters living in the novel as the characters are the hegemonized subject in practice. It is the fact that White beauty standard hegemony has led to the emergence of intra-racial discrimination happening within the African American society as it is reflected in the literary work due to the characters' efforts to seek for White's approval. The second is the emergence of the self-loathing upon the characters in the novel, and the third is the emergence of the self-identity degrading.

Another finding is *BONEKA BARBIE: ANTARA ETOS KEMANDIRIAN DAN BUDAYA MATERIALISME* by Eko Rujito D.A and Nandy Intan Kurnia. They choose Barbie because she is not only a symbol of independence and freedom and representation of cultural

materialism, but also an "historical record" the American social culture since the post-World War 2. She describes the social changes that occurred in America, even played a role in influencing social change is. Barbie also has a function as a representation of human demands to be an ideal figure, especially women, especially on matters that are completely material. This paper will try to elaborate the correlation of the doll and American ethics of selfreliance and materialism. By doing this, this paper assumes that there is an embodiment of values in Barbie Doll. In the last part of the discussion, the paper tries to trace the "global effect" of Barbie Doll and how it has shaped common perception of one of basic female desire; being beautiful.

Next is HEGEMONY IN NOVEL MALAIKAT LERENG TIDAR REMY SYLADO WORKS: STUDY OF LITERATURE SOCIOLOGY conducted by Remy Sylado. Novel Angels SlopeTidar Remy Sylado beenworks as a research object based on three advantages contained in the novel Angels SlopeTidar. First, the novel angel Slope Tidar tells the character named Jez who have hegemony by the Dutch so that he would help the Netherlands, and he is a male offspring Minahasa. Moreover, there are suspicions against another character in the novel, which also hegemonized. Secondly, there has been no scientific research literature that analyzes the problem of hegemony in literary sociology research methods to the novel Angels Slope Tidar Remy Sylado work. Third, Remy Sylado have a tendency to write works that contain elements of hegemony. The purpose of this study to describe the form of hegemony, the kind of hegemony, the scope of hegemony, and the impact

of hegemony in the novel *Angels Slope Tidar Remy Sylado* work. Assessment of novel *Angels Slope Tidar Remy* works Sylado use Antonio Gramsci's theory of hegemony. The research approach used is a sociological approach. The method used in this research is qualitative method. Qualitative methods used to collect the data object in the form of sentences in the novel *Angels Slope Tidar* to illustrate the hegemony elements contained therein. Documentation methods used to collect the object of research in the novel *Angels Slope Tidar*. This study was analyzed using descriptive analysis techniques. Forms of hegemony contained in the novel *Angels Slope Tidar Remy Sylado* work there are two, namely the total hegemony of hegemony and degenerate. Both forms of hegemony can be known from the description sections of the following sections; soldiers as a symbol of strength and power, the army as a form of struggle, the values of Java as a culture, wealth as power, and the Netherlands as a symbol of progress. Moral hegemony occurs while in the church before leaving for Java, while the intellectual hegemony occurred while the Marechaussee training center in Magelang. The cause of hegemony occurs in Jez life which then extends the life Toemirah. The cause of the initial self-Jez easily hegemony is becoming Marechaussee ideals that originally triggered by his love for Naomi. Impact hegemony in the novel *Angels Slope Tidar Remy Sylado* work in the form of a loss of confidence after excessive hegemony, hegemony providers do contrary to the hegemonized, and aspects of the hegemony of no benefit whatsoever in the life of even likely to mislead.

The next other research *The Social Impact Toward the North Carolina Man as Seen in Nicholas Spark's The Notebook* conducted by Siti Marda Yuliana, Rafli, and Sylvia Djonnaidi.

Then the next finding is *AMERICAN CONSUMERISM IDEOLOGY PORTRAYED IN PLANTS VS ZOMBIES VIDEO GAME* by Wahyu Rinaras Widya Murti. Consumerism in American society cannot be separated from their ideology, namely the American Dream (life, liberty, and pursuit of happiness). This makes American people have their freedom to live better than others American society and bring their happiness into reality. Often, happiness satisfied by material desire that makes American people becomes consumptive society. In this thesis the writer wants to elaborate consumerism in American society portrayed in *Plants vs. Zombies* video game. The writer uses cultural studies to analyze this thesis because it is suitable to analyze American consumerism portrayed in *Plants vs. Zombies* video game.

Research findings show that rules of this game, *Plants vs. Zombies* game are aimed to led the player to keep on plants and upgrading their plants to defeat the zombies. Some zombies represent American society. In addition, the zombies themselves potray humans desire that is never satisfied. For the next researcher, the writer suggests to analyze this game from different view. The next researcher may use semiotic by focusing on plants and zombies relation. Another choice is analyzing the characters of plants and zombies character by using psychological approach.

Another study is ANALYZING HEGEMONY: FACTION SYSTEM IN VERONICA ROTH'S DIVERGENT conducted by ELMIRA PRIMANANDA and I.M. HENDRARTI. This thesis entitled Analyzing Hegemony: Factions System in Veronica Roth's Divergent has purpose to analyze the concept of hegemony by Antonio Gramsci and the formula of science fiction in Faction System that happens in a novel entitled Divergent by Veronica Roth. The method that is used in this research is contextual method by analyzing the intrinsic and extrinsic elements of the story through the library research. The analysis of intrinsic elements is used to analyze the formula of science fiction, while the analysis of extrinsic elements is used to apply the concept of hegemony by Antonio Gramsci. The Faction System is a kind of system that controls the life of people in the story. The people are divided into five categories that include five kinds of virtues; there is selflessness, honest, peaceful, intelligent, and fearless. The result of this thesis shows that the author of the novel reveals the two anomalies or the mysteries of the story into linear order. This thesis also concludes that the effect of hegemony that is done by the dominant group in the story causes people to live with the stereotype. The stereotype that is found in each category of people in the Faction System will cause the people to war. The conclusion shows that the Faction System cannot bring peace to society, because there is still discrepancy that creates opposition between people in the story.

The other finding study is HEGEMONI KEKUASAAN DALAM NOVEL NEGERI DI UJUNG TANDUK KARYA TERE LIYE by Lilis Lestari. She used hegemony theory which aims to describe the hegemony of figures in the form of ideology and state hegemony in the novel Negeri di Ujung Tanduk by Tere Liye. And the results of the analysis is Hegemony found in the form of ideology (authoritarianism, feudalism, capitalism, socialism), some figures who have ideological images, namely Thomas, JD, Rudi, Opa Chan, and Shinpei. The other finding is she found hegemony in the form of state (civil and political) is described by figures Theo, Thomas, Lee, Maryam, Alim, Liu, JD, and Rudi. Each of these figures describes some data, so that the intentions conveyed by the author can be seen, that each character is positioned and mentioned giving hegemony to the opponent. The characters in the novel, give hegemony to others who can benefit themselves based on the power, authority and rights possessed by each of these figures. The concept of thinking about the theory of power hegemony Antonio Gramsci is very appropriate to become a scalpel in the novel Negeri di Ujung Tanduk.

Next study is The Industrial Revolution and Its Consequences as Revealed in Dickens' Great Expectation by Fatma Hetami in 2009. She breaking down and analyse its social and cultural layers, and she finds that the novel reflects the portrait of Industrial Revolution era and its consequences such as dissolution of family units, illness, poverty, mutual exploitation, human passions, expectations, and selfishness as well. The cultural layer can be broken down from the title of the novel. Great Expectations shows the

“Expectations” of all characters which represent human passion and ambition through the hard life caused by capitalism in industrial life.

Therefore, after investigating and comparing previous studies and present research, I convinced that the present research is significant to be conducted since no one of previous studies using sociological approach and hegemony theory to analyze the capitalist domination in *The Great Gatsby*. In this research, the intrinsic and extrinsic elements of the novel will be analyzed to prove that there is domination in American society by capitalist using hegemony theory.

2.2 Theoretical Review

Theoretical reviews are provided in order to support this research with theories and approach that relevant to the topic.

2.2.1 Intrinsic Elements

Intrinsic elements are provided in order to support the theory and approach in analysis.

2.2.1.1 Character

Henderson in *Famela* (2011:6) state that character refers to the people authors creates to inhabit their stories. Characters should be believable and consistent. Being believable means not that all character be like people we have known but they believable in the context of the story. Consistently requires not that

the character remain exactly the same, but that any changes in character are sufficiently by what happens to them in a story. From the explanation, it is known that a character is a person in the novel that makes the story alive, and they can be changed depends on what happened to them in the story.

According to Abram (1981: 76), a character is people who are appeared in a narrative prose or novel and it is interpreted by the readers as a person who has moral quality and certain tendency such as being expressed in what they say and what they do. In another word, character means a figure that appeared in the novel that we interpreted as a real person who has moral and certain tendency from what they say and what they do in the novel.

2.2.1.2 Plot

According to Perrine (1974:41), the plot is the sequence of incident or events which the story is composed and it may conclude what character says or thinks, as well as what he does, but it leaves out a description and an analysis and concentrates ordinarily on major happening. A plot, as a storyline made by the reader in the form of a row of events in chronological order, and interconnected causality in accordance with what was happened to the perpetrators story. From the definition above it can be inferred that plot is a chronological event which related to each other and show the storyline of the novel.

According to Holman (1985), there are two important elements of a plot, conflict, and climax. Conflict deals with the struggle between two opposing

forces in the story. The major force, usually a person called protagonist, may be involved in four different kinds of conflicts: (1) a struggle against the forces of nature; (2) a struggle against another person; (3) a struggle against the society as a force; and (4) a struggle for mastery by two elements within a person.

2.2.1.3 Setting

According to Holman (1985:413), there are some elements which go to make up a setting. First the actual geographical location, including its topography, scenery, and such physical arrangements as the location of the things in a room. Second the occupations and daily manner of living of the characters. Then, the time or period in which the action takes place; and the general environment of the characters. He also describes setting as the physical, and sometimes spiritual, background against which the action of a narrative takes place. The setting of a story is usually presented through a narrative description by the author. Usually, the story started with the description of the setting in the beginning and the other sometimes describes the setting in the narration between the dialogues or even inside the dialogues.

2.2.2 Sociology of Literature

According to Wellek and Warren in Vivaldi (2015: 15), literature represents life, and life is in large measure, a social reality, even though the natural world and inner or subjective world of the individual have also been objects of literary imitation. Based on the statements above, it means that the book

which written by its author is the reflection of circumstances that happened when the book was written.

Literature is a reflection of the society, it reflects its good value and its ills. Through the literature, it can make the society realize its mistake and make a change of it. Literature as an imitation of human action presents a picture of what people usually do in society. A story often find that designed to portray our life through some characters, and deliver certain messages for the purpose of education, information, entertainment or implicitly criticize the society. Thus, basically, literature is a work or branch of science that brings value or meaning towards society. It also gives an impact on the way people and society behave at the moment that the work of literature is established at a certain moment. It's clear that implicitly and explicitly, literature is bounding with the human experience and it is inevitably related one to another. It's mentioned all this relation phenomenon between literature and human experiences create a new kind of knowledge to be studied about: Sociology of literature.

Swingewood (1972:11) states that sociology is essentially the scientific, objective study of man in society, the study of social institutions and of social processes; it seeks to answer the question how society is possible, how it works, why it persists.

Sociology of literature is an interdisciplinary of knowledge which studies the characteristics and the development of the society in its relation to the

literary works produced by critics and historians particularly to reveal the background of the author which is influenced by his status in the society from which he comes from, his social and political ideology, the economic condition and the society to which the literary works are directed (KBBI, 1989:855). This interdisciplinary field of study sees literature as part of the society.

The main focus in sociology in literature is to find out the interrelation between society and literature where the literary work describes the society based on the author's perspective. Damono (2009: 10-11) states: "Such as in sociology, literature has a connection with societies: human's effort to adapt and change its society."

2.2.2.1 Gramsci' Hegemony

Antonio Gramsci (1891-1937) is a founder of Italian party communist or PCI, politician, and also known as a person who most associated with hegemony theory. He was born in Ales, Sardinia, Italy. In 1926-1934 he was imprisoned by Mussolini's fascist regime during its aggressive campaign of stamping out opposition politics. In those periods he wrote his critical thoughts that latter were published as *Prison Notebooks* which consists of his writings during his life in prison. By the 1950s, Gramsci's critical thoughts began to attract commentaries especially related to the term of hegemony he mentioned in his notebooks. The bulk of his intellectual legacy was written in prison and now is known as "The Prison Notebooks". Hegemony theory is often referred as a general cultural/ideological theory that used to understand political, cultural

and ideological forms that considered having a power to reform society (Faruk, 2003: 61 as cited in Pawestri, 2016: 13).

Gramsci's hegemony theory is a refinement of Marx's theory about class who have not succeeded yet in formulating an adequate political theory. The starting point of Gramsci's concept about hegemony is that class and its members run the power over the classes under it by violence and persuasion (Simon, 2004: 19 as cited in Pawestri, 2016: 13). Gramsci uses hegemony concept to examine certain political, cultural, and ideological forms, which appeared in a society in which the fundamental class can build their leadership in a different form from force domination. In this case Gramsci formulates his concept that refers to the understanding of the socio-political situation, in which social philosophy and social practice fused in a balanced state; domination is the concept of that reality spread through society in an institution and manifestation individuals, who can then form morality, customs, religion, political principles and all social relations especially from intellectuals and things show on morals. So hegemony is always associated with the compilation of state power as a dictatorial class (Patria & Arief, 2009: 121).

Hegemony is a shaped of domination towards some group by using intellectual and moral leadership by consensus, means that the hegemonies group accept the ideological values of the ruling class. Generally, hegemony is a power dominance of a certain class towards other social class by intellectual and moral leadership which with or without domination and

oppression, so that the dictated ideas by the dominant group to the dominated group are accepted as a natural. Hegemony emphasizes that in society there is a fight over public acceptance because the experiences of the subordinate group are different from the ideology of the dominant group to spread their ideology to get accepted without any resistance. One of the strategies of hegemony is the common sense, where the society can accept what already injected into their minds.

2.2.2.1.1 Concept of Hegemony

The concept of hegemony is used by Gramsci to refer to a condition in which a dominant class (in alliance with other classes or class fractions) does not merely rule a society but leads it through the exercise of ‘intellectual and moral leadership’ (Storey: 2018). Gramsci used words *direczone* and *egemonia* which is the opposition of *dominazione*. In Gramsci's theory framework there are at least six forms of concepts, there are culture, hegemony, ideology, popular belief, intellectuals, and state (Faruk in Widyaswari, 2016: 2).

Storey states that hegemony involves a specific kind of consensus such as a social group seeks to present its own particular interests as the general interests of society as a whole. In this sense, the concept is used to suggest a society in which, despite oppression and exploitation, there is a high degree of consensus, a large measure of social stability; a society in which subordinate groups and classes appear to actively support and subscribe to

values, ideals, objectives, cultural and political meanings, which bind them to, and 'incorporate' them into, the prevailing structures of power.

2.2.3 American History 1920s at Glance

According to Parkes in Palmer (2006:5), the 1920s were an extraordinary period in which American people seemed to be engaged in a collective effort to evade realities.

The 1920s is the most fascinating era in American culture. It was a time of hope, prosperity, and cultural change. Everything was changing so much, where the economic growth swept many Americans into an affluent but unfamiliar "consumer society", the standard of living was rising, many companies grew larger, and political change.

It was a time of economic progress for most Americans. During the administrations of President Warren Harding and President Calvin Coolidge, many companies grew larger and creating new jobs field. Wages for most Americans increased. Many people began to have enough money to buy new kinds of products. Many Americans bought cars, radios, fridges etc. At the same time, many Americans wanted to enjoy themselves as much as they could by listening to the new jazz music or doing the new dances such as the Charleston. Crowds flocked to watch film stars like Charlie Chaplin. By 1928, there were 17,000 cinemas. It was the 'Golden Age of Cinema'. Sport took off with baseball stars like Babe Ruth and American football becoming popular as people had free time to attend the games, could afford the tickets and could travel to the games. The emphasis on having fun and spending

money has led to the 1920s being called the 'Roaring Twenties'. (An Evaluation of the Reasons for the Economic Crisis of 1929 – 33)

However, in roaring twenties not everyone can get rich the prosperous only occur for some, the income gap between the poor and the rich was stunningly massive. Some section of the population continued to live in poverty. Groups such as African-Americans, farmers, and workers in older industries did not enjoy the prosperity of the Roaring Twenties. There is about 60 percent of Americans lived just below the poverty line. (The USA 1919, 2008)

2.2.3.1 American Society

The 1920s transformed American life with the introduction of many inventions and lifestyle choices that are a familiar part of U.S. culture today. The era saw the rise of ready-made clothing in standard sizes, the automobile, commercial radio, electric appliances, and the telephone, as well as the spread of music through home phonograph records. Cigarette smoking and cosmetic use became widespread, synthetic fabrics were common, and advertising became far more visual and psychologically based than in the past. Americans also began shopping at chain stores and eating more canned and frozen food and less food made from scratch. In short, the consumer culture that is still deeply embedded in American society had its beginnings in the Jazz Age. (The Jazz Age, 2011)

The post-world war I made the young soldier wanted to try new ways of living after they had seen a different world in Europe. Both man and women

began to experiment with their previous tradition. Women tried new kind of clothes, a thinner dress that showed their legs and they began to smoke a cigarette and also began to drink alcohol with men in public. And the young of the 1920s was the first to push against the barriers of gender, class and race discrimination. White youth mixed with black in the jazz club of New Orleans and Chicago, whilst young women experienced a greater degree of economic and sexual freedom (Palmer, 2006:4).

During the 1920s there was an alcohol prohibition in 18th amendment which banned the manufacture, transportation, and liquor sale. The reformers considered that liquor is a prime cause of corruption. Too much drinking alcohol can lead to crime, accidents and other social problem. But since the alcohol was illegal, the drinkers went to a hidden pub or called speakeasies to get the liquor. By the middle of the 1920s, only 19% of Americans who supported prohibition while the rest, who wanted the amendment changed, believed that prohibition caused worse effects than the initial problem (Littell, 2007, 642)

2.2.3.2 Capitalism

Based on Oxford dictionary capitalist is a person who uses their wealth to invest in trade and industry for profit in accordance the principles of capitalism while Mundhoir (1998:12) states that capitalism is an economic system in which is emphasizing at the role of capital (financial capital), the capital means the wealth in all of its kind become dominant characteristic of capitalism. Through capitalism, the land, labor, and capital are owned,

operated, and traded for the purpose of producing profits, by private individuals either singly or jointly.

In general, capitalism claims the only thing that matters are the success of the business. However, there is the main issue that must be understood, it is the difference between capital and capitalism. As being explained above, capitalism is an economic system, but capital is commodities that can be traded by private individuals for the purpose of producing profits. Commodities include money, supply, and goods.

Marx (1867) argues that capitalism does not always involve the commodities' exchange, but capital development, in the form of money, with the purpose of generating profit through the purchase of commodities and their development into other commodities which generating more value of it so it generates a higher price lead to higher profit. However, Marx claims that there is no previous theorist has given a satisfactory elaboration about how capitalism can generate a profit. In Marx's understanding, labor power is the only commodity which can generate profit that it is worth, and this reason is known as variable capital. It is clear that the capitalist plays a great role in the economy. Their pursuit of wealth and profits directs the economy into economic growth. Thus, capitalism, somehow, changed people's perspective into money-oriented.

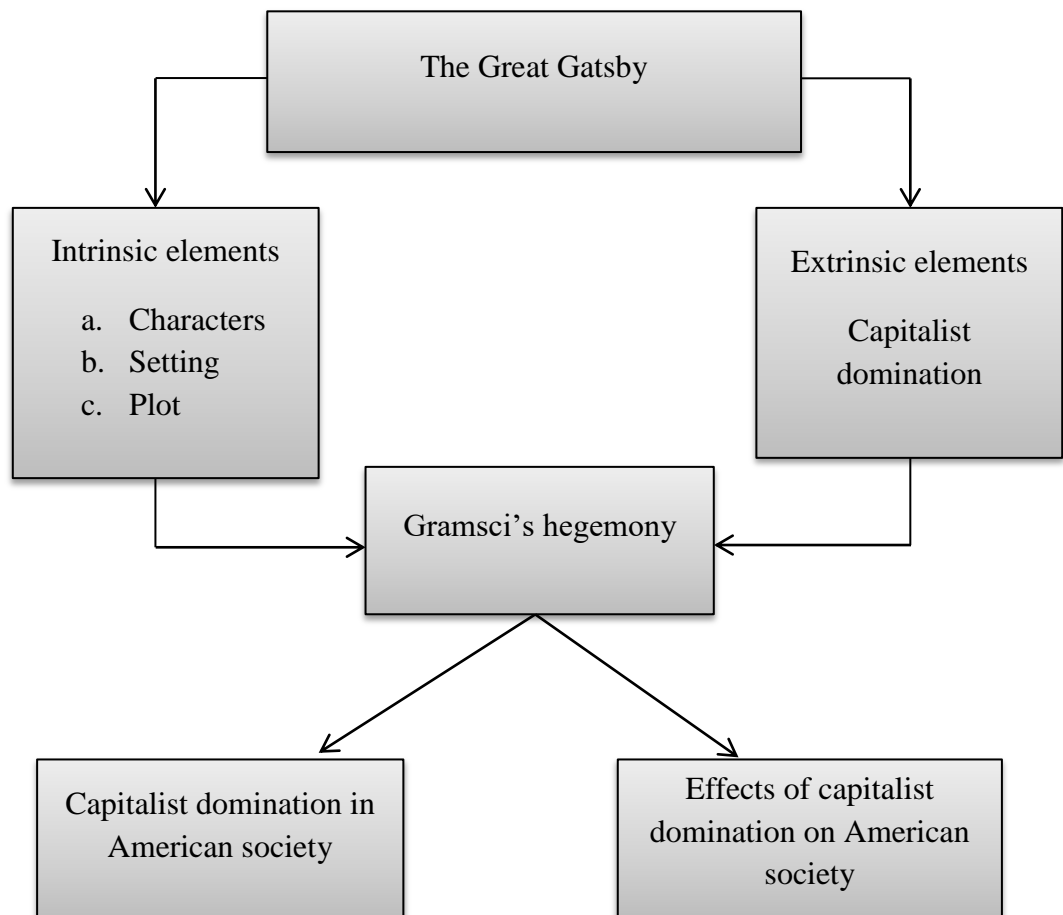
2.3 Theoretical Framework

In this research, I used hegemony theory which relevant to analyze the data and answer the statement of the problem. In order to investigate the capitalist

domination in Fitzgerald's *The Great Gatsby*, the sociological approach will be used to help me analyze the problem.

The data that related to the capitalist domination, intrinsic and extrinsic elements of the novel, and the relation between those data will be gathered. After that, I used several steps in analyzing the data. I began with analyzing the main element in Fitzgerald's novel, *The Great Gatsby*. Those elements are used to reveal the capitalist domination by the help of Gramsci's theory of hegemony. In short, the framework of data analysis is presented in the

following diagram: Figure 7.1 Theoretical framework



CHAPTER V

CONCLUSSION AND SUGGESTION

This chapter presents the conclusion and suggestion of the research analysis of capitalist domination in Fitzgerald's *The Great Gatsby*. This chapter cover the main point of the research discussion and also provides some suggestion to support the further study about *The Great Gatsby*.

5.1 Conclusion

Based on the detail analysis and research finding discussed in the previous chapter, there are some conclusion that can be derived from the whole result of this study. Here I infer some point as the conclusion of this study.

Capitalist domination towards a society as reflected in *The Great Gatsby* can be seen through the opposition that appear in the novel. From the binary opposition it can be seen who is the dominate character and which character is dominated. The capitalist domination also can be seen from the setting in the novel such as capitalist domination in society where the social gap between the two groups clearly can be seen. Capitalist be defensive toward what they have had, and won't let other lead them. In workplace, it shows how powerless the lower class is, nothing they can do except work for money from the capitalist to make a living. The capitalist shows off what they can do to build a powerful character within the peoples mind. It can be seen that capitalist as the minor group show their domination through their power in almost every aspect in society, such as in justice, law system, economy, and also in love life.

Meanwhile the effect of capitalist domination in society as represented in the novel are: The first is the lifestyle of the American society where the 1920s has a big change in fashion style and the rise of the consumerism. Where the most of people tried to look like the upper class by imitate their fashion and lifestyle that well represented in *The Great Gatsby*. Second effect is the shifted meaning of American dream, from pursuing a better life, into pursuing material things in order to reach the happiness and get a better life. The last finding is about the moral decadence among the society where the prohibition, gagster and organized crime appear, that represented through Gatsby's association with Wolfshiem. The moral decadence also found from the existence of gossip magazine where the news that not appropriate to be the public consumption, become the public consumption and the greediness that happened because of the trigger from their will to reach the prosperity. They will do anything to reach it, like what Gatsby dis to gain wealth from bootlegging business, cheating with rich man like what Myrtle did, and throw the blame to other person so she can keep run her happy life, and make other people life miserable, like what Daisy did to Gatsby and Wilson. Living under capitalist domination whose life is prospering, makes the society could do what they want to reach the proper prosper life. In short, to get prosper life that they want; they tried to achieve it no matter how. It makes a massive effect inside the society, where the criminal increased, moral decadence, and also the shift meaning of American dream.

5.2 Suggestion

Based on the result study, here I present some suggestion based on the result of this study to give contribution to the readers.

1. For anyone who wants to analyse *The Great Gatsby*, I suggest that we should heedful to what happened in our surrounding to enrich our material and knowledge, in order to find the different fact and different perspective about this work because this work is still relevance to nowadays era.
2. Doing research in literature with social problem topic is recommended since there are a lot of problem appeared in our society that can be implied in literary works.

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