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Apriliyani, Dian. 2014. Hedonism Reflected in *The Beautiful and Damned* Novel by F. Scott Fitzgerald. Study Program of English. Department of Languages and Literatures, Faculty of Cultural Studies, Brawijaya University. Supervisor : Arcci Tusita, co-supervisor : Sri Utami Budi.

iversi Keywords : Hedonism, pleasure, lifestyle, standard, insider and outsider

Hedonism is one of the lifestyle that is chosen by many modern people today. Hedonistic lifestyle aims to make people seek pleasure and happiness in ways that are sometimes beyond expected and the existing norms. The writer uses hedonism as the main theory to analyze because the problems of this novel are related to the luxurious lifestyle and temporary happiness. The writer also uses sociological approach because sociology is related to sociological aspect such as a group's lifestyle and the division of social layers based on economy. This study shows that hedonistic lifestyle is reflected in the main characters of *The Beautiful and Damned* novel, Anthony Patch and Gloria Gilbert. They reflects hedonistic lifestyle and it becomes a habit. They will do anything to get what they want and they do not want to feel the hurt. They think the important things in their life are pleasure and happiness. Pleasure for Anthony is when he lives freely without hard work and gets his grandfather's money. For Gloria, pleasure is a kind of worship from her husband to her beautiful face. Pleasure makes them selfish and do not care about other people.

This behavior affects themselves and people around them. Hedonist leads to the formation of two social classes, in which people are grouped based on the standards they set. In sociology, it called insiders and outsiders. The main characters in this novel are included to insider because they share the same attachment and mission. Meanwhile the outsider is the group of people who are not included in insider group because these people do not meet the requirements in the standards of insider. They are neighbors who live in poverty.

The impacts of hedonistic lifestyle occurred in the insider group, come in the form of breakdown of relationships between family members, friendships, self-esteem, and psychology. The first figure analyzed is Anthony Patch. When he got bankrupt, he decided to hide the situation and pretends everything is fine. He does that because he does not want to lose his dignity and pride. Because of this problem, he suffered from depression symptoms and his mental being unstable. The effect of hedonistic lifestyle to the outsider appears when they become the subject of ridicule and humiliation by the insider. The conclusion is hedonism is really reflected on main characters on *The Beautiful and Damned* novel and it brings some effects to themselves and to people around them. The suggestion for the future research, *The Beautiful and Damned* also could be analyzed with different theories like psychoanalysis and Marxism. The future researchers could dig deeper to find some interesting problems in this novel.

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Universi Apriliyani, Dian. 2014. Hedonisme yang Tercermin dalam Tokoh Utamasitas Brawijaya Novel The Beautiful and Damned oleh F. Scott Fitzgerald. Program Studi Sastra Inggris, Departemen Bahasa dan Sastra. Fakultas ilmu budaya, universitas Brawijaya, Universitas Brawijaya. Pembimbing : (1) Arcci Tussita (2) Sri Utami Universitas Brawijaya Universitas Brawijaya Budiarawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw Universi Kata Kunci ; hedonisme, kesenangan, gaya hidup, standar, orang dalam dan orang luar Universitas Brawijaya Universit

Universitas Br Hedonisme adalah gaya hidup yang banyak dipilih oleh orang modern saatsitas Br ini. Hedonisme bertujuan untuk membuat orang-orang mencari kesenangan dan juga kebahagiaan, walaupun seringkali melampaui batas dan melanggar normanorma yang berlaku. Penulis menggunakan teori hedonisme sebagai teori utama untuk menganalisa karena tema utama dari novel ini berkaitan dengan gaya hidup mewah dan kesenangan sesaat. Penulis juga menggunakan pendekatan sosiologi suas rsi karena sosiologi juga berkaitan erat dengan aspek sosiologi seperti pembagiansitas B lapisan sosial berdasarkan status ekonomi.

Penelitian ini menemukan bahwa gaya hidup hedonistic tercermin dalam tokoh utama novel The Beautiful and Damned yaitu Anthony Patch dan Gloria Gilbert. Mereka merefleksikan gaya hidup hedonistik menjadi sebuah kebiasaan. Mereka akan melakukan apa saja untuk mendapatkan apa yang mereka mau dansitas mereka tidak mau merasakan perasaan terluka. Mereka berdua yang terpenting adalah kesenangan dan kebahagiaan. Kesenangan bagi Anthony dan Gloria memiliki sudut pandang yang berbeda. Bagi Anthony kebahagiaan adalah mendapat semua harta warisan milik kakeknya, dan bagi Gloria kesenangan sitas adalah pemujaan orang lain terhadap wajah cantiknya. Semua itu membuatsitas B mereka menjadi egois dan tidak peduli pada orang lain.

Tingkah laku seperti ini mempengaruhi diri mereka sendiri dan juga orang-orang disekitar mereka. Hedonist membuat pembentukan dua kelas sosial yaitu membagi orang dalam beberapa kelompok berdasarkan standar yang merekasitas Bi ersi tetapkan. Di dalam sosiologi itu disebut pembentukan orang dalam dan orang luar.sitas Bi Kedua tokoh utama di dalam novel ini termasuk orang dalam karena mereka berbagi kedekatan secara personal dan misi yang sama. Orang luar adalah orangorang yang tidak termasuk dalam kelompok mereka karena orang-orang tersebut tidak memenuhi persyaratan yang ada di dalam standar orang dalam, yaitu tetangga mereka yang hidup di dalam kemiskinan. Versitas Brawijaya Universitas Brawijay sitas Brakibat gaya hidup hedonistik yang terjadi di dalam orang dalam yaitus as B rusaknya hubungan antara anggota keluarga, persahabatan, kepercayaan diri, bahkan mental yang tidak stabil. Tokoh yang dianalisis dalam hal ini adalah Anthony Patch yang mengalami kebangkrutan. Ia memutuskan menyembunyikan keadaannya dan berpura-pura semuanya baik-baik saja. Ia melakukannya karena ersi tidak mau kehilangan kehormatan dan kebanggaannya. Namun pada akhirnya iasi tas

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yaitu mereka menjadi bahan ejekan dan hinaan oleh insider. Kesimpulan yang dapat diambil adalah gaya hidup hedonistic sangat Universi tercermin pada kedua tokoh utama novel The Beautiful and Damned dan gayasitas Brawijaya Universi hidup seperti itu membawa beberapa akibat kepada diri sendiri dan orang-orangsitas Brawijaya Universi disekitarnya. Saran yang dapat di berikan kepada peneliti selanjutnya adalah novelsitas Brawijaya Universi The Beautiful and Damned dapat dianalisis dengan menggunakan teorisitas Brawijava Universi psychoanalisis dan Marxism. Para peneliti lain juga dapat menggali lebih dalamsitas Brawijaya Universi untuk menemukan masalah yang menarik untuk dibahas. S Brawijaya

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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universita INTRODUCTION ersitas Brawijava Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This chapter explains about background of study, problems of study, and ersitas Brawijava, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Brawijaya Brawijaya Universitas Brawijaya Brawij rsitas Brawijaya – Universitas Brawijaya Universit which Americans debate "which of their traditional values to preserve or which to Universit modify or abandon" (Martin, J. K., Roberts, R., Mintz, S., McMurry, L. O., & Sitas Brawijaya Jones, J. H., 1989, p. 745). However, living in a time of transition from the preworld war I era to the post-world war period is indeed uneasy. Many Americans, Sitas B Universi especially the young ones, were "lost" during the period of transition because they sitas rawijava were constantly confronted to two opposing values-values already fixed and Universitvalues that have to be established. Some were repelled by materialism and its delusions. They no longer Universit believed in progress; therefore, they were somehow alienated by the emptiness of Sitas Brawijaya Universit business civilization since they only found futility in the past and in the future, sites Brawijava they were attempting to create a way of life they liked. They wanted to be free Universit from the authority that they thought had already lost its meaning. What they it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi sought was the pleasures of the present, to live for their private selves and for the Brawijaya immediate self-expression. The pleasure feeling of doing so makes them follow Universitas Brawijaya Universithedonism as a lifestyle ersitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya According to Fitzgerald (1922), life in America in 1913, is the year of Universit success people. New York was the most modern and fashionable city in America. Sitas Brawijaya rersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya Universi Famous people such writers, actors, businessmen, and millionaires lived in Newsitas York. The most expensive and fashionable places in New York were 42nd Street, Universit^{5th} Avenue and Broadway. Cinemas was very popular. Movies were made insitas Brawijaya Universities Brawijaya people wanted to act in the movies. Those rich people ate in expensive restaurants, Universitwore expensive and branded clothes, drank champagne in bars went dancing and sites listened to jazz music and went to the theaters and cinemas. This era called Jazz UniversitAge. As stated by Allen (1931), Jazz Age was a decade feature in 1920s in United States, period between the end of World War I and the beginning of the Universi Great Depression. Jazz music and dance became popular. Jazz played a significant sitas part in wider cultural changes during the period, and its influence on pop Universit culture continued long afterwards. 1920s youth used the influence of jazz to rebelsitas Brawijaya Universi against the traditional culture of previous generations. This youth rebellion of the 1920s went hand-in-hand with fads like bold fashion statements, women smoking Universit cigarettes, free talk about sex, and new radio concerts. Jazz age was a time of sitas Brawijaya drunkenness, parties, flappers, and other sordid and decadent, enjoyed, and reviled. The time heralded in great works by literary, music, and life without Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi unaware with future. Allen (1931, para 1) argued that World War I shattered stars Americans faith in reform and moral crusades, leading the younger generation to Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Brawijaya ersit consumption and speculation.³ Brawijaya Universitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br The 1920s was a decade of profound social changes. The most obvious signs of change were the rise of a consumer-oriented economy and of mass Universitentertainment, which helped to bring about a revolution in morals and manners.sitas B By the end of the 1920s, Americans were overwhelmed by the rise of a modern Universit consumer culture. In response, many of the bitter cultural tensions that had Universidivided Americans had begun to subside. The growth of exciting new popularsitas opportunities to buy cars, appliances, and stylish clothing made the country's Universit cultural conflicts seem less significant. The collapse of the new economy at the Universi decade's end would generate economic debates as intense as the cultural conflicts of the early and mid-1920s. The high intention of people in that era especially young ones is pleasure, sitas because it have tendency to follow what popular in their society. They inspired to Universitive in culture which is created by society around. Thus, we can see popular sitas Brawijaya culture have strong influence, because social around are the main tool for popular culture to appear. Most modern people are influence too much by popular culture Universi because popular culture can direct all things that people should do and talk about. Those are the attitudes and beliefs that make people grow. It is a culture in an Universitatempt to be accepted and followed by everybody. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br For young people, they can distinguish between what they want and what sitas they need. While young people, Camille Pglia (2009, para 1) said in her article Universi that they still learn to separate what they want and what they need. They are stillsitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya easy to be glued with everything they think is good. This problem makes some young people have the willingness to appear up to date and sophisticated because ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi their environment and social life require young people to look like what is popular today. That makes young people try to adapt the manner of society. Universitian Br For popular teenagers in that era, their appearance is important, they it as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas started to wear a popular fashion, buy expensive clothes like coat from animal fur, Universiting to the salon to take care of their bodies, use luxurious car, and join party insitias Brawijaya Universitexecutive night club all night long. All of these things make them have high sites standards in their life although in their age, they do not really need all of them. As the consequence they need a lot of money to fulfill all they need and they become Sitas Br Universi hedonist. Hedonist is a person who dedicates his or her life to the pursuit of Universi pleasure and lifestyle. Hedonism consists of two types; first is motivational sitas hedonism and the second is normative hedonism. Andrew Moore (2004, para 1) Universitisaid that motivational hedonism is the claim that only pleasure has worth or value, sitas Brawijaya and all and only pain has disvalue. Both types have the same elements which are pleasure and pain. Pleasure will be symbolized by a pleasant feeling and pain will Universities represented as unpleasant feeling. For young who live in big cities, the situations as explained above occur because they have high competitiveness against each other. They compete to earn ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universi better life. They need money to get what they want. All of it proved that moneysitas controls everything, not only shows the power of people who have money but also Universi determines social classification based on wealth. People who lives in elite areas it as Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya will feel that they are like kings and queens who have everything they want. Universit These kind of young people are portrayed in the main characters of The Beautiful ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Universitand Damned novel. niversitas Brawijaya Universitas Brawijaya The Beautiful and the Damned contains of three main parts. The first part Universitiss Book One, which consist of Anthony Patch, Portrait of a Siren, and Itas Brawi Connoisseur of Kisses. The second part is Book Two, which consist of The Radiant Hour, Symposium, and The Broken Lute. The last part is Book Three Universit which is consist of A Matter of Civilization, A Matter of Aesthetic, and Nosit Matter. The three parts of this novel tells the story of two main characters' lives Universitand the writer chooses the Book One, Book Two, and Book Three as her topicsitas Universi object. Book One tells about the background of two main characters and how they meet. Book Two tells about the live after marriage of two main characters. Book Universi Three tells about the difficulty of life and the effects of hedonistic lifestyle of twositas main characters. This novel portrays the Eastern elite during Jazz age and modern life that Sitas force the main characters Gloria and Anthony Patch trapped into debt. The Beautiful and Damned tells the story of Anthony Patch, a 1920s socialite and Universit presumptive heir to a tycoon's fortune, his relationship with his wife, Gloria, his service in the army, and his alcoholism. This novel also tells how the main characters solve their problems and relationship with their family, friends, and ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi their special ones. It reflects the main characters modern life, luxury lifestyle, highsitas social life can force the people's emotion and psychology. It is also called Universi hedonism. According Arristypus of Cyene (1925), hedonism is: WJaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Hedonism is the idea that all people have the right to do everything in their power to achieve the greatest amount of Universitas Brawij pleasure possible to them. It is also the idea that every person's Universitas Brawi pleasure should far surpass their amount of pain. Brawijaya Universitas Brawijaya Universitas Brawijaya This novel is very interesting because it contains a few of main characters Universit problems because of the unusual hedonistic life. From the social life and sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br psychology of the main characters which represent high society is a part of stars themselves although it makes them far into debt and bring miseries of their life Universitalthough love is the theme of this story. Anthony Patch the main character of this sitas novel is a young aesthete "with the taste and weaknesses of an artist but with no University actual creative inspiration" (Eble, 1973, p. 48). He represents a group of UniversitAmericans, mostly artists and intellectuals, whose lives are torn between two sitas opposing values, the old ones and the new ones. These two antagonistic values are presented in the characters of Adam Patch, Anthony's grandfather respectively. SI Throughout the novel Fitzgerald depicted Anthony's confusion to cope with the two sets of values in which he was trapped. In addition, The Beautiful and Damned is at once a morality tale, as tas meditations of love, money and decadence, and a social document. Hedonism can Universit force the moral, life style, social class, and also mental of two main characters, sitas Brawijaya Universit Anthony Patch and Gloria. The writer used The Beautiful and Damned novel as research, because the **Universitas Braw** Universit writer think hedonism aspect is very interesting to analyze and it is reflected howsitas Brawijaya hedonism affect people's life, mind, and society around them. Universit1.2 Problems of Study sitas Brawijava Universitas Brawijava rawijava

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Universitas Brawijaya Universitas Based on background above, the research problems are: Brawijaya Universitas Bra1. How are hedonism portrayed by the main characters of The Beautiful sitas Brawijaya Universitas Brawijand Damned novel? Brawijaya Universitas Brawijaya Universitas Br 2. How does hedonism affect the main characters life and society around sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijthem? Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Porto Universitas Brawijaya Universitas Brawijaya **Universitas Brawijay** Universitas Objectives of Study

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Universitas The objectives of this study are:

1. To find out how are hedonism portrayed by the main characters in Thesitas Brawijaya

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Beautiful and Damned novel.

2. To find out how hedonistic lifestyle of main characters affects their lifesitas Brawijaya

and society around them.

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Iniversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya hiversitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Unive Universitas REVIEW OF RELATED LITERATURE AND RESEARCH METHOD Universitas Br In this chapter, the writer will describe some theories that are going to besitas Br used in analyzing the problem of the study of this thesis. Considering that the research uses Hedonism theory, the writer would review some concepts of hedonism theory in order to identify the ideology of hedonistic lifestyle reflected in The Beautiful and Damned through main characters. Universit 2.1 Hedonism Definition of hedonism is stated by Kevin Knight (2009, para 1) as thesitas Brawliava name given to the group of ethnical system that hold, with various modification, Universi that feeling of pleasure or happiness are the highest and final aim of conduct that sitas B consequently those action which increase the sum of pleasure are thereby consist of happiness are the tight, what increasing pain is wrong. The definition of hedonism stated by Jeff Launder, Joseph Rowland, and Kevin Knight (2001, para 1) says that it is a system which holds standard and value. It means that the main Universi factor of hedonism is pleasure for standard of life and pain is not important and sitas Brawijaya has no value in life. The different opinion comes from Hary Birnswanger (2010, para 1): Universitian Br Hedonism is the doctrine which holds that the good is whatever Universitian Brigives you pleasure and, therefore, pleasure is the standard of iver morality. Objectivism holds that the good must be defined as a rational standard of value, that pleasure is not the first cause, but only consequences, that only the only the pleasure which processed Universitian Br from rational value and judge can be regarded as moral, that Universitas Brapleasure, as such is not a guide to action in standard morality.va Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The differences from the definition before is Leonard Pelkoff and Harry Universi Binswanger believe that pleasure is not the main factor of hedonism. They believes it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that pleasure is the standard of morality which is the measure of people's behavior Universitand pleasure just the consequences of good thing. Still all of them believe that the sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya bound of hedonism is a pleasure. Pleasure as explained by Oxford Advanced learner's Dictionary (2006, p.113) is a state of feeling or being happy or satisfied. Universi In hedonism, pleasure divided into two types. First physical pleasure and second sitas Brawijaya is psychological pleasure. Physical pleasure is requiring the use of one's mind in the pursuit of physical pleasure, but it subverts it by enslaving it. Very few people have tried to support a purely physical hedonism. It rejects iversitas Brawijava the need for happiness while psychological pleasure systems for the achievements of the emotional component of values. When you feel that something is valuable, and you achieve it, it gives you pleasure. A rational moral code aims at making sure the emotions you feel are valid. Physical pleasure describes the broad class of mental states experience as Universit Universit positive, enjoyable, or worth seeking. It includes more specific mental states such sitas Brawijaya as happiness, entertainment, enjoyment, ecstasy, and euphoria. In psychology, the pleasure principle describes pleasure as a positive feedback mechanism, Universimotivating the organism to recreate in the future the situation which it has just it as Brawijava found pleasurable. This is represented by the main character of the novel, Anthony Patch. He thinks his wealthy state made him cheerful, pleasant, and very Universitas Brawijaya Universitas Brawijaya Universi attractive to intelligent men and to all women. In this state he considered that hesitas would one day accomplish some quiet subtle thing that the elect would deem Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

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worthy and, passing on, would join the dimmer stars in a nebulous, indeterminate Universit heaven half-way between death and immortality. (Fitzgerald, p.1) Universitas Br Not only pleasure but hedonism also has types. It is divided into two types which is motivational hedonism and normative hedonism. Based on Andrew Universi Moore (2004, para.1) motivational hedonism is: iversitas Brawijaya Universitas Brawijaya Universitas Brawijaya The claim that is only pleasure of pain motivated us. Motivational hedonism will here be construed as egoistic claim that one is motivated by one's own pleasure of pain and as including the claim that one's motivated for pleasure and against the pain. Being motivated 'for' pleasure and 'against' the pain will be construed as 'productivity' terms, as a matter of producing pleasure or reducing pain, rather than, for example, expressing these things. The further idea will also be built in that one is always and only motivated by the greatest balance of pleasure over pain for one self, that is by maximization of the net iversitas amount or value of pleasure minus pain for oneself.

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Both main characters, Anthony and Gloria have motivations for pleasure for reducing their pain. For Anthony, the motivation appear because being the Universi only grandson of a multimillionaire has inevitably made Anthony dream of somesitas golden day when he will inherit most of his grandfather's money. The dream has Universital ready filled his mind early in his life and has developed along with his growth Sitas that it becomes a kind of obsession in him. Then he tries to against and reducing his pain with motivating himself to avoid the feeling that he do not want. Anthony ersi and his wife had loitered, restive and lazily extravagant, along the Californiasilas coast, joining other parties intermittently and drifting from Pasadena to Coronado, from Coronado to Santa Barbara, with no purpose more apparent than Gloria's Universitas Brawijava Universitas Brawijava Universi desire to dance by different music... (Fitzgerald, p. 191) They simply live for nowsitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya because their motivations to seek pleasure of the present, and to live for their private selves. Br Meanwhile based on Andrew Moore (2004, para. 2) normative hedonism The claim that only pleasure has value and only pain has disvalue non-instrumentally, that is, independently of the value of anything they might cause or prevent. On this view, our friendship, actions, and achievements, our states of understanding, insight and character, iversit have only instrumental worth, through the pleasure they cause of the pain they diminish. Things can of course have both instrumental and non-instrumental value. Where they do so, they overall value is a function of both. The two can pull in opposite directions. The pain of being once bitten has non-instrumental disvalue, for example, but it iversi might also have instrumental value, through the further pain your iversitas Br avoid by its making you twice shy. Normative hedonism is represented by both characters, Anthony and Universi Gloria. They are trapped in the glamorous life around them which unavoidably sitas poison their mind in such a way that they bitterly determine to live as they do, believing that their dream will come true. The trouble is that Anthony and his wife take leisure almost as a way of life. They spend most of their time to enjoy life fully, drifting from one place to another, going to parties and getting drunk with s their friends almost every night, and enjoy other forms of entertainments. They stas use pleasure as their way of life to reduce the pain and think that pleasure is an instrument and norm to prevent of the pain they diminish. Universitas Br In The Beautiful and Damned, hedonism is reflected from the description of the situation, behavior, and the characters. The setting, New York, especially in Upper East Side area supports the characters to become hedonist because the city encourages the easy accesses. In this novel hedonism becomes the main factor of the stories and show hedonism affected in character's life. It often associated with

Universitas Brawijaya Universitas money, wealth, fame, achievement, good life, and others. In *The Beautiful and* Damned Fitzgerald relates the American Dream of success to the idea of wealth. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas Brain early twenties, the younger generation of the period "had grown up insitas the years when middle-class Americans read Herbert Spencer and believed in the ersitas Braw rawij Universi doctrine of automatic social evolution". Consequently, young men and women of sitas Braw Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Bra Fitzgerald's time believe that "the world would improve without their help" Universit (Fitzgerald, 1922, p. 26). In a way, this serves as a kind of excuse for their careless Sitas Universitively of life because their life becomes more fascinating and easier, jaya Branching the decade urban life becomes more and more fascinating, that Universit living in the city becomes their dream. The growth of the city has also tempted the Universi newly married couple, Anthony and Gloria, to come in search of happiness together. Just like other members of the young generation of the time, they regard Universi New York as "the city of luxury and mystery, of preposterous hopes and exoticsitas dreams" (Fitzgerald, 1922, p. 282). As a big city, New York is certainly the place Universitwhere the American dream is exposed daily through the media and the way of lifesitas Brawijaya of its rich inhabitants. Moreover, New York also offers its inhabitants so many opportunities for amusements such as nightclubs, speakeasies, movies, and Universi theatres. Therefore, like those who settle in big cities, Anthony and Gloria are tempted to conform to an urban standard and way of living. Their luxurious life University style make them live as they do, believing that their dream will come true. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universitas BraThe great development of mass media such as magazines, television, radio, sitas ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas movies and advertisements has made the American dreams rise beyond the Universi bounds of reality. Through these media the clichés of the American good life are stas Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas bombarded. Advertisements of various products increasingly confuse many young people of what they are actually after in their life. Success is interpreted in SUCES ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi different ways. Car, for example, which is very popular at that time, does not only it as offers faster transportation but also status. More than that, it also gives the image Universit of being successful. That is why Anthony and Gloria decide to buy a new car. Thesitas Bra Universities Brawijava Universitabout their problems. They do not care if their new roadster only provides themsitas Brawij Universit with instant satisfaction for it is the pleasure of the moment that they really seek ersitas 2.2 Sociology Every people in this world cannot live alone; they always need other Universi people. Science that learns about people and society is called sociology. Belgersin and Kellner (1985, p. 5) stated that sociology does not always believe about Universit something in surface and always tries to look for the fact hidden the reality. It is sit as so sociologist believes that is not the same manner as it looks, but apparently a Universitive world can be understood if we investigate it deeper and interpret it. Thesitas Universi sociologists observe how human behavior can be related to the role of communitysitas and culture that belongs to everyone. So the definition of sociology, like Selo Universi Soemarjan and Soeleman Soemardi (2004, p. 4) stated is a knowledge that learns sitas Brawijaya about social structure and social processed including social change. Social structure is all of social connection between the main social elements like class of Universit society and groups. Meanwhile, social process is the effect of living together. iversitas Universitas Brawijaya interaction, and the effect of group activities toward the members. The main Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas factors that social group exist because human cannot live alone. They always look Versi for other people who have the same purpose with theirs. Social group constitutes ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya – Universitas Brawijaya Universi social unity of people association who live intensively together in the same area and each of them had the same distribution to each member like sharing the task, Universi role, and norm that are agreed by them. The simple example of social group issitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya family because everyone the member of a family. Social group is divided into University many criteria such as in-group and out group. ersitas Brawijaya Universitas Brawijaya Universitas Br In The Beautiful and Damned novel, sociology will help the writer to analyze the effect of character's hedonism to the society. The focuses are on how Universithedonism affects man character's behavior to another people. Then the writers Universi focused on in-group and out-group because both of the group will explain about the society inside and outside of the characters. Universit2.2.1 In-Group People cannot live alone. As social creatures, people need socialization Universit with others in the process of socialization, people will look for some friends who sitas Brawijaya have some similarities with them. Unconsciously, people who are in new area do some research when they are meeting with new people and decide to which people Universi they will have great connection. After they find new friends and talk with them, sitas Br they will use word 'our' or 'us' to show that they are in the same direction which Universities called in-group. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br As stated by Suharti and Sri Sunarti (2009, p. 148-149), in-group is asitas Brawijava group of people who have solidarity, loyalty, readiness to sacrifice for the erst importance of the group. Somehow, people who become the members of in-groupsitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universit108) that the attitudes of in-group members are generally based on the factor of ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University sympathy and always have close feeling to each other sitas Brawijava People inside the group always have the same standard and same mission. Brawijaya Universi They will look cohesively. The relation between in-group is not always good sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Sometimes the insider also have conflicts between them. They also have problem Universitianside the group and become enemies. All of those things are reflected in Thesitas Br Universi Beautiful and Damned novel. Each character of The Beautiful and Damned has the same society to socialize. They become friends, and share the same mission Universit with those belong to their group. They live in the same elite area with the same wealth and lifestyle. It makes them ridden their society. 2.2.2 Out-Group People who are not the member of in-group in their society are called assitas the out-group. People in out-group using word 'they' or 'them' to identify another Universit people outside the group. Based on Soekanto, Soerdjono (1982, p. 109) out-groupsitas Brawijaya is a social group that identified by the member of in-group as an opponent of their group. The out-group's behaviors are always marked by the differences and being Universitantagonist to another group. According to Suharti and Sri Sunarti (2009, p.m 148-sitas Br 149) the concepts of social interaction is divided into two kinds. First, relation with each members of in-group are cooperation, sympathy, and close relation. Universitas Brawijava Universitas Brawijava Universitas Brawijava Universi Second, the relation between Ein-group and out-group lise symbolized with sites Brawijava antagonist or antipathy. rsitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitattitudes in The Beautiful and Damned novel. From the beginning of the chapter stass ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universituntil the end, we can see that the main characters of this novel always show how sites they make of other people outside the groups for their own self interest. They use Universit of them to show that they are have power and to show that their group is the bettersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya group than others. Universitas P Universitas Brawijaya Universitas Brawijaya rsitas Brawijaya Universitas Brawijaya Universit 2.3 Synopsis of Novel Universitas Br Eble (1973, para 5) stated that the work that signaled Fitzgerald's maturity sitas as a storyteller and novelist, The Beautiful and Damned is a devastating portrait of Universit the excesses of the Jazz Age. This page tell a story of young man, Anthony Sitas Brawij Universi Comstock Patch is a Harvard educated gallant who leisurely aspires to author asitas B book as he awaits an enormous inheritance upon his grandfather's death. Not quite Universi gorgeous, but considered handsome here and there, he thinks himself ansitas Bra exceptional young man which is sophisticated, well-adjusted, and destined to Universitachieve some subtle accomplishment deemed worthy by the elect. Patch is a man of leisure; he has no work skills or nor has any drives to Universitas l obtain any, for he places of all his faith on his sick but internally strong Universitgrandfather, Adam Patch. Patch lives in New York City amid a whirlwind ofsitas Brawijaya status the privileged, and the socially acceptable intellectuals. His friends, Maury and Richard Carmel are his rocks of stabilization, but they too give in to the ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universi sybaritic pleasures from time to time. Gloria Gilbert is a sparkling young socialitesitas and a rare beauty. Armed with an incisive wit, she's at once level and reckless. Universi She cares for nothing else except her looks, fearful that one day she will lose themsitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas for they are her only asset. She sees herself as the great beauty, one that can be ersi touched by the dirty hands Time of Mortality. She is not capable of loving anyone stars ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi fully but herself. She sees in Anthony however a similar mindset and feeling of sympathy, treating him at times like abandoned puppy. She loves him in her own Universitivate and therefore gives him a view into her own distorted life, treating such asitas Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya view to be a privilege. Universitas Brawijaya Universitas Brawijaya Universitas Br Patch's impassioned marriage to Gloria is fueled by alcohol and consume Sitas Brawijaya University greed. Patch is a man driven by his extremes; he wants to live among the greats it as and will do anything to accomplish such as feat. His actions are further hindered ersiby his constant drinking and the thoughtlessness of his wife. He makes futilesitas Br Universi attempts of working in different areas, only to give up after a week or several days. He goes so far as to join the Army while the Great War looms over Universi America. In doing so, he meets young woman named Dot who thinks him to besitas her salvation out for her own dead. Through his mistakes is one goal that keeps Universithim somewhat going; the inheritance of his grandfather's estate. However, oncesitas he realized, that it not be case, the strings keeping him to the reality become taut with tension. The dazzling couple race through a series of alcohol-induced Universi fiascoes first in hilarity, and later in despair. The Beautiful and Damned is asitas Bi Universitian Brawin, University piercing, and tragic depiction of New York nightlife, reckless ambition, squandered talent, and the faux aristocracy of the nouveaux riches. Published in ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi 1922 on the heels of Fitzgerald's first novel, This Side of Paradise, it gives it as evidence to the sharp social insight and breathtaking lyricism of one of the most ersi important American writers of the twentieth century. Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2.4 Previous Studies versitas Brawijaya Universitas Brawijaya – Universitas Brawijaya Universitian Brothere are several studies that had been conducted related to the topic. The sitian Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi first research is Jatrifia Ongga Sinatrya entitled Hedonistic Lifestyle and It's ites Effects to The Characters of Gossip Girl The Series. The study finds that Jatrifia Universit messages to find Hedonistic Lifestyle by Characters of Gossip Girl the series iversitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The second researcher is S. Ita farida with The Impact of Socio cultural Universi Changes on The Youth's achievement Orientation in Fitzgerald's The Beautiful Stas Brawijay Universitand Damned. In that research she compiled and collecting the data and reasons sites why youth generation reflect their freedom while in contrast America still in Universitvalues of hard work. Different with this two theses, this research is aimed to find out how are hedonism portrayed by the main characters in The Beautiful and the Damned Universi Universitnovel and to find out how their hedonistic lifestyle affects society around them.sitas Brawijaya From the hedonism and sociology perspective, the writer tried to give an Universitexplanation how hedonistic life portrayed in the main characters and its effect to sitas Brawijaya Universithemselves and the society around them. Universitas 2.5 Research Methods UniversitTheBresearch method aims at describing the steps and strategies taken forsitas Brawijava conducting the study. It is expected that the method will be helpful to organize the process in conducting the study. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brathe researcher applies qualitative research in conducting research. Bergsitas Brawijava (2007:3) defines qualitative research as a research which refers to the what, how, University when, and where of a thing - its essence and ambience. Thus qualitative research sites Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, Universitand description of things. In dealing with this definition, the content of mysi Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi research is an analysis of The Beautiful and Damned novel by F. Scott Fitzgerald which is categorized as an hedonism by applying the approach and go insight ersitas Brawijava Universi Fitzgeralds life and thought, and also dig up his concept about hedonism insitas Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya American society in that era that controls the writing of this novel. Universitas BraThe type of my research is content or document analysis. Ary, D., Jacobs UniversitL.C. and Razaviesh, A. (2002), explain that the materials analyzed can besites textbooks, newspapers, speeches, television programs, advertisements, musical Universit compositions, or any of a host of other types of documents. Regarding the type of sit Universi my research as an analysis, the writer use the novel of The Beautiful and Damned and many books written by F. Scott Fitzgerald There are interesting issues found through the process of reading Thesitas Beautiful and Damned novel and they are strongly reflects the characteristic of Universit literary theory of hedonism, which encourage the finding or significant indicatorsitas Brawijaya Universi of hedonism themes. The next step taken is to decide the suitable theoretical framework in order to limit the focus of the study and to attain a deep Universitunderstanding about the study. viiava Hedonism approach is considered as the suitable tool for analyzing the data since the main characters delivers the general concept of hedonistic life. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universi Meanwhile, the formal object chosen is sociological approach. Sociology which it as stresses on the social life inside and outside the main characters and it is strongly ersi proposed by Selo Soemarjan and Soeleman Soemardi (2004, p. 4) stated is a las Brawijaya Universitas Brawijaya rawijava

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Universi change. Social structure is all of social connection between the main social structure is all of social connection Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi elements like class of society and groups. It is used as bridge to support and makes it as Brawijaya

Universitas Brawijaya the connection between the given theories, hedonism and sociologic, so there are Universitas Brawijaya Universi clearer comprehension in analyzing the data. After analyzing the data thesitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas of the study and any important suggestion to the readers is put format

Universit to emphasize that the analysis of findings is successfully attain the object of the sites Brawijaya s Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universitas Br This chapter divided into two parts. In the first part, the writer analyzes sitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universi hedonistic lifestyle in the main characters of The Beautiful and Damned novel.sitas Brawijay
rawijaya	University Bravia and part the writer will analyze how their hedonistic lifestyle affects the
rawijaya	Universitas Brawijaya
rawijaya	Universit main characters life and society around them. vawijaya Universitas Brawijaya
rawijaya	Universitas Brawi TAS Bo ijaya Universitas Brawijay
rawijaya	3.1 Hedonistic Lifestyle in main characters <i>The Beautiful and Damned Novel</i>
rawijaya	Universitas Universitas Brawijay
rawijaya	Universita The Beautiful and Damned novel published by Scribners in 1922. It tells it as Brawijay
rawijaya	Universi about the life of Upper East people in New York with their luxurious elite lives.
rawijaya	
rawijaya	Universi The main characters are Anthony Patch and Gloria Gilbert. The setting of the sitas Brawijay Universit
Irawijaya Irawijaya	Universit series is in New York in 1920. It symbolizes modern life growing with famous Brawijay
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rawijaya	Universit people, such as actors, actress, writers, businessman, millionaires living there. The Sitas Brawijay Universitas
rawijaya	Universi perimeters of prosperous are money as a main purpose in live. High lifestyle and sitas Brawijay
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rawijaya	Universitas a lot of money will make someone becomes uncontrolled and in higher level a Universitas
rawijaya	Universi hedonist. Hedonism becomes a big issue in The Beautiful and Damned novel. iversitas Brawijay
rawijaya	Universitas Braw
rawijaya	Universitas Brate The writer is focusing in proving whether the series of hedonism lifestyle stars Brawijay
rawijaya	Universities Brawija, is portrayed in the main character's lifestyle. The analysis based on theories and Universities Brawijaya
rawijaya	Universitas Brawijaya Universitas Enanju, a enversitas Brawijaya Universitas Brawijay
rawijaya	Universitaspects of hedonism. The writer also discusses about hedonism which can affects it as Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	the main character's life and tries to prove it as character's drive in life. Universitas Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Hedonism according to Launder, Jeff and Joseph Rowland (2001, para 1) Universities an ethnical system. It holds pleasure as the standard of value. Another definition ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit of hedonism is stated by Knight (2009, para. 1) as follows : Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BraThe name given the group of ethnical system that holds with various versitas Brawijava Universitas Br modifications, that feelings of pleasure or happiness are the highest versitas B and final aim of conduct that, consequently those actions which increase the sum of pleasure are thereby constituted right, conversely, what the increases pain is wrong ersitas Brawhat the increases pain is wrong. Universitas B Therefore, the point of hedonism is how to increase pleasure and not to feel the pain. This condition is reflected in each of the main characters of Thesitas RAW Universi Beautiful and Damned novel. 3.1.1 Anthony Patch Anthony Patch is one of the main characters in this novel who sees pleasure as his main purpose to reach a high social status in his society. He lives in a good apartment in an elite area. His grandfather, Adam Patch is known to Universi have a major name because he comes from his hometown to the war and build his live by marrying a rich widow and build his own business. He became a reformer Universitamong reformers. Early in his career Adam Patch had married an anemic lady of sitas Bra thirty, Alicia Withers, who brought him one hundred thousand dollars and impeccable entre into the banking circle of New York. It was then that he ersi determined, after a severe attack of sclerosis, to concentrate the remainder of hissitas life to the moral regeneration of the world. Anthony's mother died when he was Universit five. Born into the only grandson of a multimillionaire has inevitably made Universi Anthony dream that someday he will inherit most of his grandfather money. niversitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Anthony life was a struggle against the death, that waited him in every Universit corner because of her parent's death and his grandmother faded off imperceptibly,^{SI} ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Universi until, for the first time since her marriage with Adam Patch. To be tremendeous tonic, that give him self-sacrifing and devoted friends, he went to Harvard Universit University to study. Curiously enough he found in senior year that he had sit as Br Universities Brawie a Universities Brawie and Universities Brawie a Universities acquired a position in his class. He learned that he was looked upon as rather Universi romantic figure, a scholar, a recluse, a tower of erudition. In 1909, when he Universi graduated, he was only twenty years old. He went abroad to Rome with his friend, site Maury Noble, and returned to America in 1912 because Adam Patch suddenly got Universitillness. Knowing Adam Patch condition getting worst, Anthony decides to travels around the Europe. Anthony also thinks that he will permanently abroad until Adam Patch passed away and give him the heritage. In the Twenties, the time of Anthony's life, "it is estimated that a personsitas earning \$6,000 or more a year was in a select income group, approximately the Universitupper five percent of the population" (Bogart, 1969). Anthony's income is about sitas Brawijaya seven thousand a year. Every Christmas his grandfather sent him a five hundred dollar bond, which Anthony usually sold and inherited from his mother who died Universitwhen he was a child. With that amount of money young Anthony, living after the mode of the high live, can get whatever he wants such as good apartment. expensive branded clothing, good food, and other forms of enjoyment. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Coming from a rich family makes Anthony full of disillusionment. Hesitas thinks that money can buy everything, thus guarantee his happiness. Before he universimet Gloria, he has stayed at Fifth and Six Avenue. This apartment was kept clean Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya by an English servant with singularly, almost theatrically, appropriate name of Bounds, whose technique was marred only by the fact that he wore a soft collar. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi After his marriage with Gloria Gilbert, he presented what he wanted in his future to Gloria. It appears again and again in his conversation with his wife, Gloria. Universitial Bral think we ought to travel a lot. I want to go to Mediterranean and Universitas Br Italy ... And then some time when we have more money we'll build a magnificent estate, won't we? Oh, yes, with private swimming pools. Dozens of them. And private rivers. Oh, I wish it were now. Universitas Br (Fitzgerald, 1922, p. 137) This statement shows that Anthony is full of illusion and dream about his own future with his wife, Gloria. Having private estate is the sign that Anthony Universitivated to prove to the others that he is kind of rich people because having privatesitas estate is rare. Common people in that era mostly live in apartment because the unit of house is very expensive and not all people have a lot money for buying an estate. So Anthony wanted to build an image as a rich man in his society. Anthony shows himself as a rich man by buying expensive and branded Universi things such as clothes, shoes, perfumes, and bonds to show to the public that he has a good appearance and to attract people with his style. Style can refer to the University visual arts, architectural style, design, hairstyle, and fashion. By fashion, Anthony Sitas Brawijay represents that he is follows the popular style in that era. As stated by Breward (2003, p. 109) as follows: Universitian Briefashion is Un a erspopular awstyle U or verpractice, awespecially in Universitas Brain clothing, footwear, accessories, va makeup, body B piercing, ornive furniture. Fashion is a distinctive and often habitual trend in the style in which a person dresses. It is the prevailing styles in behavior and the newest creations of textile designers. rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** The fashion industry is a product of the modern age. Prior to the mid-19th Universit century, most clothing was custom-made. It was handmade for individuals, either Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universitas home production or on order from dressmakers and tailors. The beginning of stras the 20th century is the rise of new technologies such as the sewing machine, the ersitas Brawijava Universivities of global capitalism and the development of the factory system of production.sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya The four major current fashion capitals are acknowledged to be Paris, Milan, New University York City, and London, which are all headquarters to the greatest fashion Universi companies and are renowned for their major influence on global fashion. As a young man in New York, Anthony has a must to show about his brand outfits because he, his family, and his friends has a big influence for society as the Universi famous people and become public attentions. Anthony, walking along Forty-second Street one afternoon under a steel-gray sky, ran unexpectedly into Richard Caramel emerging from the Manhattan Hotel barber shop. It was a cold day, the first ive definitely cold day, and he had on one of those knee-length, sheeplined coats long worn by the working men of the Middle West, that were just coming into fashionable approval. His soft hat was of a discreet dark brown, and from under it his clear eye flamed like aniversitias topaz. (Fitzgerald, 1922, p. 18) Schlereth (1992) confirmed that in that period "new institutions of Universi commercial leisure amusement parks, vaudeville, and spectator sports suggested sitas Brawijava that fun could be bought like anything else" (p. 141). Anthony's good life which symbolizes the prosperity of the decade make him think that he does not need to Universitas Brawijaya Universitas Brawijaya Universi commit himself for working. "I do nothing, for there's nothing I can do that's it as tas Brawijaya Universitas Brawijaya Universitas Brawijaya worth doing" (Fitzgerald, 1922, p. 65). Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Obviously young Anthony believes in the futility of effort; that is why he Universit does not understand "why people think that every young man ought to go down-Sitas rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universi town and work ten hours a day for the best twenty years of his life at dull, sizes unimaginative work, certainly no altruistic work" (Fitzgerald, 1992, p.26). Universit Without working Anthony has been able to live above average. That is why thesitas Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya idea of working is apparently out of his mind. Actually, Anthony's conviction of Universithe futility of effort, of the wisdom of his life has only started in his early started as Brawiiava Universit UniversitTwenties. This conviction has been confirmed by the philosophies he has admired sites as well as by his association with Maury Noble, and later with his wife, Gloria rsi (Fitzgerald, 1922, p.284). This fact indicates that Anthony's conviction of the sitas Br Universi futility of effort is also shared by his contemporaries. The generations of the Twenties no longer believe that success can be Universitachieved only by starting very low. From the beginning Anthony has considered sitas himself to be the elect; he considers that "he would one day accomplish some Universitquite subtle tubing that the elect would deem worthy..." (Fitzgerald, 1922, p. 3). Sitas Brawijaya Apparently, Anthony dreams to be a booster, an up lifter, which is experienced by some lucky Americans at that time, including his grandfather. He wants to strike Universi himself rich without having to work hard. That is why Anthony always wishes hissitas Brawijaya grandfather to die so as to grab his fortune. Universitas Br Closely as Anthony trods on the heels of his income, he considers it to be Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universi enough. Some golden day, of course, he would have many millions; meanwhile hesitas possess a raison d'etre in the theoretical creation of essays on the popes of the ^{ers} Rennaisance. This flashback to the conversation with his grandfather upon his Braw Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya return from Rome. He had hoped to find his grandfather is dead, but had learned University by telephoning from the pier that Adam Patch was comparatively well again. The ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi next day he had concealed his disappointment and gone out to Tarrytown. Universitias It seems that through Anthony's intention to leave work at all to achieve Universi his goal Fitzgerald wants to show one among other signs of the decline of thesitas Brawijaya Universitas Brawijaya Universibecause his grandfather wants him to do something that make him a hard-worker Universi like himself. It forces Anthony to face the reality of his life. So far he has accustomed enjoys a life of leisure. Therefore, even though he realizes that things Universithave changed, it is very difficult for him to accept the reality that he has to^{sit} commit himself to work. The promise of money inherited from his grandfather has spoiled Anthony in such a way that to think of starting from "wreck" is a Universithorror for him. Here I am, thirty-two. Suppose I did start at some idiotic business. Perhaps in two years I might to fifty dollars a week-with luck. That's if I could get a job at all; there's an awful lot of iversitas Brawijaya unemployment. Well, suppose I made fifty a week. Do you think I'd iver be any happier? Do you think that if I don't get this money of my grandfather's life will be endurable? (Fitzgerald, 1922, p. 408) Br Anthony thinks working is wasting time. He does not want to waste his time for little amount of money, such got fifty dollars every week with hard work. So he needs money from his Grandfather to avoid hard work and he think that life ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Universi with less of money will make him suffer and unhappy. Anthony supposes that it as money is a tool to make happiness for him. Money is his reason to build his own Universithappiness and make his life endurable. Java Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Nevertheless, Anthony attempts to become a salesman. In the Twenties Universit salesmanship becomes increasingly important because of the changes in the Universi structure of society: the shifting emphasis from capitalist production to consumption. Being a successful salesman needs personal magnetism, a quality Universitation which supposedly enables a man to influence and dominate others. Unfortunatelysitas Brawijavi Anthony lacks quality of work, thus his attempt to succeed in this field is wrong "its not that I have any moral compunction about work, but grandpa may die tomorrow and may live for ten years. Meanwhile we're living above our income and all we've got to show for it is a types farmer's car and a few clothes. We keep an apartment that we've only lived in three months and a little old house way off in nowhere. We're frequently bored and yet we won't make any effort to know anyone except the same crowd who drift around California all summer wearing sport clothes and waiting for their families to die.niversitas Brawijava (Fitzgerald, 1922, p.116)

It is the sign that Anthony does not have any ability to work because he is

Universit afraid to live like common people who has little amount of money. He does not sit as universit

have an effort to work seriously to make his life more prosperous with his own

Universitiancome and success. Having less money is a kind of suffering for Anthony. If hesit Universitas

Universidoes not have a lot of money, he could not get the pleasure of continue parties that

he wants.

Having danced and splashed through a lavish spring, Anthony and Gloria found that they had spent too much money and for this must go into retirement for a certain period. There was Anthony's "work," they said. Almost before they knew it they were back in the gray house, more aware now that other lovers had slept there, other names had been called over the banisters, other couples had sat upon the porch steps watching the gray-green fields and the black bulk of woods beyond.

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rawijaya	Universitian Br Anthony and Gloria waste their money for party without worry	ing how sitas	Brawijaya
rawijaya	universimuch they have to spend. People around Anthony such as his friends, t	hinkithatsitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	Universit Anthony's habit is spending his money for making him, his wife, and hi	sfriendssitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya, Universitas Brawijaya	Universitas	Brawijaya
rawijaya	happy with money that he spends for party, drunk and then go home for sl	eep. Universitas	Brawijay
rawijaya	Universitas Brat is happens every day and such Anthony's habitual activity. Anth		
rawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava	Universitas	Brawijava
rawijaya	Universite thinks make parties is his habit to make his wife happy. It appear	s in his	Brawijava
rawijaya	Universit conversation with Gloria:	Universitas	
rawijaya	Universitas Brawijaya	Universitas	5 5
rawijaya	Universitas Bra"Gloria, you want parties as much as I do."	Universitas	
rawijaya	"It doesn't matter about me. Everything I do is in accordance with	Universitas	
rawijaya	my ideas: to use every minute of these years, when I'm young, in	Universitas	
rawijaya	Universitias "How about after that?"	Universitas	
rawijaya	Universita "After that I won't care."	Universitas	
rawijaya	Universi "Yes, you will."		
rawijaya	Universi "Well, I maybut I won't be able to do anything about it. And I'll h	nave had	Brawijava
rawijaya	my good time." "You'll be the same then. After a fashion, we <i>have</i> had our good	niversitas	
rawijaya	Universit time, raised the devil, and we're in the state of paying for it."	hiversitas	
rawijaya	Universita (Fitzgerald, 1922, p. 168)	niversitas	
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rawijaya	Universita Universita Universita	Universitas	Brawijay
rawijaya	Universit represents his feeling to his wife, Gloria. Anthony wants to make party of		
rawijaya	Universitas	Universitas	Brawijava
rawijaya	only to make his wife happy as long as her feel young, love him, and ca	are about	Brawijay
rawijaya	UniversitAnthony. Anthony loves Gloria so much and he thinks that by makin		
rawijaya		Universitas	
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rawijaya	Universitas Brawijav	Universitas	Brawijay
rawijaya	Universitas Brawijaya Gloria Universitas Brawijaya Universitas Crum, 1,1,1,1, oniversitas Brawijaya	Universitas	Brawijava
rawijaya	Universitian Brantony Patch, the protagonist of the novel, is portrayed as a repre		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	Universi of the generation of artists and intellectuals who are dissatisfied	with the sitas	Brawiiava
rawijaya	university repressive condition in America that wants people to hard work for		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijava
rawijaya	Universiteverything they wanted. His European education and adventure apparentl		
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Universitas Brawijaya Universitas him to make an absolute break with the standards of the pre-war generation, but Universithis Puritan conscience, which has shaped his imagination and his vision of reality, Sitas ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi occasionally disturbs his pleasure-seeking adventure. His pleasure related to the having money, luxurious facilities, and branded stuff without any hard work. Universi Love, pleasure, and happiness force him into many problems. Finally, Antony'ssitas Braw Universitian Brawijaya Universit He is penalized for the mistakes he has committed in his life. Brawijaya Universit3.1.2 Gloria Gilbert Universitas Brading Gloria Gilbert is Anthony Patch's wife. She is Dick's cousin and she Universit comes from Kansas City. She is a modern woman, the type whose "fur-trimmed Sitas Brawij Universi suit was gray—'because with gray you have to wear a lot of paint,' she_{sitas} explained—and a small toque sat rakishly on her head, allowing yellow ripples of Universi hair to wave out in jaunty glory" (Fitzgerald, 1922, p. 61). She is the one and sitas only daughter from Mr. and Mrs. Gilbert. Mr. Gilbert was graduating from a small Universibut terrifying Western university, he had entered the celluloid business, and as this sitas Brawijaya Universi requires only the minute measure of intelligence he brought to it, he done well for several years, in fact until about 1911. He starts exchanging contracts for vague Universit agreements with the moving picture industry. The moving picture industry hadsitas Br decided about 1912 to gobble him up. Meanwhile he is a supervising manager of a the Associated Mid-western Film Materials Company, spending six months of ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Universite ach year in New York and the remainder in Kansas City and St. Louis. Gloria is an attention seeker and the focus of what "her mother was glad Universities to say, were entirely unfounded rumors about her for instance, that she had gone sites Brawijay Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya in the Yale swimming-pool one night in a chiffon evening dress" (Fitzgerald, Universit1922, p.81). Gloria and her possessions are described in vivid detail and give ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi insight into the woman herself. Her wedding ring "was of platinum set around with small emeralds; Gloria insisted on this; she had always wanted an emerald rawijaya Universit wedding ring" (Fitzgerald, 1922, p.150). It proves that Gloria has tendencies of sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Collecting luxurious things, such emerald. Emerald is the one of stones that rare Universitand very expensive. So not all people can brought Emerald. Brawijaya Universitas Br Gloria thinks that marriage is not to build a family and having kids, but as kind of the way to make her worshiped by men. She wrote in her diary "April, 24 Universit I want to marry Anthony because husband is so often husbands and I must marry Sitas Bi a lover" (Fitzgerald, 1922, p.81) Gloria also wrote in her diary about four general types of husbands (1) the husband who always wants to stay in the evening, has no iversitas vices and works for salary. Totally undesirable!" (2) the atavistic master whose mistress one is, to wait on his pleasure. This sort always considers every pretty woman shallow, a sort of peacock with arrested development. (3) Next comes the whorshipper, the idolater of his wife and all that iversitas is his, to the utter oblivion of everything else. This sort demands an iversitias emotial actresss for a wife. God1 it must be an exertion to be thought rigtieous. Universitas Br (4) And Anthony—a temporarily passionate lover with wisdom iversitias enough to realize when it has flown and that it must fly. And I wanthiversitas get married to Anthony. (Fitzgerald, 1922, p.81) From this statement, Gloria thinks that marriage is not the way to dedicate Universitas Brawijaya Universitas Brawijaya Universi her life to posterity. For her, marriage created not to be a background, but to getsitas Brawijava admiration from a man. So, she wants to have a husband who praises her every Universiday. It is going to be the performance, the live, lovely, glamorous performance, sitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya and the world shall be the scenery. So Gloria seek admiration from a man to her to make her feel more beautiful. Anthony becomes the one who is chosen by Gloria because he is kind of man that admires her so much. Anthony always tells about the beauty of Gloria. For Anthony, everything about Gloria was beautiful and nice Universi can be seen in his conversation with Gloria. "She was dazzling—alight; it was a Br Universitas Brawijaya Universitas Brawijaya agony to comprehend her beauty in a glance. Her hair, full of heavenly glamour, Universitive was gay against the winter color of the room" (Fitzgerald, 1922 p. 32) Universitas Br As a woman, Gloria loves to use expensive things such as perfume. When her husband returns home from the army and is frantic to find her, he finds only negligee of robin's-egg blue laid out upon the bed diffused a faint perfume, elusive and familiar. On a chair were a pair of stockings and a street dress; open powder box yawned upon the bureau. "She had gone out" (p.356). The only Universi tangible aspects of Gloria are her possessions; only her accoutrements. At the height of her courtship with Anthony, Fitzgerald describes Gloria's Universitappeal by focusing on her appearance and its power. The Minnies and pearls and Jewel and Genies would gather round her like courtiers bearing wispy frailties of georgette crepe, delicate chiffon to echo herself in faint pastel. Milky lace to lace to rest in pale disarray against her neck - damask was used to cover priest and divans in these days, and cloth of Samarand was remembered only by the romantic poets. (Fitzgerrald, 1922, p.180) Fitzgerald describes Gloria as a beautiful woman with luxurious jewelry Universitas Brawijaya Universitas Brawijaya ersi and good clothes that make herself looks haughty and elegant. Anthony falls instast love with Gloria because of her appearance that make him impressed. **Universitas Brawijava**

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Gloria's obsession with her own youth and beauty is best exemplified in Universither quest for a squirrel coat. Her pursuits of the squirrel coat begins one day, when Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universither husband returns home from drinking. When he asks her what she's been in a doing, she responds, "Reading a magazine all full of idiotic articles by prosperous rawijaya Universitauthors about how terrible it is for poor people to buy silk shirts. And while I wassitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya reading it I could think of nothing except how I wanted a gray squirrel coat—and Universithow we can't afford one." The comment sparks an argument between the always-sitas Brawijaya s Brawijaya Universitas Universi bickering couple and "throughout the...winter one small matter had been a subtlesites and omnipresent irritant-the question of Gloria's gray fur coat". Gloria went without squirrel coats and every day upon fifth avenue she was a little conscious of well-worn, half length leopard skin, iversit now hopelessly old fashioned.. So Gloria's heart was very bitter, for in one week, on in pro longed hysterical party during which Anthony whimsically divested himself a coat, vest, and shirt, in a theatre and was assisted out by a poses of user, they spent twice what the grey squirrel coat would have cost (Fitzgerald, 1922, p. 140) Gloria loves buying expensive things such squirrel coat. She thinks that Universi fashion is the most important thing in her life. If she does not get what she wantssitas Brawijava she feels that she is out of style and not a modern girl anymore. Universitas BraGloria indicates that the development of moving picture industry insitas Brawijaya America has influenced young people of that time. "In addition to their popular entertainment appeal, movies exerted a tremendous influence in shaping the Universitivalues and attitudes of the American people" (Bogart, 1969, p. 10). "I want to be asiles Brawlay successful sensation in the movies," Gloria announces."I hear that Mary Pickford universit makes a million dollars annually" (Fitzgerald, 1922, p. 213). Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitentertainment world. Mary Pickoff is one of the silent screen leading figures in the silent ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi twenties. Apparently, due to the growth of moving picture industry, many young people are interested in becoming movie stars which is relatively a new profession Universitat that time. Certainly it is the glamour and excitement of that celebrity, a personsitas Bra Universities Brawijava Universit admiration and envy. The widespread distribution of mass media has madesites Universi celebrities very popular among the American society. They often becomesitas interesting subjects of discussion, and even models—especially for the youths. The popularity of these celebrities is generally regarded as a symbol of success. Sitas B "Accordingly," says Lasch (1979), "it is evanescent, like news itself, which loses its interest when it loses its novelty" (p. 117). Nevertheless, people dream to be Universitadmired and envied like those celebrities. The idea of becoming an actress appeals it as to Gloria very much but Anthony objects to her intention because he hates Joseph Universi Bloeckman. "You related to Adam J. Patch?" he inquired of Anthony, emittingsitas Brawijaya two slender strings of smoke from nostrils overwide. Anthony admitted it with the ghost of a smile." (Fitzgerald, 1922, p. 54). He is the moving picture man. Vice-Universit president of "Films Par Exellence". He and Gloria's father do a lot of business.versitas B Anthony also thinks, Bloeckman is wealthy, he is true gentleman who has everything women need, like big business, money, and fame. Anthony does not Universi want to compete with Bloeckman because he is afraid of Gloria, if she falls insitas sitas Brawijaya Universitas Brawijaya Universitas Brawijaya love again with Bloeckman. sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Anthony," she began, "would you still object if I went in the movies?" versitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitas Brawiiava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Brawijaya Universitas Brawijaya Universitas Brawijaya His whole heart hardened against the idea. As she seemed to recede from him, if only in threat, her presence became again not so much precious as s Brawijaya Universitas Brawijaya desperately necessary. Bra'OhaGlorial-liversitas Brawijaya Universitas Brawijaya Universitas "Blockhead said he'd put me in--only if I'm ever going to do anything I'll have to start now. They only want young women. Think of the money, Anthony!" Bra For you--yes. But how about me?" Universitas Brawijaya ra"Don't you know that anything I have is yours too?" Brawijaya "It's such a hell of a career!" he burst out, the moral, the infinitely circumspect Anthony, "and such a hell of a bunch. And I'm so utterly tired of that fellow Bloeckman coming here and interfering. I hate theatrical things." a'It isn't theatrical! It's utterly different." "What am I supposed to do? Chase you all over the country? Live on your money?" "Then make some yourself." (Fitzgrald, 1922, p.169) The conversation developes into one of the most violent quarrels they have sitas Brawijava ever had. After the ensuing reconciliation and the inevitable period of moral Universi inertia, she realizes that he had taken the life out of the project. Neither of them have ever mentioned the probability that Bloeckman is by no means disinterested but they both know that it lays back of Anthony's objection. Anthony knows it because when he meets Gloria, Gloria tells him a lot about Bloeckman from the beginnings of their friendship. One day in Universit Delmonico's, Gloria and Rachael came upon Bloeckman and Mr. Gilbert having luncheon and curiosity had impelled her to make it a party of four. She had liked him- rather. He was a relief from younger men, satisfied as he was with so little. He humored her and he laughed, whether he understood her or not. She met him several times, despite the open disapproval of her parents, and within a month he had asked her to marry him, tendering her everything from a villa in Italy to a Universitas Brawijava Universitas Brawijava Universi brilliant career on the screen. Gloria dreamt to be an actress. Yet, Anthony does it as Braw Universitas Brawijava Universitas Brawijava rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya not let her works with Bloeckman and at last he uses the poor people for his reason to prevent Gloria joining the entertainment world. as Brawijaya Universitas Bra"But it's so silly! You don't want to go into the movies-moon around a studio all day with a lot of cheap chorus people... "Well, I can't see how you'd object to my trying." ^{Bra}'I do though. I hate actors." awijaya Universitas Brawijaya ersitas Bra'Oh, you make me tired. Do you imagine I brave a very thrilling tine iversitas Brawijava Universitas Br dozing on this damn porch?"wijaya Universitas Brawijaya "You wouldn't mind if you loved me." Universitas (Fitzgerald, 1922, p. 214) Universitian Branthony gets so angry at Gloria because he does not want his wife works sitas with poor people. He thinks that his wife will get along with people that does not have the same levels with his wife. If his wife becomes an actress she will be Universi famous and a lot of men will pay attention and admire Gloria. So Anthony tellssitas Gloria that he hates actors. Anthony does not want his wife to know about how to work, what is the function, and benefit of working for their live. Gloria takes leisure almost as a way of life. She and Anthony Patch are spending most of their time to enjoy life fully. They moving from one place to Universitanother, go to parties and drunk with their friends almost every night, and enjoysitas Bra other forms of entertainments as stated in the novel "...they had loitered, restive Universit and Blazily extravagant, along the California coast, joining other parties intermittently and drifting from Pasadena to Coronado, from Coronado to Santa Barbara, with no purpose more apparent than Gloria's desire to dance by different Universit music... "(Fitzgerald, 1922, p. 191) awijaya Universitas Brawijaya In their first year of marriage, Gloria is at her twenty three years of age Anthony twenty six years of age. They live impatiently in Anthony's Brawijava sitas Brawijava Universitas **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya apartment for the first fortnight after the return from California. They called it Universit "the gray house". In that place, they make parties with their friends. ava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br They simply live for now because they do not believe in the future. For them "This is life! Who cares for the morrow?" (Fitzgerald, 1922, p. 70). That is Universitively they neglect work at all. What they seek is the pleasure of the present, to lives it as Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya for their private selves and for immediate self-expression. Universitas Br Gloria is a protagonist character of the novel who represents that the Universi appearance and beautiful face is a tool to get everything that she wants and to sit control her husband, Anthony. For Gloria, pleasure is related to be adored so much by a man. She is dissatisfied with woman's obligation after married such Universi having children and serve her husband. Quite differently she married to seek the pleasure, to make herself feels more confident because she has a husband who Universit loves and admires her day by day. From the analysis, it explains how all the main characters of The Beautiful Universita rawijava Universitand Damned, Anthony Patch and Gloria represent hedonism from their lifestyles. Sitas Brawijaya Pleasure becomes the main factors for them to get what they want, and happiness in the purpose of their life. Their hedonistic lifestyle gives effects to other people Universitaround them like their family and friends. So in this sub-chapter, the writer willsitas Brawijaya analyze about their hedonistic lifestyle affects people around them. **3.2 The Effects of Hedonism** Universitas Brawijaya Universitas Brawijaya Universitian Br Hedonism is a lifestyle that seeks for pleasures. All that matter is feeling sitas Brawijaya happy after getting what they want. In the process to get what they want, they Universitas Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya never think about morality or politeness. They do everything to get what they want even if it is out of morality codes, because they have power to do everything. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universi People who have hedonistic lifestyle feel that they have power to do everything on sites their own way. No matter people will get hurt or harmed by their action because University what they do can increase their self esteem. Universitias Brawijaya Universitas Brawijaya Universitas Brawijaya Society is the main factor that affects someone's self esteem. According Universit to Strykeras stated by. Jan E. Stets and Peter J. Burke (2010, p.2) R A sociological approach to self and identity begins with the assumption that there is a reciprocal relationship between the self and society. The self influences through the actions of individual thereby creating groups, organizations, networks, and institution. And reciprocally society influences the self through it is shared languages and meaning that enable a person to take the role to the other, engage of social interactions, and reflect upon oneself is an object. From the theories above, it is said that people are greatly influenced by Universi society. They share everything in society as norm, values, believes, and it as interactions with other people. For example, if we born and live in Java, we act as Universita Javanese. We have to follow norms in society and speak politely to the oldersitas Brawijaya people. So, society influences people, creates their identity and determines their Universitactions. So, people who live in a hedonistic circle may be affected by people Universitaround them and do the same, and finally it becomes the habit. wijaya People who have money and power are called the "have". Whereas the "have-not" are people who have nothing and living under the "have". This have Universitas Brawijaya Universitas Brawijaya Universitas Br ers group creates it is own circle and has the same standard for the members. This it as B group will become the power controller in the society and for people who do not Universi have the same standard economic level with them called "the have-not". Thesitas

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya "have not" will become the object of the "have" to get what they want. Between Universit the "have" and "have not" there will be gap which may lead into many conflicts ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit because they have different social status aya Universitas Brawijaya The idea of "have" and the "have not" is not only covered by Marxism iiaya Universi theory, but also explained in sociology. In sociology it is called insider and itas Brawijaya outsider. Suyanto, Bagong and Narwoko, J. Dewi (2004, para 34) explain that Insider is people who have the same mission and the same standard which make them become a group, whereas outsider is people iversitas outside the group who do not have the standard value or mission with people inside the group. Insider will look down to people outside their group. They will use people outside the group to stress that they are the controller and the outsider is the controlled. It is not only between insider and outsider who have some conflict and gap. Universit It also happen insider itself. Someone who has hedonistic lifestyle, unconsciously, is looking for people who have the same standards with theirs before deciding to become friends. They will select and eliminate people based on their own standards. It creates gap between them and other people. In this novel there are two social Universigroups, insider and outsider. Insider is the group consists of people who carry onsitas Brawijava hedonism because they have money and power is called the "have" in the above Universitexplanation. Insider presented by the two main characters in the novel, Anthonysitas Brawijaya and Gloria Patch. Their hedonistic life style gives negative effects to themselves, such as the relationship between family members, friendship, self esteem, and also Universimental pressure. On the other hand, the outsider is a group of people who do not sites Brawlay perform hedonistic lifestyle. They are called the "have not" because they do not have the same standard with the insider. They do not have money and power, and Universitas Brawijava Universitas Brawijava Universitic makes them trapped in society outside the insider's circle. They are also as Brawlay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya affected by hedonistic lifestyle from the insider in the form of mockery. In this novel, the outsider is reflected in the neighbors around Anthony's new house. Universitas Brawijaya Universitas Brawijaya Universi Hedonism gives impact toward both groups; the first to insider and the second is sitas Brawijaya to outsider. Universita. **2.1 Hedonism Effects to Insider** awijaya Universitas Brawijaya Anthony and Gloria are the main characters who present their hedonistic Universit lifestyle. They have a standard of friendship and eliminating it if it does not Universi comply with their standards. It creates gap between the main characters to other people. It is also discussed in Marxism like David. L Prytchitko, (2008, para17) Universitwho explains about Marx theory. He explains how economy and power could separate and create some gaps between people who have everything with people who do not: Marx scientific socialism combined his economics and philosophyincluding his theory of value and the concept of alienation-to demonstrate her thought out the course of human history, a profound struggle has developed between the "haves and the have notes. Specifically Marx claimed that capitalism has ruptured into a niversitas war between two classes; the bourgeoisie and the proletariat. Insider appear because of they are have limited number of member and Universithave their own standard of value or mission. In The Beautiful and Damned novel, SIL Anthony Patch and Gloria included in Insider group because they have different standard life from the common people. Their pride are living in luxurious place, Universi coming to party every night, using money for whatever they want. While thesitas Brawlay common people work hard to build their life and dig for money are example that they using their standard of life. The insider is the doer of hedonism. Hedonism Universit can give bad effects for the main characters. Universitas Brawijava

Universitas Brawijaya Universitas People who have hedonistic lifestyle as a habit will not realize how it Universit affects their life. They see it as something they always do and nothing is wrong sitas rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitabout that. With that hedonistic lifestyle, they will see themselves as elite, since exclusive, and self reliant. They will do everything to maintain their image Universitas BraBetween insider and outsider, they cannot go together because they havesitas Br rawijaya Universities Brawieve Universitoutside their group. There are a lot of gap between insider and outsider, but sitas Brawijaya Universit sometimes the insider have gap between themselves. Universitian Brawing and friends are the aspects manifested in The Beautiful and Universit Damned novel. Anthony and his friends are comes from well born families. They sitas Universi are rich and always get what they want. So it makes them unconsciously eliminate and group people around them based on economic level. It is obvious in Universi Anthony's case. Anthony's point of view in categorizing who deserves to besitas insider and outsider comes from people who have strong relationship with him. It Universitincludes Gloria because she has the same mission with Anthony. It called primersitas Brawijaya Universi group. As stated by Charles Honton Cooley and cited in Soerjono Soekanto (2006, stass p. 10). The primer group is a group marked by same characteristic of life and they Universi know each member so well, tight, and personal. They also share an individual sitas Braw mission and it becomes a group's mission. Universitian Bradam Patch is the only family that Anthony had. Unfortunately, Anthony Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Universi treats his grandfather as a money machine. He never respects Adam Patch as hissitas Brawijava family. Adam wanted Anthony to have a job to live his life and not to depend on Universi the wealth of his grandfather. He wants to give lessons to Anthony about hardsitas Braw Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitas work because Anthony must have an ability to make himself and his family more prosperous, but Anthony against his grandfather. He does not wants to work ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bra Universi because Adam Patch is just an old man and he will die soon. So Adam Patch willsing inherits all his money to his only grandson, Anthony. Hedonism can damage the Universi relationship within a family because of greed which is represented by Anthony.sitas Brawij rawijaya Universitian Brawijaya Universitian Brawijaya Universitian Brawijaya Universitian B Greedy makes grandfather and grandson relationship not work well because there Universitare certain things that make relationships within the family are sincere because sites Universitonly pursue a case, for example inheritance. Universitian Braw In the social environment Anthony always wants to be the most rich, most Universithandsome, and most stylish. Thus he also deserves to have a pretty wife.All of Universi those are considered to be achievements which will raise his reputation. He cannot tolerate the fact that other people in the group is more popular than him. When Universithere is someone in his group gain more fame, he feels jealous. It is seen in his it as attitude toward his old friend, Bloeckman. In the financial terms, Bloeckman is Universitmore successful than Anthony because he builds his own business with worksitas Brawijaya hard. Anthony instead of learning from his friend, he hates him. The relationship between insider shallow friendships is superficial. Friendship is only a barometer Universit of social status and prove that they should be in a social group. There are a lot of competition between members of insider. They scramble to be the highest among the other members of the insider. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br However, when their life is changing and becomes different from before, sitas they will have their power, confidence, and higher self esteem than other people. Universi Like it stated by Jan E. Stets and Peter J. Burke (2010, p. 5) that the mind is the sites Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya meanings to itself and to others. So the hedonist tries to be accepted and praised ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas University the society that has the same interest in hedonistic life style. Behind all Anthony's pretences about his condition, he does not want Universi people to know about his bankruptcy because Anthony does not want people looksitas Brawijaya Universities Brawijaya Universitat Anthony as a rich who has high social status. People look at him as an elite man^{SILAS} Universitwho has enough money to do anything he wants. It is reflected on the statement sites by John G. Holmes and Joanne V. Wood (2007, para. 10) that in the most roles appearance and popularity determine acceptance. So self-esteem is most attuned Universi to those traits. Related to Anthony, his appearance and popularity are his identity. For Anthony's friends, money, fame, and popularity are the main purpose Universi that they wanted in their social life. So if his friends know that he is bankrupt, hissitas friends may not be friend with him anymore and they will hate Anthony because UniversitAnthony lies to them and become poor before he has inherited his grandfathersitas Brawijaya Universitmoney. Universitian BR Those factors contribute to the acceptance of the society. However, now Universiteverything has changed. He is now bankrupt but he cannot accept it thus lies to himself and the people around. Anthony pretends to be the same Anthony as he was before. Like Robert E. Franken explains (2002, p. 21) that, "all people in our ersitas Brawijava Universitas Brawijava Universitas Brawijava Universit Universi society (with a few exceptions) have a need to desire for being stable, firmly it as based usually high evaluation of themselves for self-respect or self esteem and for Universitive self esteem to the other". In Anthony's case, he has self respect or self esteem and sites Braw Universitas Brawijaya **Universitas Brawijava**

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya economic stable needs. Those lies and pretences to hide the fact that he is bankrupt are committed because he needs people to respect him. He thinks ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi although he is in a bankruptcy, at least he can serve his prestige and dignity as Brawijaya Universitas Brawijaya Universitas Brawijaya without telling the truth to his friends. as Brawijaya Universitas Brawijaya Universitas Brawijaya rawij Universitas Br This act will affect his self -esteem. As stated by Roth (2008, p. 1) that Universities Brawieva Universities Brawieva Universities Brawieva Universities self esteem is all behavior accepted by society and associated with individuals Universitatempt to protects the self in accordance with how they are viewed by others in Universit social situations. The theories explain that the trigger of high and low self esteem depends on one person's behavior accepted by society. When society do not accept their behavior, they will start to protect themselves and try to be accepted by society. The theory is portrayed in one of the characters of The Beautiful and Damned, Anthony Patch. At the beginning of their bankruptcy, Anthony and Gloria started panic.sitas Things had been slipping perceptibly. "There was the money question, Universit increasingly annoying, increasingly ominous; there was the realization that liquorsitas Brawijaya had become a practical necessity to their amusement..."(Fitzgerald, 1922, p.154) "Then in August morning after Adam Patch's unexpected call, they awoke, nauseated and tired, dispirited with life, capable only of one liversitas Bi Universitas Braypervasive emotion and fear about the money. Because Gloria thinks that he never forgive Anthony as long as he lives." (Fitzgerald, 1922, p. 154). Universitian Brown They never honor Adam Patch as their grandfather but their hedonistic life Universitas Brawijaya Universitas Brawijaya Universi trapped them in the material and moral is no sense for them. "I wish he'd died lastsitas week! She said petulantly. "Inconsiderate old fool! Neither of them laughed ersi (Fitzgerald, 1922, p. 154). Although finally Anthony and Gloria inherited Adamsitas Brawijaya Universitas Brawijava

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Patch's money, they do not feel happy but miserable because Anthony behavior ers has changed. Va Universitas Brawijaya Universitas Brawijaya Universitas Bra"I love you," she cried; "I don't care what you say to me! I love you." "I don't care!" he almost shrieked; "get out--oh, get out! Haven't you done me harm enough? Br Haven't--you--done--enough?" jaya Universitas Brawijaya Bra"Hit me!" she implored him--wildly, stupidly. "Oh, hit me, and I'll Universitas kiss the hand you hit me with!"iiava Universitas Brawijava His voice rose until it was pitched almost at a scream. "I'll kill you!" he cried. "If you don't get out I'll kill you, T'll kill you!" There was madness in his eyes now, but, unintimidated, Dot rose and took a step toward him. "Anthony! Anthony!--" (Fitzgerald, 1922, p. 240) From this statement it is seen that Anthony threats to kill Gloria if she comes closer. Anthony does not care about Gloria anymore and Anthony wants to be alone. Hedonism affects to Anthony, he showed symptoms of depression and Universi his mental being unstable. His ambition and bankruptcy force Anthony to neglectsitas the important part of their life. He seemed to bite at the word as though to force it Universitinto materialization. Alarmed at last she made no further movement forward, Sitas Anthony thinks that Gloria is the causes of being bankruptcy. The effects of their bankruptcy do not only endanger Anthony and Gloria's Universi relationship but also psychologically give a mental pressure for Anthony. 'But I guess Anthony Patch don't care much. He got his thirty million. And he's got his private physician along in case he doesn't feel just right about it. Has *she* been on deck?" he asked. ^B The pretty girl in yellow looked around cautiously.^S Brawlaya Bre"She was here a minute ago. She had on a Russian-sable coat that ivers must have cost a small fortune." She frowned and then added decisively: "I can't stand her, you know. She seems sort of--sort of dyed and unclean, if you know what I mean. Some people just have that look about Universitas Brathem whether they are or not. wijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya "Sure, I know," agreed the man with the plaid cap. "She's not badlooking, though." He paused. "Wonder what he's thinking about--his money, I guess, or maybe he's got remorse about that fellow BraShuttleworth." "Probably..." wijaya Universitas Brawijaya But the man in the plaid cap was quite wrong. Anthony Patch, sitting near the rail and looking out at the sea, was not thinking of his money, for he had seldom in his life been really preoccupied with material vainglory, nor of Edward Shuttleworth, for it is best to look on the sunny side of these things. No--he was concerned with a series of reminiscences, much as a general might look back upon a jugers successful campaign and analyze his victories. He was thinking of the hardships, the insufferable tribulations he had gone through. They had tried to penalize him for the mistakes of his youth. He had been exposed to ruthless misery, his very craving for romance had been punished, his friends had deserted him--even Gloria had turned against him. He had been alone, alone--facing it all. (Fitzgerald, 1922. p. 242) Anthony gets mental pressure because of his past. He is just sitting nea the rail and doing nothing except keeps silent and looks out at the sea. He does not want his money anymore and he starts regreting all things that he had done in the erst past. Meanwhile Gloria feels sad because his husband's condition. She lets herself unclean and does not care about her beautiful face anymore. She just waits and Universitac companies her husband in the sail, looking at the sea. Anthony's past in Fifth Avenue of New York when he was a child is the exclusive facilities such as lived in a nice and elite house, went to elite school, and ers had friends with the same condition and a lot of money like him. He never thinks that he will lose everything he had. Suddenly he loses everything he has. He spends his money for high luxurious parties he makes with his wife in almost every night. Many invoices from bank make his condition worse. In short his family is in bankruptcy. Anthony is shocked and cannot believe that he has lost everything. However, he never tells his friend about it because for Anthony stars be Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya wealth and social status are his identity. He saves his pride in front of his friends by pretending that nothing has changed. No one knows about Anthony's condition ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universituntil his friends finds it out that he gets mental pressure. as Brawijava Not only affects the relationships between family, friends, and psychology Brawijaya Universit for insider, hedonism gives negative effect on the relationship between insider and sitas Brawijava Universitas Brawijaya Universitas Brawijaya outsider. The differences lifestyle in the insider and outsider raises some views of Universithe insider to outsider. According to Suharti and Sunarti (2009, p. 148) the Universi relationship between insider and outsider is symbolized with antagonist or antipathy. It is shown when Anthony going outside from New York to another Universitcity and leave Gloria alone for a few times. As an insider, Anthony and Gloria Universi have limited number of friends. Gloria feels strange if she is alone in the society where she thinks that there are a lot of outsider.

> ... I can almost look down the tracks and see you going but without you, dearest, dearest, I can't see or hear or feel or think. Being apart--whatever has happened or will happen to us--is like begging for mercy from a storm, Anthony; it's like growing old. I want to kiss you so--in the back of your neck where your old black hair starts. Because I love you and whatever we do or say to each other, or have done, or have said, you've got to feel how much I do, how inanimate I am when you're gone. I can't even hate the damnable presence of PEOPLE, those people in the station who haven't any right to live--I can't resent them even though they're dirtying up our world, because I'm engrossed in wanting you so. (Fitzgerald, 1922, p. 195)

In her letter to Anthony, Gloria writes the word people with capital letter.

It means that Gloria reject the social class of people in their new apartment. She is a Brawijaya Universitas Brawijaya Universitas

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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya shows negative perspective from insider to outsider. Gloria uses outsider as the comparison that insider have power and shows that her group is better than others. rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit 3.2.2 Hedonism Effects to Outsider wijaya Universitas Brawijaya The insider cannot go along with the outsider because they have different ersi standard and mission. Insider will become the controller of people outside thesitas B Universities Brawileya Universitas Br Based on Sardjono Soekanto (1982, p.109), outsider is a social group that Universi can be identified by the member of insider as an opponent of their group. The outsiders behaviors are always marked by differences and being antagonist to another group. Factors which become the main triggers are jealousy, oppressed, and are not considered human beings by insider. In The Beautiful and Damned novel, the perspective of outsider toward versi insider is seen when Anthony and Gloria are bankrupt. They move into a small and cheap apartment. The neighbors talk about them and talk with another that Universi they are bankrupt. "They started to laugh" (Fitzgerald, 1922, p. 201). In this sitas Brawijaya statement, the neighbors as outsiders are people who have different life with insider. They are poor people and do not have ability to adopt Anthony and Universi Gloria's lifestyle. They have conflict with Anthony and Gloria because they think their life style is different with them. It is the main triggers to hate insider and mocking them back as their revenge. Universitas Brawijaya Universitas Brawijaya Universities Brathis Mr. Patch. Matter of vial importance." "Why, he's with a party iversi at the Boul' Mich', sir." "Thanks." Anthony got his five cents change and started for the Boul' Mich', a popular dancing resort on Fortyfifth Street. It was nearly ten but the streets were dark and sparsely peopled until the theatres should eject their spawn an hour later. Universitas Br Anthony knew the Boul' Mich', for he had been there with Gloria iversitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** rawijaya that patrons must be in evening dress. Well, he would not go up-Universitas Bristairs--he would send a boy up for Bloeckman and wait for him in Universitas Br the lower hall. For a moment he did not doubt that the whole project iversitas Brawijaya Universitas Br was entirely natural and graceful. To his distorted imagination versitas Brawijava rawijaya Bloeckman had become simply one of his old friends. **Universitas Brawijaya** rawijaya (Fitzgerald, p. 243) rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Bran this novel, outsiders are people who do not have money, wealth, and sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya power. They are always underestimated by the insider. So when they know that Universitas Brawijaya rawijaya rawijaya Universit there are members of the insider who went bankrupt, they insult and ridicule themsitas Brawijaya Universitas the action of the antagonist. This is happens because outsider feel less of ansitas Brawijaya Universitas Brawijaya Universitas from many aspects such as success and happiness. Insider can achieve Brawijaya rawijaya rawijaya Universit what they want while the outsider cannot. Insider, people who present the lifestyle sitas Brawijaya Universi that outsider cannot achieve, are the cause of hatred and envy for the outsider.sitas Brawijaya Antony's neighbor laugh when he is bankrupt is an evidence that the fall of the rawijaya rawijaya rawijaya Universitinsider is a victory for outsider. srawijaya 🛛 rawijaya rawijaya rawijaya

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Iniversitas Brawijaya **Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijava CONCLUSION AND SUGGESTION** Universitas Brawijaya Universitas Brawij Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya This chapter consists of two parts. The first part explains about the Brawijaya rawijaya Universit conclusion of the study which covers the summary of the findings about sitas Brawijaya Universitas Brawijaya Universitas P Universitas Brawijaya Universitas Brawijaya Universit hedonism. The second part is about the suggestion for the future researcher. versitas Brawijava 4.1 Conclusion Universitas Brathe Beautiful and Damned is a novel which has interesting theme and sitas Brawijaya Universitas Bravijaya Universitas Brawijay previous chapter, hedonism, which is reflected on the novel, is a term for people liversitas Brawijay Universi who give priority to pleasure as their destination of life. It is also reflected mainsitas Brawijava characters The Beautiful and Damned novel namely Anthony Patch and Gloria rawijava Universit Gilbert. They want to have an elite life and it makes them become hedonist. niversitas Brawijaya The first thing to analyze in this study is how hedonism is reflected in the Universit character's life. Hedonistic lifestyle drives them become selfish and they just Universi think about their selves. All of the characters here just think how they get whatsitas Brawijaya they want. They spend their money for everything they want. They do not care Brawijaya Universitabout their future because they feel that their live is for the present. Pleasure Sitas Brawijaya Universi forces Anthony enjoying extravagant life and depending on his grandfather's itas Brawijava property. While for Gloria, appearance is the most important things in her life. Universi She is obsessed with her beautiful face and uses it as a tool to seek admiration sites Brawlay Universitas Brawijaya Universitas Brawijaya Universit^{from}a manaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universit Anthony and Gloria, it begins with the formation of insider and outsider by main ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi characters point of view. They belongs to the insider because they have the same it as standard of life and same mission to become hedonist. For the insider, the first Universit effect appears in the breakdown of relationships between family members.sitas Braw Universities Brawijaya Universities Brawijaya Universities Brawijaya Universities Br Anthony's grandfather, Adam Patch, wants Anthony to work hard but Anthony Universit treats him as a money machine. He does not want to work and do anything for sites Universitiving. His life depends on his grandfather's money. Anthony also hopes that his stars grandfather died soon so that he gets all his heritance. The second effect is the breakdown of the relationship between friends. University University Anthony hates his old friend, Bloeckman, because he is more successful than site Anthony. Anthony is afraid if he is less wealthy than Bloeckman, Gloria will fall Universitin love with Bloekman. The third effect is about the breakdown of self-esteem. The main Universit characters have hedonistic lifestyle since they were children. They never think of sitas Brawijaya losing elite life. It is reflected in Anthony Patch. Anthony is rich both with all facilities he can get including money. He is familiar with money and easy access Universi to everything. He thinks while he is in bankruptcy, he can save his prestige and dignity without telling the truth to his friends. From those cases, it can be seen Universit how Anthony has low self esteem and does not really confident with his situation. ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universitas BraThe last effect is seen when Anthony shows depression symptoms and hissitas B mental being unstable. This happens because of his stressfull of ivoice and bills ersi to pay his clothing, his parties, and all things that make him happy. Anthony also it as Brawijaya Universitas Brawijaya rawijava

Universitas Brawijaya Universitas Bravijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brathe differences lifestyle in the insider and outsider raises some views of the insider to outsider. The character of outsider reflected in Anthony and Gloria's rawijaya Universi neighbor. Gloria thinks outsiders are damnable people, thus do not have right tositas Brawijaya live and she thinks their presence is contaminates Gloria's world. The effects to Universitas Brawijaya Universi the outsider, people who are outside the insider, for the first time, they feels Universi oppressed, humiliated, and mockered because of insider's point of view to them.sit However, when they know that insider get bankrupt, they insults behind the breakdown of life and the bankruptcy of Anthony. Universi 4.2. Suggestion The Beautiful and Damned has so many aspects which can be analyzed by Universi future researchers. Psychological approach can be applied to disclose thesitas rawijava rawijaya relationship between the characters and the other family members or the other Universit characters. In this novel, the characters relationships between family members, sitas Brawijaya friends, and couple are unique for being analyzed. So the writers especially from literature department could dig deeper and find the emotional bound between the Universitcharacters. The second possibility is the writers can use Marxism to analyze the power Universit of the insider in society and how they influence people in the society in this novel. Universitas Brawijava Universitas Brawijava Universitas Brawijava Universi The researchers may analyze how social status becomes so important for thesitas characters and how their economic life drives them become powerful ones to do Universitas Brawijaya Universitas Brawijaya Universitwhat they want. Universitas Brawijaya rawijava

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