

**HEDONISTIC LIFESTYLE AND ITS EFFECTS TO THE  
CHARACTERS OF *GOSSIP GIRL* THE SERIES**

**THESIS**

BY  
**JATRIFIA ONGGA SINATRYA**  
NIM 0610330030



**ENGLISH STUDY PROGRAM  
LANGUAGE AND LITERATURE DEPARTMENT  
FACULTY OF CULTURE STUDIES  
UNIVERSITY OF BRAWIJAYA**

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**THESIS**

**Presented to  
University of Brawijaya  
in partial fulfillment of the requirements  
for the degree of *Sarjana Sastra***



**BY  
JATRIFIA ONGGA SINATRYA  
NIM 0610330030**

**ENGLISH STUDY PROGRAM  
LANGUAGE AND LITERATURE DEPARTMENT  
FACULTY OF CULTURE STUDIES  
UNIVERSITY OF BRAWIJAYA**

**2011**

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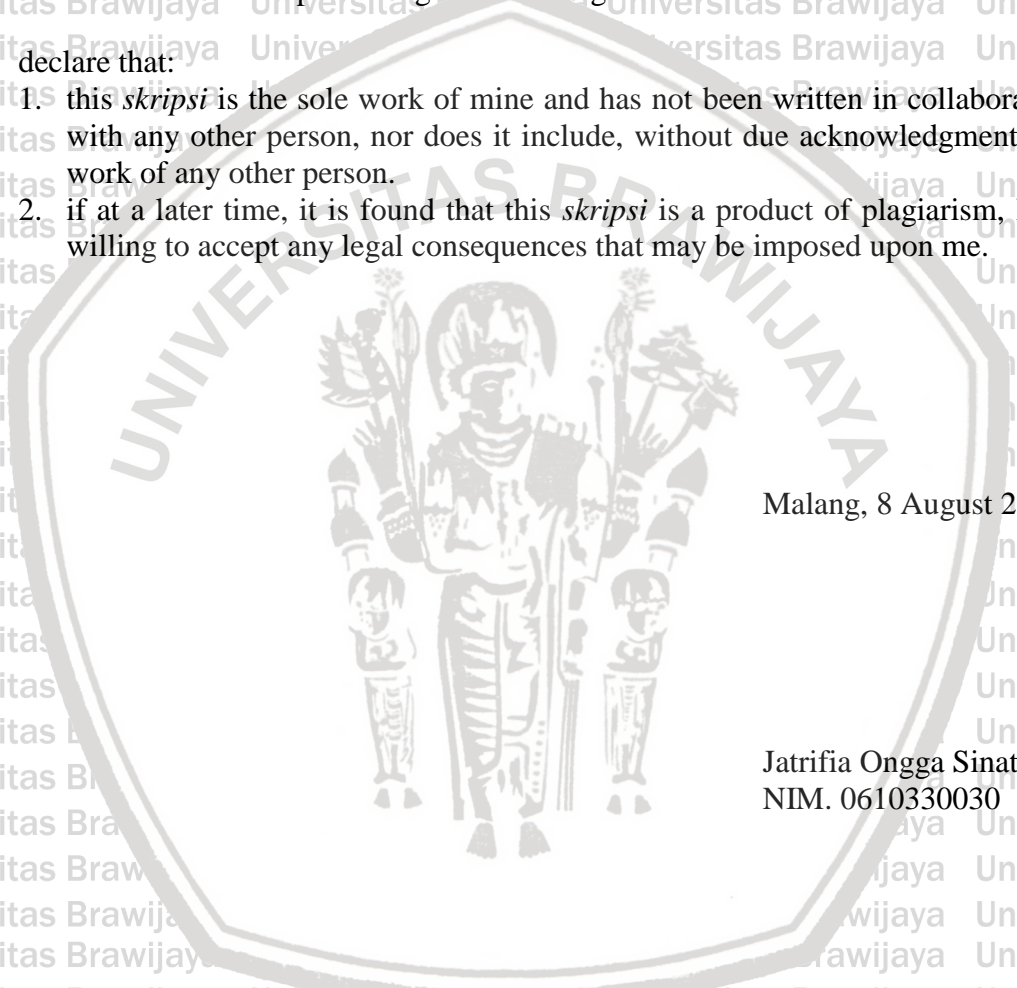
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NIM : 0610330030  
Address : Jl. Papa Kuning II/19 Malang

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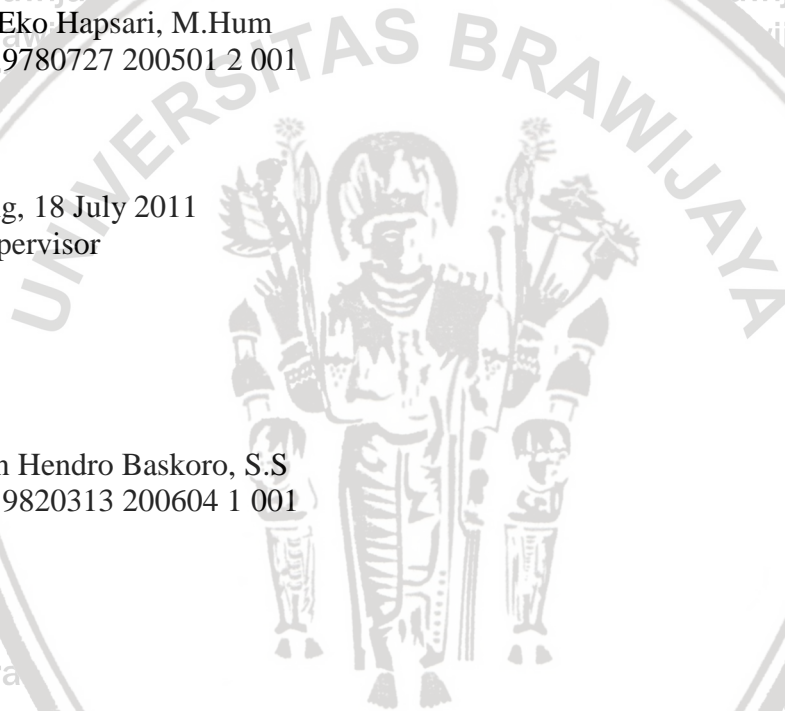
This is to certify that the *Sarjana* thesis **Jatrifia Ongga Sinatrya** has been approved by the Board of Supervisors

Malang, 18 July 2011  
Supervisor

Dyah Eko Hapsari, M.Hum  
NIP. 19780727 200501 2 001

Malang, 18 July 2011  
Co-supervisor

Taufan Hendro Baskoro, S.S  
NIP. 19820313 200604 1 001



This is to certify that the *Sarjana* thesis of **Jatrifia Ongga Sinatrya** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*.

Dr. Sugeng Susilo Adi, M.Hum, Chair  
NIP. 19680521 200801 1 004

Taufan Hendro Baskoro, S.S, Secretary  
NIP. 19820313 200604 1 001

Dyah Eko Hapsari, M.Hum, Member  
NIP. 19780727 200501 2 001

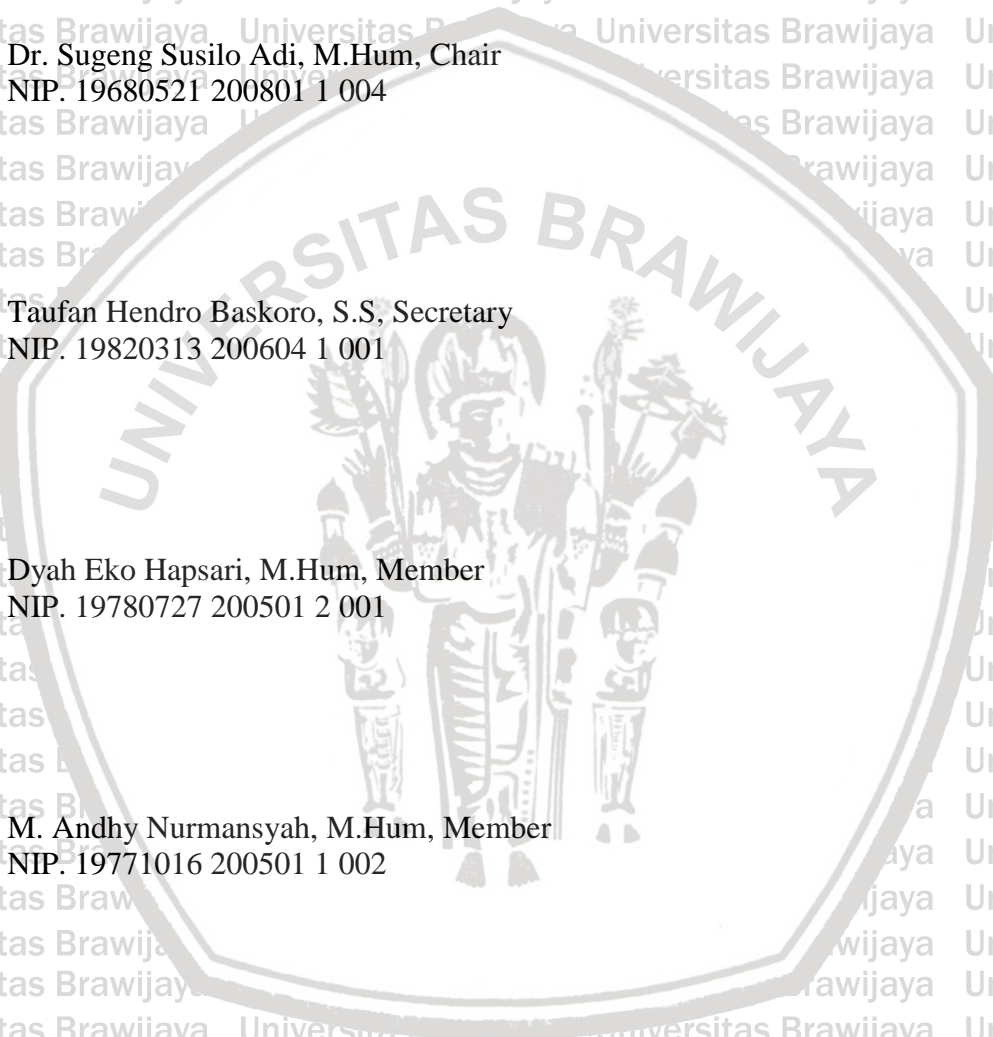
M. Andhy Nurmansyah, M.Hum, Member  
NIP. 19771016 200501 1 002

Acknowledged by,  
Head of English Study Program

Sighted by,  
Head of Language and Literature Department

Fatimah, M.Appl.Ling.  
NIP. 19751125 200212 2 002

Syariful Muttaqin, M.A.  
NIP. 19751101 200312 1 001



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Jatrifia Ongga, S

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## ABSTRACT

Sinatrya, O. Jatrifia. 2011. **Hedonistic Lifestyle and Its Effects to the Characters of *Gossip Girl* The Series**. Study Program of English, Department of language and Literature, Faculty of Culture Studies, University of Brawijaya. Supervisor: Dyah Eko Hapsari; Co-Supervisor: Taufan Hendro Baskoro

Keywords: hedonistic lifestyle, standard, pleasure, insider and outsider, self esteem.

Hedonistic lifestyle is one of the lifestyle that is chosen by many modern people today. Hedonistic lifestyle aims to make people seek pleasure also happiness in ways that are sometimes beyond the expected and the existing norms. It is reflected on *Gossip Girl* the series on the second season in which hedonistic lifestyle becomes the main issues. Therefore, the writer is interested to analyze how hedonistic lifestyle is reflected on the characters in the series and how their hedonistic lifestyle affects the people around them. The writer uses sociological approach as the main theory since the main theme of the study is related to sociological aspect as a group's lifestyle and the division of social layers based on economy.

The analysis discovers that hedonistic lifestyle is reflected on the main characters, namely Blair Waldorf, Serena Van Der Woodsen, Nate Archibald, and Chuck Bass. They are examples where the hedonistic lifestyle has become their habit since childhood. They do everything for getting what they want and they do not want to get hurt. They just want be happy and look for pleasure. They become selfish and do not care with other people. Those attitudes bring some effects to people around them. They will divide people to some categorizes related to their standard. In sociology it is called the formation of insider and outsider. The insider is divided into two which are primer group and secondary group. Each main character belongs to primer group of insider because they share the same personal attachment, while their followers are called secondary group in which they just share the same mission. Outsider is people who not included in their little group because those people can not fulfill their standards. The last effect of hedonistic lifestyle is the establishment of one's self esteem. The character to be analyze are related to the case is Nate Archibald, who experience bankruptcy. He decides to hide his situation and pretends everything is fine. He does that because he does not want to loose his dignity and pride, and he wants people think he is still the same.

The conclusion are hedonistic lifestyle is really reflected on each main characters on *Gossip Girl* the series and it brings some effects to their selves also to people around them. The suggestion for the future research, *Gossip Girl* also could be analyzed with different theories like psychoanalysis and Marxism. The future researcher could dig deeper to find some interesting problem in this series.

## ABSTRAK

Sinatria, O. Jatrifia. 2011. **Gaya Hidup Hedonistik dan Akibatnya pada Tokoh-Tokoh di Serial *Gossip Girl***. Program Studi Sastra Inggris, Departemen Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Dyah Eko Hapsari; (II) Taufan Hendro Baskoro.

Kata Kunci: gaya hidup hedonistic, standar, kesenangan, orang dalam dan luar, kepercayaan diri.

Gaya hidup hedonistik adalah gaya hidup yang banyak dipilih oleh orang modern saat ini. Tujuannya, membuat orang-orang mencari kesenangan dan juga kebahagiaan walaupun terkadang melampaui batas dan melanggar norma yang ada. Ini semua tercermin dalam serial *Gossip Girl* seri kedua dimana gaya hidup hedonistik tercermin di dalam kehidupan para tokoh dan bagaimana akibat dari gaya hidup seperti itu mempengaruhi orang-orang di sekitar mereka. Penulis menggunakan teori sosiologi sebagai teori utama untuk menganalisa karena tema utama dari serial ini berkaitan dengan aspek sosiologi seperti pembagian lapisan sosial berdasarkan status ekonomi.

Penelitian ini menemukan bahwa gaya hidup hedonistik tercermin dalam tokoh utama serial ini, yaitu Blair Waldorf, Serena Van Der Woodsen, Nate Archibald, dan Chuck Bass. Mereka adalah contoh dimana gaya hidup hedonistik adalah sebuah kebiasaan yang dilakukan semenjak mereka kecil. Mereka akan melakukan apa saja untuk mendapatkan apa yang mereka mau dan mereka tidak mau merasakan perasaan terluka. Bagi mereka yang terpenting adalah kesenangan dan kebahagiaan. Semua itu membuat mereka menjadi egois dan tidak peduli pada orang lain. Tingkah laku yang seperti itu membawa beberapa akibat seperti membagi orang dalam beberapa kelompok berdasarkan standar yang mereka tetapkan. Didalam sosiologi, itu disebut pembentukan orang dalam dan orang luar. Orang dalam terbagi menjadi dua yaitu, kelompok primer dan kelompok sekunder. Setiap tokoh utama diserial ini masuk kedalam kelompok primer karena mereka berbagi kedekatan secara personal, sedangkan pengikut mereka masuk ke dalam kelompok sekunder, dimana mereka hanya berbagi misi yang sama. Orang luar adalah orang-orang yang tidak termasuk dalam kelompok mereka karena orang-orang tersebut tidak memenuhi persyaratan yang ada dalam standar mereka. Akibat yang terakhir adalah pembentukan kepercayaan diri seseorang. Tokoh yang dianalisis dalam hal ini adalah Nate Archibald yang mengalami kebangkrutan. Ia memutuskan menyembunyikan keadaannya dan berpura-pura semua baik-baik saja. Ia melakukannya karena tidak mau kehilangan kehormatan dan kebangganya.

Kesimpulan yang dapat ditarik adalah gaya hidup hedonistik sangat tercermin pada setiap tokoh di *Gossip Girl* dan gaya hidup seperti itu membawa beberapa akibat kepada diri mereka dan orang di sekitarnya. Saran yang dapat di berikan kepada peneliti selanjutnya adalah *Gossip Girl* juga dapat dianalisis dengan menggunakan teori psikoanalisis dan Marxism. Para peneliti lain juga dapat menggali lebih dalam untuk menemukan topik yang menarik untuk dibahas.



## CHAPTER I

### INTRODUCTION

This chapter will be explaining about the background of study, problem studies, and also objective and the significant of the study in this research.

#### 1.1 Background of Study

In era when everything is instant, fast, and easy to access, mass media become part of modern people's life. Mass media provide people's need of information, from news to entertainment. Mass media are able to provide whatever people need to do in their daily life. If they love reading, they can choose any newspapers, magazines, and sites in internet they like. If they love watching TV programs, they can choose any television channel they prefer.

Unconsciously, some people have tendency to follow what media say and what is popular on media. So, they are inspired to live in a culture which is created by media. Thus we can see that mass media and popular culture have strong bound, because mass media are the main tool for popular culture to emerge.

Most modern people are affected too much by popular culture because popular culture directs all things that people should do and talk about, those are the attitudes and beliefs that make people grows. It is a culture in an attempt to be accepted and followed by everybody. The easy access to information from media makes people become followers of popular culture. Media sell images and dreams

which make people who consume media will interested in following everything although they do not really need them.

For grown up people, they can distinguish between what they need and what they want. While teenager, Camille Paglia (2009, para.1) said in her artikel that they still learn to separate what they want and what they need. They are still easy to be glued with everything they think is good. This problem makes some teenagers obsessed to follow and apply every information they get. Therefore popular culture has a big influence in teenagers' life because most of the teenagers have the easy access to media and begin to follow what they see. They attempt to appear up to date and sophisticated because the media and likewise their environment require teenagers to look like what is popular today. That makes the teenagers try to adapt the manner prescribed by the media and society.

Sheila Gibbons (2009, para.1) said in her article about teen magazines that it sends wrong messages to teens, especially girl, that their adaptation processes are more difficult than boys have. Girls experience puberty earlier than boys. Unconsciously they think of a standard to be perfect women similar to what they see in mass media. Those standards make them obsessed to become popular women and to be accepted in the community.

For most teenage boys, the world will accept them if they have a great achievement. The example is if they are captains of sports teams and successful to make their teams win, people around them will adore them. Otherwise other teenage boys who do not have any achievement and just an ordinary boys, it is hard for them to attract people to see and accept them.

Therefore, for popular teenagers, their appearance is important. They start to wear a popular fashion, buy expensive electronic equipments like expensive branded ipod and mobile phone, empty their schedule in a specific day to go to the gym and beauty salon to take care of their bodies, wear some branded clothes and also using a luxurious car. All of those things make them have high 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 their needs and they become hedonists.

Hedonist is a person whose life dedicated to the pursuit of pleasure and their lifestyle. Hedonism consists of two types, first is Motivational hedonism and the second is Normative hedonism. Andrew Moore (2004, para.1) said that motivational hedonism is the claim that only pleasure or pain motivates us. It is the most significant form of psychological hedonism. Normative hedonism is the claim that all and only pleasure has worth or value, and all and only pain has disvalue. Both types of hedonism have the same elements which are pleasure and pain. Pleasure will be symbolized by a pleasant feeling and pain will be represented as an unpleasant feeling.

Teenagers who can do anything they want, will feel that they have power on themselves and also on the society around them. They will start looking for some friends who have the same background as theirs so that they can fulfill their standards. If they find some people who have the same background with them, they will choose them as their friends. Whereas if they do not find any similarities with people who try to join their group, they will "kick them out" of

their group and they will look them down. Other group refers to anyone who is not in their group. A member of one group will look at other group as the opposite group that does not have the same mission with what they have. Sometimes the opposite group is seen as the enemy, which is lower than them.

In sociology when people have no similarities with other people in a certain society and has different standart is called out-group. On other hand, if people feel they have many similarities with others in a particular circle, there would be certain bound which ties them to that group as it is called as sense of being in-group. The member of in-group will tell that the other members are their family.

Narwoko, J. Dwi and Bagong Suyanto (2010, p. 34) said that In-group has a sympathy factor and feeling that they are really close to each other, so they will feel that they have the same mission and can understand each other. Meanwhile, people outside the group are called out-group. Abu Ahmadi (2007, p. 89-91) stated that people outside the group has different standard with people inside the group and it makes them unable to join the group. They also do not have any connection feeling with the group. Sometimes people inside the group and outside the group can be friends and everything is fine. They get along but only on the surface. However sometimes between in-group and the out-group members have problems and become enemies. They competed to make their group better than the others.

For teenagers who live in big cities, the situation as explained above can occur because they have easy access to media and technology. It makes them have high competitiveness against each other. They compete almost in many ways to



earn better life. To earn better life, they must struggle to be the best in which most people want to do the same thing as well. Sometimes some of them compete in a dirty way like giving money to someone in charge; it shows that those who have money would be more powerful. All of it proves that money controls everything, not only shows the power of people who have money but it also determines social classification based on wealth. Someone who has high income will be rich and lives in elite area, while other who has low income will live in slum areas. For those who live in elite areas will feel that they are like kings and queens who have everything they want. They socialize with people who are equal to them and look down on the people who belong to lower class. Unconsciously such actions will be imitated by teenagers. Some of teenagers will act exactly like that and worse to people whom they do not like.

These kinds of teenagers are portrayed in the main characters of *Gossip Girl the Series*. The series show how the life of upper class teenagers in New York and their life which is filled with luxurious and sprees that distinguish them from the commoners.

*Gossip Girl* is a popular TV series broadcasted by an American channel called CW. It is about the life of upper class teenagers who have luxurious life in an elite school. It also tells how they solve their problems and relationship with their family, friends, and also their special ones. They enjoy going school, party, shopping, etc. The setting is in Manhattan, New York. In the writer opinion, the story takes place in Manhattan because Manhattan is a big and an elite area in New York. People of upper class live there, and have an easy access to

entertainment, good private schools, and have a good society which can fulfill the teenager's need. Manhattan also represents excitement, adventure, and diversity of the young people.

So far *Gossip Girl* has three seasons. Each season tells the story of four main characters' lives and the writer chooses the second season as her thesis' object.

The reason why the writer chooses *Gossip Girl* the series and concentrated on season two as an object of her thesis is because this series has an interesting and unusual teenagers lifestyle. It tells about the characters' senior year. They start looking for some fancy college for their higher education. They start to feel that they are no longer teenager and they act like adult. They start making huge parties, shopping branded things, spending summer in private beaches with private transportation. Here, the writer sees that the characters show more hedonistic life style than in other seasons. In season one, they are junior at their high school, so it makes them not really have power to show because they are in a low position. In season three, they step up and become college students of early grades. They are in a new area, so they become more down to earth and have no power to control everything because they are still freshmen. So, those are the writer's considerations to take season two as the object of study.

Season two tells about the story of four main characters those are Serena Van Der Woodsen, Blair Waldrof, Chuck Bass, and Nate Archibald. Serena is described as a low profile person although she is rich and famous. Different from Blair who is also known as Queen Bee, she is an active student who really involves in extracurricular activities and has a great concern for her education and

social life. Blair always uses her money, charm, and social status to get everything she wants. *Gossip Girl* also has a bad guy character that has similarities with Blair. His name is Chuck Bass. Chuck Bass is a young billionaire who owns The New York Palace Hotel. In short, he is the male version of Blair when it comes to manipulation and revenge. The two of them sometime become a teammate to throw off other people. Chuck's best friend is Nate Archibald, also Blair's ex boyfriend and soon will be Serena's. Nate Archibald is a perfect boy who never does anything bad like what Chuck does. He is the picture of a "golden boy" here.

The story begins in the summer vacation where everyone is having fun. The three main characters are going to their private island and doing some adventure. The story also shows how they are busy with their final year in high school, and become seniors. They should start thinking about where they will continue studying and start to pick good colleges. All the tricks and deception begin to be disclosed by them. In this season, many scenes show how Serena, Chuck, Blair, and Nate make a huge party to show themselves off. The reason behind the party is to show that they can do anything they want. They will also show to people outside their group that they live in an expensive, luxurious penthouse. In short they lead a hedonistic life style which makes their life led by pleasure. It makes them become famous in Upper East Side of Manhattan.

Because of the popularity of *Gossip Girl*, this series got many awards. In Teen Choice Award 2009, they won Choice TV Actor, Choice TV actress, Choice TV show, etc. Likewise in Young Hollywood Award 2009, they won Breakthrough Performance Male.

The research will concentrate on the four main characters, they are Serena van der Woodsen, Blair Waldrof, Chuck Bass, and Nate Archibald. This four characters represent the life of upper class teenagers who have high standard of lifestyle and also have a high status in their society. The research will start from their lifestyle which makes them become hedonists and then look for their standards which affects people around them. Therefore the title of my thesis is “*Hedonistic Lifestyle and Its Effects to The Characters of Gossip Girl The Series.*”

**1.2 Problem of Study**

Based on the background, the problem of my study:

1. How are hedonism portrayed by the characters in the *Gossip Girl* the series?
2. How does their hedonistic lifestyle affect people around them?

**1.3 Purposes of The Study**

The objectives of the study are:

1. To find out how are hedonism potrayed by the character in the *Gossip Girl* the series.
2. To find out how their hedonistic lifestyle affect people around them.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

Review of related literature will explain about the theoretical framework which is used in this research.

#### 2.1 Theoretical Framework

##### 2.1.1 Hedonism

People who live in big cities have easy access to everything they want. The society allocates some places to fulfill their needs from their primary needs like shirt and food, and also their supportive needs such as mobile phone, and cars. If people want it, they just come to the place, choose, and pay. Not only for shopping, they also have facility for party, or hang out with their friends. Those easy accesses make them have a need to shop regularly although they do not need it. It is also supported by media like magazines, internet, and television that promote fancy life with up to date things. Media make people believe about everything they decide and say. People get influence and start following what media say. They begin to look what is popular today, buy, and use it to show to other people that they are up to date and modern. The pleasure feeling of doing so makes them follow hedonism as a lifestyle.

Hedonism according to Landauer, Jeff and Joseph Rowlands (2001, para. 1) is an ethical system. It holds pleasure as the standard of value. Another definition of hedonism is stated by Kevin Knight (2009, para. 1) he explains the name given to

the group of ethical system that hold, with various modifications, that feelings of pleasure or happiness are the highest and final aim of conduct: that, consequently those action which increase the sum of pleasure are thereby constituted right, conversely, what increases pain is wrong. From the definition stated by Jeff Landauer, Joseph Rowlands and Kevin Knight, they are emphasizing that the main factor of hedonism is pleasure for standard of life and pain is not important and has no value in life. The different opinion comes from Pelkoff, Leonard and Harry Binswanger (2010, para. 1)

Hedonism is the doctrine which holds that the good is whatever gives you pleasure and, therefore, pleasure is the standard of morality. Objectivism holds that the good must be defined by a rational standard of value, that pleasure is not a first cause, but only consequence, that only the pleasure which proceeds from rational value judgment can be regarded as moral, that pleasure, as such, is not a guide to action nor standard of morality.

The differences from the definition before is Leonard Pelkoff and Harry Binswanger believe that pleasure is not the main factor of hedonism. They believe that pleasure is the standard of morality which is the measure of people's behavior and pleasure just the consequences of good thing. Still, all of them believe that the bound of hedonism is a pleasure. Pleasure as explained by Oxford Advanced Learner's Dictionary (2006, p. 1113) is a state of feeling or being happy or satisfied. In hedonism, pleasure divided in two types. As it said by Landauer, Jeff and Joseph Rowland (2001, para. 2-3): First is physical pleasure and second 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 the need for happiness, while psychological pleasure is stems from the achievement

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.

Not only pleasure that has types but hedonism has types too. Hedonism is divided into two types which is motivational hedonism and normative hedonism.

Based on Andrew Moore (2004, para. 1) motivational hedonism is

The claim that is only pleasure or pain motivates us. Motivational hedonism will here be construed as the egoistic claim that one is motivated by *one's own* pleasure or pain, and as including the claim that one is motivated for pleasure and against pain. Being motivated 'for' pleasure and 'against' pain will be construed in '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 oneself; that is by *maximization* of the net amount or value of pleasure minus pain for oneself.

Meanwhile, based on Andrew Moore (2004, para, 2) normative hedonism is

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 friendships, actions, and achievements, our states of understanding, insight and character, have only instrumental worth, through the pleasure they cause or the pain they diminish. Things can of course have both instrumental and non-instrumental value. Where they do so, their 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 might also have instrumental value, through the further pain you avoid by its making you twice shy.

In *Gossip Girl* the series, hedonism is reflected from the description of the situation, behavior, and the characters. The setting, Manhattan, especially in Upper East Side area, supports the characters to become hedonists because the city encourages the easy accesses. In this series, hedonism becomes the main factor of the stories and the series also show how hedonism affected the character's lives.

Hedonism as the main factor in this research will be supported by many theories to help the writer to analyze aspect of hedonism. One of the theories is film studies. This research uses film studies because the object of this thesis is a television series which is consider the same as film. Film studies will help the writer to analyze the object deeper.

### 2.1.2 Film Studies

Film now already becomes part of people's life. Every week, they spend time to go to movie theatre and watch the new films or if they cannot go to the movie theatre, they will buy a DVD and watch it at their house. In some universities, they have subjects to learn the whole things about film and it is called film studies.

So, Film studies will study about theoretical, historical, and critical approaches about movie. As stated by Corrigan, Timothy (2004, p. 7) study film will help the student make connections between a movie and other areas of culture in order to illuminate both the culture and the movies it produces. Film study for Gocsik, Karen (2005, para. 7) is a study where films requires that the viewer breaks the film down into its component parts and discusses how those parts contribute to the whole. So, film study is not only about study how film is produced but also how the film gives effects in the society.

Film studies have many ways to analyze movies. One of the examples is *mise-en-scene*. *Mise-en-scene* is a part of film studies to analyze a movie from the production until costume.



### 2.1.2.1 *Mise-En-Scene*

Film studies have many methods to analyze a movie. One of them is *mise-en-scene*. *Mise-en-scene*, in English, means all the things that are put in the scene such as the setting, the décor, the costumes, etc. According to Corrigan, Timothy (2004, p. 46) *mise-en-scene* refers to all those properties of cinematic image that exist independently of camera position, camera movement, and editing. It also includes lighting, costumes, and sets, the quality of the acting, and other shapes and characters in the scene.

*Mise-en-scene* becomes the most important method to analyze a movie because it includes everything behind a movie like settings, camera position, fashion, etc. All of those are parts of *mise-en-scene* elements. The elements are settings, costumes, lighting, etc. Those elements of *mise-en-scene* have different meaning but all of them are important. Based on Timothy Corrigan (2004, p. 49-54) setting refers to the location or the construction of a location where a scene is filmed; costumes or the clothes that the character's wear, in movies customs are the same as the identity to the characters; lighting describes the various ways a character or an object or a scene can be illuminated. Lighting also creates a feeling of happiness or sadness. In this research, *mise-en-scene* will help the writer to analyze *Gossip Girl* the series which will be concentrated on the settings, customs, and also camera angle to be analyzed further.

### 2.1.3 Sociology

Every people in this world cannot live alone. They always need other people.

Science that learns about people and society called sociology. Belger and Kellner

(1985, p. 5) stated that sociology does not always believe about something in

surface and always tries to look for the fact hidden from reality. It is so sociologist

believes that the world is not in the same manner as it looks, but apparently a

world can be understood if we investigate it deeper and interpret it. The specialty

of sociology is how human behavior can be related to the role of community and

culture that belongs to everyone. So, the definition of sociology, like Selo

Soemardjan and Soeleman Soemardi (2004, p. 4) stated is a knowledge that learns

about social structure and social processes including social change. Social

structure is all of social connection between the main social elements like class of

society and groups. Meanwhile, social process is the effect of living together.

From the definition above, the sociologist will learn about behavior group's

interaction, and the effect of group activities toward the members. The main

factors that social group exist because human cannot live alone. They always look

for other people who have the same purpose with theirs. Social group constitutes

social unity of people's association who live intensively together in the same area

and each of them has the same distribution to each member like sharing the task,

role, and norm that are agreed by them. The simple example of social group is

family because everyone becomes the member of a family. Social group is

divided into many criteria such as in-group and out-group.

In *Gossip Girl* the series, sociology will help the writer to analyze the effect of characters' hedonism to the society around them. The focuses are on how it will affect other people outside their group and how it affects their behavior to another people. Then the research will focus on in-group and out-group because both of the groups will explain about the society inside and outside of the characters'.

### 2.1.3.1 In-Group

In the process of socialization, people will look for some friends who have some similarities with them. Unconsciously, people who are in new area will do some research when they are meeting with new people and decide to which people they will have great connection. After they find new friends and talk with them, they will use word 'our' or 'us' to show that they are in the same direction which is called in-group.

In-group according to Suharti and Sri Sunarti (2009, p. 148-149) is a group of people who have solidarity, loyalty, readiness to sacrifice for the importance of the group. Somehow, people who become the members of in-group have strong feeling to each other. It is explained by Soekanto, Soerjono (1982, p. 108) that the attitudes of in-group members are generally based on the factor of sympathy and always have close feeling to each other.

People inside the group always have the same standard and same mission. They will look so cohesively. Sometimes, they also have problems inside the group and become enemies, but it will not take a long time for them to become friends again. All of those things are reflected in *Gossip Girl* the series. Each characters of *Gossip Girl* have the same society to socialize. They become friends

and share the same mission with those belong to their group. They live in the same elite area with the same wealth, it makes them ridden their society.

Occasionally, they use people outside the group to do something for them.

### 2.1.3.2 Out-Group

If people are not the member of group in their society, they will be called as the out-group. People in out-group will be using word 'they' or 'them' to identify another people outside the group. Based on Soekanto, Soerjono (1982, p. 109)

out-group 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 antagonist to another group. According to Suharti and Sri Sunarti (2009, p. 148-149) the concepts of social interaction is divided into two kinds. First, relations with each members of in-group are cooperation, sympathy, and close relation. Second, the relation between in-group and out-group is symbolized with antagonist or antipathy.

It is shown in the character's attitudes in *Gossip Girl* the series. From the beginning of the episodes until the end, we can see that the main characters of *Gossip Girl* always show how they make of other people outside the group for their own self interest. They use them to show that they have power and to show that their group is the better group than others. So, the research will concentrate on the characters' behavior upon another people outside their group.

## 2.2 Previous Study

Sociology and film studies become the main theory of analyzing the object that the writer chooses. To make differences, the writer is looking for previous studies which have the same theory, and she found thesis which talks about sociology and also film study. This thesis is written by Soraya, the student of English Department of Brawijaya University. The title of her research is *The Lifestyle of New York Women in Sex and the City*. This thesis analyzes about the lifestyle of New York women who are working in high position and how they live their life.

This research concentrates on the movie entitled *Sex and the City* which is also an American movie. She used sociology and film studies to analyze her objects.

Another previous study that the writer found is not related to the sociology and film studies. It is related to the main problem of the writer's thesis, hedonism. The titled is *Pesan Hedonisme dalam Film Layar Lebar Realita Cinta dan Rock 'n Roll* written by Ziana Aynul Hidayah, the student of IAIN Sunan Ampel, Surabaya. This thesis tells about how this movie brings the message to the viewer that hedonism is part of their life.

Different with all those theses, this research is aimed at finding out how hedonism affected to the people's behavior in their society. The difference with the first previous study is the object. If the first previous study uses *Sex and the City* as her object, this research uses *Gossip Girl*. The first previous study concentrates on the lifestyle of New York women, and this research concentrates on how the hedonism lifestyle affected to the society around the characters. In the second previous study, the writer concentrates on how the message of hedonism

in the movie *Realita, Cinta dan Rock 'n Roll* influence the viewer while watching the movie. This research uses hedonism as the main object of her thesis. She will look for how hedonism influenced the *Gossip Girl* characters' life and how they socialize with another people.



## CHAPTER III

### FINDINGS AND DISCUSSION

This chapter will be divided into two parts. In the first part, the writer is analyzing about hedonistic lifestyle that the main characters of *Gossip Girl* have.

The last part the writer will try to prove how their hedonistic lifestyle affects the people around them.

#### 3.1 Hedonistic Lifestyle

*Gossip Girl* is a TV show aired by CW, an American channel. It tells about the life of Upper East teenagers in New York with their luxurious elite lives. The main characters are Serena Van Der Woodsen, Blair Waldorf, Chuck Bass, and Nate Archibald. The setting of the series is in New York in present time. It symbolizes the era of “we can get what we want easily”. The perimeters are money as a tool to get what they want. Easy access to everything and a lot of money will make someone become uncontrolled and in the higher level a hedonist. Hedonism becomes the big issues of this chapter.

Further, the writer is focusing in proving whether in the series hedonism lifestyle is portrayed in the main characters lifestyle or not. The analysis will be based on the theories and aspect of hedonism. So, the writer discusses about each character’s hedonistic and try to prove it as the characters’ drives in life.

Hedonism like Landauer, Jeff and Joseph Rowland (2001, para. 1) stated is an ethical system. It holds pleasure as the standard of value. Another definition of hedonism is stated by Knight (2009, para. 1) he explains

The name given to the group of ethical system that holds, with various modifications, that feelings of pleasure or happiness are the highest and final aim of conduct that, consequently those actions which increase the sum of pleasure are thereby constituted right, conversely, what increases pain is wrong.

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 *Gossip Girl*.

### 3.1.1 Blair Waldorf

Blair Waldorf is one of the main girl characters in this series who sees pleasure as her main purpose to reach everything she wants. She lives in a penthouse in Upper East Side of Manhattan, New York and attends an expensive elite private school. Her mother is a famous designer. So, money is not a big problem for her because having much money, and coming from rich family, make Blair feel that she is a queen and she can use people for her advantages. She never thinks how people get hurt because of her attitudes. For examples when she realizes she is falling in love with Chuck and he hurts her by breaking his promise to spend summer with her. It makes Blair sad, dissapointed, also mad. She is angry because no one can fool her like what Chuck does. So, she plans to get revenge. By the time she turns back to Manhattan, she takes a guy with her to make Chuck jealous. In other hand, Chuck who feels guilty has a plan to pick her up and surprise her. But, unfortunately Chuck is the one who gets a surprise.





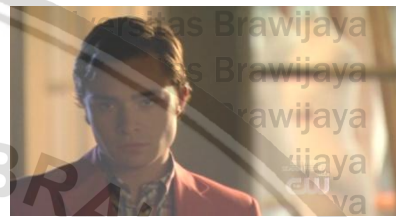
Frame 1



Frame 2



Frame 3



Frame 4

Figure 3.1 the expression of Chuck Bass and Blair Waldorf when Blair is kissing another man.

Gossip Girl voice: Spotted--Chuck Bass waiting for the jitney. A dozen roses in one hand, His heart in the other. You know what they say a man is a good thing to come home for, But an even better thing to come home with. Ain't karma a b\*\*\*h? We Know Blair Waldorf is.

(*Gossip Girl* season 2, 2008-2009, ep.1, 00:09:02,830- 00:09:33,290)

From the pictures above, in frame 3 Blair looks so satisfied to bring James home to surprise Chuck. It is to show Chuck that Blair is fine and she is not sad after Chuck hurts and disappoints her. Blair's destination to bring James with her and kiss him in front of Chuck is to show no one can fool and play over her. If someone does that, she will get revenge as soon as possible and no matter how; she will get revenge twice worse than someone who hurts her. For Chuck, as reflected on frame 4, it is shocking to see Blair kissing another man in front of him. He is shocked because he really wants to apologize to her because of what he did. He brings Blair's favorite flowers bouquet and is ready to surprise her.

Instead of surprising her, he feels disappointed and hurt. James, the center point of Blair and Chuck's attention, does not know that Blair is using him to hurt Chuck.

James just knows that Blair takes him with her to know more about Blair and the kiss is a fake.

From the camera angle we can see Chuck's and Blair's expression before and after Blair kisses the guy in front of Chuck. The cameramen in this scene use medium shot to catch the expression and concentrate on the actors not on the setting of the story. It helps to understand the expression of the characters and the stories without words. Like Chuck's expression in frame 1 before he knows that Blair goes back home with a guy, he is happy and with high confident want to give a surprise to Blair. However, in frame 2 Chuck is seeing Blair's kissing a man, his expression reflected on frame 4 shows that he is sad, angry, shocked, and also dissapointed. Different with Blair's expression in frame 3 which is happy and satisfied.

Blair never tells anyone she has a new boyfriend. However, she tells Serena about James when Chuck is there listening to her. She tells Serena how fantastic James is.



Frame 1



Frame 2

Figure 3.2 Blair tells Serena about James went Chuck suddenly come.

Blair: James is the classiest guy I've ever met, you know? He drinks Gin Martinis, and he speaks six languages, and he gave me this amazing Bulgari Pearl cho-ker with a gold "B" clasp on it. He's so charming. Plus, he tells the best stories."

Serena: Wait, I thought your dad gave you that. who's James?

Blair: (glance at Chuck)

Serena: Oh, my god, B. He sounds amazing. The last time we talked, um... you hadn't even met him.

Chuck: You're lying.

Blair: I am not.

Chuck: Your eyes are doing that thing where they don't match your mouth

Blair: I wasn't aware that robots got jealous. Did they update your software while I was away?

Chuck: Come on. You and I both know this guy's just a prop you bought To try to hurt me like I hurt you.

Blair: you didn't hurt me.

(*Gossip Girl* season 2, 2008-2009, ep.1, 0:10:41,700-00:11:26,605)

From the pictures and the dialog, they show how Blair always tries to make compliment over James in front of Chuck to show how romantic and smart James is. She wants Chuck to know he never hurts her. She is fine and not thinking about Chuck, and how he breaks his promise. For Blair, in front of Chuck, his rejection is something that can not hurt and make her sad. Blair wants to show Chuck she does not become weak because of him. She never admits she uses James because she is too proud of herself. Serena, who has never been told about James, becomes confused and can not follow Blair's sign. After getting what Blair means, she follows Blair's sign and tells Blair she is happy for her although she has never been told about James. Chuck who sees Serena's confusion about what Blair says, tells Blair she is lying about James and he is just a tool to make Chuck jealous.

The interesting one is when Chuck says that James is a prop or property. He says

that James is not a person but a thing. Blair just used James like a doll. If she bored she will leave him. No feel attached between Blair and James.

Chuck: You and I both know this guy's just a prop you bought. To try to hurt me like I hurt you.

(*Gossip Girl* season 2, 2008-2009, ep. 1, 00:11:20,556- 00:11:24,805)

On the previous page, the scene uses medium shot too. From the expression of how Serena gets shocked in frame 1, how Chuck gets jealous and angry in frame 2, and also how Blair looks so happy, show that the shot is to emphasize on the expression of the actor and yet the audiences still know where the setting is.

Blair feels she has succeeded in making Chuck jealous. Her new plan is taking James as a date to the White Party hosted by Serena's family. She knows Chuck will be there. So, she convinces James to come. At the party, she is so intimate with James and Chuck watches them jealously.



Frame 1



Frame 2

Figure 3.3 Blair tries to make Chuck jealous

Blair hugs James intimately and she steals a look at Chuck's expression. She knows Chuck is angry and jealous. She feels up in the air. She never realizes if

James knows about this, he will get angry and leave her. Blair just cares about her own feelings and also what she wants to accomplish although it will make other

people hurt. James who sees Blair's attitude realizes he is just a toy for her to make Chuck jealous. Chuck who sees it feels happy because finally James knows Blair just uses him as a tool to make Chuck jealous.

James: You've been using me to make that guy jealous!

Blair: I have not!

James: It's no wonder you hate "charade." It hits too close to home.

Blair: You don't understand. Chuck is an awful person. He does terrible things. He uses people.

James: And... You think you're any different? I can't believe I've been so stupid. I bet you don't even like me at all.

Blair: No, not really. I mean... You're kind of boring.

James: Am I? Or are you just too interested in yourself to get to know me? You two deserve each other. You really know how to hurt people.

(*Gossip Girl* season 2, 2008-2009, ep.1, 00:29:55,290- 00:30:41,790)

When James finds out Blair just using him, he gets angry. He never expects Blair can do this horrible thing to someone else. He feels everything happened before were just lies and realizes that she never really falls in love with him.

James tells Blair, she deserves to be with Chuck because they are the same. Blair who hears that tries to convince James that Chuck is a bad person who always uses other people. She is talking without thinking, because she is exactly the same with Chuck, using people to get what she wants. She never expects that James will get so angry because of her. It shows that Blair just cares about her feelings and never cares about others. Both Chuck and Blair is the master of hurting people.

In figure 3.3, the first frame using long shot. It is to show the focus of the story are Blair and James but the audiences still can see Chuck who stands not far from them and watches them. It gives emphasis on how Blair uses James to make

Chuck jealous. The second frame uses medium shot to show how jealous and angry Chuck is to see Blair's attitudes

Blair's ability is not only on how to use other people to get what she wants.

She also has other ability which is to impress people by making a huge party.

However, the party itself is not only to impress people but also to get what she wants. It is reflected when Blair goes back to her penthouse with James after

summer vacation. Blair is finding out that James is going to dinner with his

stepmother and she is not invited. Being angry because she is not invited, Blair

tells James he will miss her annual welcome-back party. Blair tells James it is a

party where she always becomes the host to welcome her friends before going

back to school. James is interested to come and he reschedules his dinner with his

stepmother.

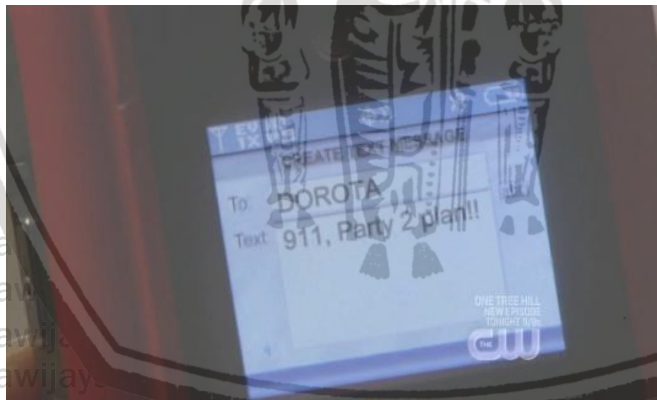


Figure 3.4 Blair is texting her servant, Dorota, to make a plan for a party.

James: Oh, the duchess was hoping we'd get dinner.

Blair: Dinner? I'd love to have dinner with your mother.

James: Oh, she's my stepmother, actually. Not that this makes her an any less forceful presence in my life. But I meant we are having dinner--she and I. We haven't seen each other much all summer, so...

Blair: Oh. Of course. I understand. It's just... You'll be missing my big party.

James: You're having a party?

Blair: I can't believe I didn't mention it. Every year I have a big "welcome

"back to the city" party for all my friends. It's only my favorite event of the year.

James: Then I'll tell the duchess we'll catch up another time.

Blair: You don't have to, but thank you.

(*Gossip Girl* season 2, 2008-2009, ep.2, 00:12:09,440- 00:12:55,920)

The picture tells that Blair is lying again to James. Blair's welcome back party is just a flash idea when she knows she is not invited to James' family dinner. She is texting Dorota, her servant, to plan a party. She wants James to see her as a valuable and honorable girl. She does all of those things because Blair finds out that James is a Lord from England and his real name is Marcus. Since James tells Blair about his identity; Blair never lets him go from her side. Her mission to make Chuck jealous is forgotten after knowing James' social status.

Blair: Then invite strangers. I have to present myself as a crown jewel, surrounded by other smaller, slightly flawed gems, but quality stones nonetheless. And try to round up a couple people who can vote, so it doesn't feel like a total high school party.

(*Gossip Girl* season 2, 2008-2009, ep.2, 00:18:28,500)

The mission of the party is to make James see the other side of Blair as a charismatic, elegant and elite girl. To make James see it, Blair must invite people who have lower class. All she thinks is just her image in front of James. She never thinks about how much money she spends to rent a library, a place where she holds the party, for the foods, musicians, etc.

All of Blair's attitudes show her tendency to be a hedonist. First is stated by E.

P. Seligman, Martin and Ed Royzman (2003, para.2), they believe hedonism holds happiness is a matter of raw subjective feeling. A happy life maximizes feelings of pleasure and minimizes pain. It is reflected in Blair's characteristics. She believes if she is happy, everything will be fine. If it is not, she will find a way to

make her life become happy although it will use people or her money. It is not only Blair who always think happiness is important for her, but also people around her. Like Serena who always thinks that she must protects Blair's feeling and tries to fulfill Blair's need.

Serena: I don't think I'm gonna do this. Blair would be crushed. If anybody's gonna walk the runway in Eleanor's designs, it's her.

Poppy: Serena, I've only known you for a few weeks, but it's pretty clear you've spent your whole life worrying about Blair and what she thinks and how she feels.

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:30:41,440-00:30:58,640)

From the conversation between Serena and Poppy, it is so clear that Serena is always worried about Blair's feeling. In opposite, Blair never cares about Serena's feeling. For her, the important thing is everyone must please her or she will do something bad if people do not please her. It shows how egoistic Blair is. Pleasure and desire are the main point of Blair's life. It is like E. P. Seligman, Martin and Ed Royzman have stated (2003, para.5) that Desire theories hold that happiness is a matter of getting what you want (Griffin, 1986), with the content of the want left up to the person who does the wanting. Desire theory subsumes hedonism when what we want is lots of pleasure and little pain. It is reflected in Blair's attitude when she is angry with Serena, she tries to sabotage her mother's fashion show. She is angry because Serena breaks their tradition and become a model in her mother's show. It means Blair will get revenge to everyone who hurts her, although the one is her best friend.

Blair: Serena, can we talk?

Serena: About what? How you tried to publicly humiliate me?

Blair: You know about the dress.

Serena: Yeah, Laurel told me. She said it was an accident.



Clearly, she doesn't know you.

Blair: I'm sorry. I was hurt, okay? Y-You blew off our most beloved tradition.

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:39:03,640 -00:39:23,080)

The conversation explains how Blair beside her heart pain to do something bad to another. She does not want to be blamed because she humiliates other people. If she is blamed, she will turn it back to people who blame her. For Blair, her feelings and her desire are the important things she cares about and she does not want to get hurt. Less pain and a lot of pleasure is her will. Different with Serena whose life is a lot of complicated things in life and a lot of personality's changes.

### 3.1.2 Serena Van Der Woodsen

Serena Van Der Woodsen is another main girl character beside Blair Waldorf.

She is portrayed as someone who tries to be low profile. She always tries to make her life simpler and normal although her life is so far from normal. Her life is more complicated than Blair's. In the first season, she is pictured as a bad girl who loves parties, drinks alcohol, and the climax is sleeps with Nate, Blair's boyfriend. In season two which is the object of this thesis, Serena is trying to become good girl and tries to become an ordinary girl.

All of those efforts fail when she meets a new friend, Poppy Lifton, a famous socialite in Manhattan, New York. Serena becomes the new favorite socialite for media and she goes back to the glamorous life which she tries to avoid.



Figure 3.5 Serena becomes the new socialite and get in to newspaper.

Hazel: Serena is in "Women's wear daily"...

Kelsey: With Poppy Lifton.

Hazel: Serena could, like, die now knowing that she's lived a fulfilled life.

Serena: Hey, guys.

Penelope: Oh, my gosh. Is Poppy nice? She looks so nice.

Serena: What? Oh, gosh. I haven't even seen that. (looking at the newspaper)

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:04:46,910- 00:05:02,190)

Serena is going back to spotlight after a long time trying to hide herself.

Hazel, Kelsey, and Penelope who are Blair's group members, read about Serena

becoming new socialite and friends with Poppy Lifton, which makes Serena more

popular than Blair. After long time Serena never cares about how popular she is,

now after becoming the focus of media, she goes back to the spotlight. It is also

supported by the picture above while uses close-up shot to explain how Serena

gets the media's attention and becomes news.

The effect of getting into newspapers is Serena becomes famous and gets

many invitations to come at the fashion week in New York. She also gets special

request from Eleanor Waldorf, Blair's mother, to come and sit in front row in her

fashion show which makes her break her tradition to have Blair watching the

fashion show at the back stage since she was twelve years old. Blair who gets angry because Serena is break their tradition get revenge by doing sabotage to Eleanor's models and tries to ruin the show. Jane Humpfrey, Dan's Humpfrey's sister who is Serena's boyfriend, who works for Eleanor, knows it asks Serena's help to become Eleanor's model.



Frame 1

Frame 2

Figure 3.6 Serena becomes model for save Eleanor Waldrof's show.

Eleanor Waldrof:

How on earth does one lose models?

Eleanor's assistant

N-n-never mind. This is going to be sensational. "Models lost, socialites save the day." Oh! Your show will get so much press; it'll drive Marc Jacobs to drink.

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:29:42,550- 0:29:55,520)

From the pictures and the conversation above, we can see that Serena is already recognized as a socialite. It is shown from the first frame which focuses on Serena at runway wearing the design of Eleanor Waldrof and how she loves the attention. The second frame shows Serena with her new friends enjoy themselves of becoming models and it tells also the audiences how becoming socialite is so much fun.

After getting used to be the center of attention, Serena tries to become a normal girl with not much attention from other people. Her life turns into flat.

Until Serena accidentally meets Poppy. She tells Poppy she will make a sweet sixteen party for her friend, Jenny and asks Poppy to come. But, when Serena tells

Jenny about the sweet sixteen party plan, Jenny refuses it. Serena who has heard

Jenny's decision agrees the idea until at school she meets Blair's followers: Hazel,

Kelsey, and Yuki. They mock Serena because she cancels the party. They thank

her because they will not have bad feeling not to come to her party because

Penelope will also host a party. Serena, who hears about that, calls the catering to

confirm that the party is not canceled. So, she takes Jenny to buy some dresses as

her birthday gift. Poppy convinces her that girl just once turns into sixteen and

everyone will be happy to get a sweet sixteen surprise party. Persuaded by Poppy,

Serena makes phone calls to prepare Jenny's birthday.

The party is just a reason for Serena to prove she is still a good party planner.

Also to prove her life is not that flat. Jenny's birthday becomes the perfect reason

to make a huge fancy party and invite some important people and media. Serena's

does not care how Jenny feeling about the party. Serena believes Jenny will be

happy.



Frame 1



Frame 2



Frame 3



Frame 4

Figure 3.7 Serena makes a surprise for Jenny's birthday

Serena: Well, surprised?  
 Jenny: Confused. I mean, what is all this? Where's my dad and Lily?  
 Serena: They're at "Billy Elliot," fifth road center. I-I told them that a girl only turns 16 once, and she needs to spend it with her friends, and friends of friends. My present to you.  
 Jenny: Serena, I didn't want this.  
 Serena: Well, I thought you didn't want a social fiasco. Where--where you planned something and people didn't show up, but this is perfect. I mean, Jenny, all of these people are here for you.  
 Jenny: (leave Serena, talk to Eric) Eric, I don't get it. Why would Serena hijack my birthday?  
 Eric: Well, I know she was trying to do something nice for you. Maybe she just got a little carried away and maybe she wanted to prove to everyone she could still throw a great party.  
 (Gossip Girl season 2, 2008-2009, ep.20, 00:22:50,960-00:23:16,459; 00:23:36,127-00:23:50,727)

The effect of becoming socialite is never having the ability to turn off the spotlight. Serena wants to prove her self and everyone, she still can make a huge and great party after long time not doing it. She makes Jenny's birthday as an

excuse to throw a big party. However, she never thinks the effect of making an unplanned party. It becomes absolutely chaotic. Serena just thinks about the party hosted by her will be great and people will talk about it. It is also to prove Serena is the same with the old Serena but better than before, and she does not want to losing the respect of her friends. She wants the victory and also the spotlight is always in her hand. Being hurt for her is normal. But, when her friends, especially Blair, say that she must get revenge she will do it. For Serena, the important thing is her image in front of her friends.

By means of defending her image in front of her friends, Serena becomes selfish and never thinks of another people's feelings, just like Blair. However, Serena has tendency to be more selfish because she clearly knows that people will get hurt if she does something bad, like in Jenny's surprise party. It is like Moore, Andrew (2004, para. 1) said about motivational hedonism,

The claim that only pleasure or pain motivates us. Motivational hedonism will here be construed as the egoistic claim that one is motivated by *one's own* pleasure or pain, and as including the claim that one is motivated for pleasure and against pain. Being motivated 'for' pleasure and 'against' pain will be construed in '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 oneself; that is by *maximization* of the net amount or value of pleasure minus pain for oneself.

Like Andrew Moore said, motivational hedonism is the egoistic claim that motivates someone from someone's pleasure or pain. For Serena, the egoistic claims come from Poppy Lifton. She meets Poppy after a long time and Poppy has a great life. Different with Serena's life which is exactly the same. The accidental meeting with Poppy motivates Serena to make a party, to prove that she

still has a great life and still can host a fabulous party. The party becomes Serena's access to produce pleasures. Different with Blair who is really know what she wants. Serena will make her desire comes true after someone convinces her to do it.

Poppy: well, a girl like you should be on the arm of a designer, At the costume ball one day and yachting around the maldives the next, not making up and breaking up with the same high school boy, and feuding with your frenemy.

Serena: I know. What--what can i do?

Poppy: Well, this party would be a good place to start.

Serena: Yeah, i-i-i thought that, But Jenny is just really set on something simpler.

Poppy: Any 16-year-old girl would love the kind of party that you should be throwing-- Adult, elegant, the right notables in attendance. And you saw the way that she looked at that dress. She loves it. She wants a party like this. She just needs someone to hold her hand a little. See? She loves it. That's all the proof you need. You know, it's not too late. Why don't you start making some phone calls?

Serena: Hi. It's Serena van der woodsen. Um, I know my mom might have called you this morning, But there's been a mistake. The party's not canceled. it's--it's still on, And actually, it's--it's gonna be bigger.

(*Gossip Girl* season 2, 2008-2009, ep.20, 00:14:14,067- 00:15:38,033)

The conversation describes how Serena is actually so weak and impressionable. She always thinks and cares about what people say about her.

She will do everything to make a good impression to people around her. It is like

Andrew Moore (2004, para. 1) stated about 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 friendships, actions, and achievements, our states of understanding, insight and character, have only instrumental worth, through the pleasure they cause or the pain they diminish. Things can of course have both instrumental and non-instrumental value. Where they do so, their 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 might also

have instrumental value, through the further pain you avoid by its making you twice shy.

In Serena's case, her friendship is important but her acts are more important because they will achieve compliments and respects from her friends. Pleasure is something she looks for. But, when her acts are too excessive, she will get the effects which are pain and shyness. If Serena gets some problems from her attitude and gets blame, she will leave the source of problems and not finish it until the condition calmer.

It is different with Nate Archibald. One of the main boy characters who are seemly more normal than other characters. He almost never makes an advantage out of other people. He is more independent and low profile. Nate is a mature character until he gets a family problem and it is out of his control.

### 3.1.3 Nate Archibald

Nate Archibald is pictured as an ordinary boy compared to Chuck. The bad thing he has ever done is sleeping with Serena while he is dating Blair. He always convinces himself that he is a good boy and not like Chuck, Serena, and Blair. Unconsciously, Nate is the same as them. He always looks for pleasures and does not want to get hurt.

The evidence is when Summer holiday comes; Nate, Chuck, and Serena comes to Hamptons to spend their Summer holiday. Nate meets a woman named Catherine and falls in love with her. Everyday he meets Catherine, although it is forbidden, because Catherine has already married. To cover up his affair, Nate asks Serena to have a fake relationship with him. Serena who has recently broken



up agrees to have a “relationship” with Nate, although she does not know yet about the affair.

Catherine: Are you sure Serena's still okay with covering for you? She was a little cold.

Nate : Oh, she's totally fine.

Catherine: But you haven't told her anything?

Nate : All she knows is that I'm seeing someone. I'm not ready to introduce to anyone just yet. Or ever. Look, she needed time to decompress from her breakup anyway. Covering for me works for her, too.

(*Gossip Girl* season 2, 2008-2009, ep. 1, 00:02:29,464- 00:02:46,898)

From the conversation, it explains how Nate is using his own friend to cover up his affair. He never thinks how Serena feels if she knows Nate asks her help to cover up his affair. All that he cares is can meet Catherine and people will not be suspicious about it. Suddenly, Catherine breaks their relationship up because her husband suddenly comes. Nate, who feels angry of getting dump, is asking Serena to become his date in the white party. White party is a party hosted by Serena's grand mother to make up a purse for some charity organization that she has.

Something that Serena does not know is that Nate has a mission in the party. He is using Serena to make Catherine jealous. At the White Party, Nate's mission is failed. He gets bad reaction from Catherine because he is attending the party. She thinks that Nate will destroy her marriage. Nate who gets hurt, and angry really wants to have vengeance to Catherine by kissing Serena in front of her.



Frame 1



Frame 2

Figure 3.8 Serena is kissing Nate to make Catherine jealous.

Nate : Catherine. what are you doing?  
 Catherine: Why did you kiss Serena?  
 Nate : You said we were through.  
 Catherine: I can't believe that you would try to make me jealous in front  
 of my husband and our friends.  
 Nate : Well, did it work?  
 Catherine: completely.  
 (*Gossip Girl* season 2, 2008-2009, ep. 1, 00:33:38,610- 00:33:50,740)

In the first frame, Nate and Serena are shot by a close up shot which stresses the story between the characters. In this case Nate kisses Serena. It also shows the reaction of the characters like it is shown in the second frame which uses medium shot to show Catherine's expression in seeing Nate and Serena are kissing. It shows how Nate hates of being hurt and always tries to get revenge to people who hurt him as soon as possible.

Nate does not only having an affair with Catherine, at same time he is also close to Vanessa. Nate never tells Vanessa that he is already dating Catherine and has fake relationship with Serena. So, Nate has three women in his life now. One must be hidden because it is an affair; the second one must be shown to public to cover the affair and is a place to runaway from Catherine; the third one is a fake relationship to cover Nate's affair, but it is over because Serena recently backs to

her old boyfriend. Nate has relationship with Vanessa while dating Catherine because Catherine starts to be demanding. Vanessa, who does not know about it, is feeling happy because Nate can be close with her again. But, it changes when Vanessa messed up. She is messing up Blair's plan to help Nate free from his debt to Catherine. Nate is angry to her because she is infringing Blair's helps to Nate and makes Nate in the middle of high debt again. Nate just leaves her and does not say anything to her again.

Vanessa: Nate.

Nate : What are you doing here?

Vanessa: I came to apologize. I didn't know what Blair was doing with the deal and the money and...

Nate : I gotta get to school.

Vanessa: So that's it? We can't even be friends?

Nate : Well, we were never really friends, remember?

(*Gossip Girl* season 2, 2008-2009, ep. 4, 00:36:10,180- 00:36:20,550; 00:36:39,500-00:36:48,020)

It shows how Nate dumps people if he is angry to them. Nate is dating Vanessa and they start going out and act like they are in love. Nevertheless Vanessa apologizes to Nate about her destroy Blair's plan to finish Nate's debt also she is not telling Nate about it. Nate becomes angry and tells Vanessa they are never really friends. It shows how Nate becomes so egoistic and does not give a second chance to Vanessa to fix it. Everything they have before is not important again for Nate because Vanessa lies to him. It shows that Nate's act is motivated by pleasure and pain. It is like Andrew Moore (2004, para. 1) Stated about motivational hedonism:

The claim that only pleasure or pain motivates us. Motivational hedonism will here be construed as the egoistic claim that one is motivated by *one's own* pleasure or pain, and as including the claim that one is motivated for

pleasure and against pain. Being motivated 'for' pleasure and 'against' pain will be construed in '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 oneself; that is by *maximization* of the net amount or value of pleasure minus pain for oneself.

For Nate, pleasure is the important thing. If he gets hurt and feel bad to other people, he will look for some ways to make people feel the same. Like in the White Party when he sees Catherine with her husband so intimately, He feels so jealous and looks some ways to make Catherine jealous by kissing Serena.

Nate: I just wish I could make her feel as badly as I feel right now.  
(*Gossip Girl* season 2, 2008-2009, ep. 1, 00:31:39,560-00:31:43,630)

In the conversation, it shows that the most important thing for him is his feeling. He can use everyone to fulfill his desire. In this case, his own bestfriend, Serena. He kisses her in front of Catherine and Serena's family. He never thinks about the effect of the kiss for people who do not know the meaning behind the kiss. He just cares about his own emotion. It also happens to Vanessa, whom Nate gives hope to be together but finally he dumps her. It is a paradox somehow because he always tries to be a good guy, but at the same time he does exactly the same like what his friends do, being so selfish and using people for his self-interest.

Different with Nate, Chuck, is the one who is really proud of his money and what he can do with it. He is more selfish than Nate and he is the same as Blair Waldorf in terms of using people and money to fulfill their desires

### 3.1.4 Chuck Bass

Chuck Bass is portrayed as the male version of Blair Waldorf. He loves to use people and his money to get what he wants. Every night he pays for different women to satisfy him and goes to expensive clubs. It is clear that money is not Chuck's problem. He realizes that money, power, and high position are his keys to control everything. It is like what he says to Serena, "Then I realized I'm a 17-Year-Old billionaire with tremendous stamina." (*Gossip Girl* season 2, 2008-2009, ep.21, 00:04:03,030- 00:04:08,600). It shows how Chuck feels. He is a young billionaire and he can do everything. For example, when Serena broke up with Dan, Chuck convinced her that she is born to be a queen and Dan Humphrey just tries to hold her back. However, Serena does not want to be a queen because it is Blair's dream. So, Chuck finds a way to provoke Serena. Chuck provokes Serena because he wants to destroy Blair's crown and makes her need his help to take back her crown, and Serena is the right victim. He asks Blair's followers to make a problem with Dan's new friend. Dan who knows it is angry to Serena and it is a mistake, because if Serena gets hurt, she will be so evil. Chuck who sees it becomes happy because he succeeds in making Serena angry. Something that Serena and Dan do not know is the girl, Amanda, who is close to Dan and makes Serena jealous is Chuck's trap.

Amanda: I don't get it. You wanted me to pretend to like this guy, so he could make his ex-girlfriend jealous?

Chuck : Jealousy is a powerful emotion. I had to create a monster if I was going to dethrone a queen.

Amanda: Why do you care who's queen of the high school?

Chuck : I do have a reason

(*Gossip Girl* season 2, 2008-2009, ep.4, 00:38:11,590- 00:38:25,620).

The reason why he gives Amanda money is to make Serena angry and change Serena a queen at school so that she can get rid of Blair's position as the previous queen. Chuck does this because he knows that being the queen at school is important for Blair. He expects Blair will need his help to regain the position. So, he does everything to make Blair on his side again.

Another example of how close the relation between Chuck and money is when his school goes for a college visit to Yale University. Chuck's goal is to get in to the Yale's inner sanctum. Inner Sanctum is a secret, exclusive group in the university. There is special selection for people to join the group. Chuck who lives in upper east and already famous becomes inner sanctum's target to get some tests before joining the group. On the day he goes to Yale, he is kidnapped by some seniors there.

Senior student: Chuck Bass, heir to Bass industries, Champion of the legendary lost weekend. Rumor has it you've slept with more "maxim" covers than John Mayer

Chuck : And better, I might add.

Senior student: If our Intel's correct, you're our prime candidate From next year's class, but we don't take anything on hearsay. We need to know firsthand If you're as good as your advertising.

Chuck : Well, I come prepared. How about a little private party to kick things off?

Senior student: What do you have in mind?

(*Gossip Girl* season 2, 2008-2009, ep.4, 00:38:11,590- 00:38:25,620).

Chuck is so famous in Manhattan, this means that to be in Yale will be perfect for him. It will be more perfect if he can join the famous Inner Sanctum. He becomes the prime candidate of the sanctum. But first, he must give something to prove that he really wants it. So, he rents a few call girls for the members of inner sanctum to prove that he is capable and suitable with the association.

Chuck: You gentlemen wanted a Chuck Bass party. Your party has arrived, straight from... I can't tell you where they're from actually, But they're the best money can buy.  
(*Gossip Girl* season 2, 2008-2009, ep.4, 00:24:20,510 - 00:24:29,200).

From the conversation, the audience will know that Chuck is famous because he is a bad boy. He spends every night with different woman. Clearly, money is not his problem and he can do whatever he wants to get people's respect and to prove that he is powerful. Chuck bribes the Inner Sanctum members with some call girls to satisfy them. The money to pay all the girls is nothing compared to the result he will get after that.

All of Chuck's attitudes are getting worse when his father passed away because of car accident. He was sad, but at the same time he also realizes he will become the only heir of the Basses property. One day, after a recovering from his loss, he is waking up in a hotel but losing some of his memories about the things happened the night before. He just remembers he went to a gentleman club and met a woman. In the morning he finds a symbol tattooed on his hand and a card with an addresses.

Chuck : Yesterday, I received an envelope. Inside was a business card with an address, a date and a time on it. No name. I assumed it was some overly designed invitation to a business meeting. When i arrived at the address, it was something different entirely.

Nate : A high-stakes poker game? Or an arms dealer auction?

Chuck : The ultimate private gentleman's club. I walked through this door, and it was... She was the most beautiful woman i've ever seen. It's like she was waiting for me... ready to serve... knowing my every desire...

(*Gossip Girl* season 2, 2008-2009, ep.17, 00:09:21,667- 00:10:16,267).

Being anxious to find out what happened to him, Chuck takes Nate with him and looks for the address. There, he finds nothing. The place on the address is a

fancy house on sale. Chuck pretends to be interested to buy it and asks about the family who owns the building. Actually he is looking for the woman who spent the night with him yesterday. He finds out that the woman was the nanny of the house owner. Elle, the woman whom Chuck is looking for is an exclusive call girl. Finally, Chuck finds her and knows that she has financial problems. Chuck who already likes her, tries to help Elle to pay for her debt and change her identity.

Elle : You know the kind of people who are members. They're powerful men, and the things I know about them could destroy their lives. Nobody ever told me that once you're in, you're in for good. If only I could just leave the country, Start over with a clean slate.

Chuck : So that's what you'll do. Money's not a problem. We'll get you a new identity, a new passport.

Elle : How?

Chuck : I know a guy.

(*Gossip Girl* season 2, 2008-2009, ep.18, 00:13:03,900-00:13:25,640).

From the conversation between Chuck and Elle, it shows how money is not Chuck's problem at all. He can do everything for Elle. Starting a new life with new identity can be done with Chuck's help. Chuck just wants to show Elle that he has a power to do everything he wants, and he can solve any problems such as changing identity which for some people is difficult. Chuck wants to help Elle because he wants Elle to be close to him for a while and gives him the same service like when they first met in the Gentlemen club. Also, Chuck wants to show that no matter how old Elle is and what her background is, if he likes her, she will be his.

Chuck's attitude reflected on Pelkoff's, Leonard's and Harry Binswanger's (2010, para. 1) theories which say



Hedonism is the doctrine which holds that the good is whatever gives you pleasure and, therefore, pleasure is the standard of morality. Objectivism holds that the good must be defined by a rational standard of value, that pleasure is not a first cause, but only consequence, that only the pleasure which proceeds from rational value judgment can be regarded as moral, that pleasure, as such, is not a guide to action nor standard of morality.

In this theory pleasure is the standard of morality. We can do anything we want and never think that it is good or bad as long as we get pleasure. Like Chuck, he is still seventeen years old, but he is capable of doing something that adult people do. He drinks alcohol, goes to the club or pub, stays every night with different woman. For him as long as he gets pleasure and he is happy, he does not care about morality or judgment from other people. He does not have the standard of morality. He does good thing but also too much bad thing. So, pleasure and happiness are his standard of life.

From the analysis above, it explains how all the characters of *Gossip Girl* have hedonistic lifestyle. Pleasure becomes the main factor for them to get what they wants, and happiness is the purpose of their life. No matter it will hurt other people. Their hedonistic lifestyle gives effects to other people around them like their family and friends. So, in this sub-chapter, the writer will analyze about how their hedonistic lifestyle affects people around them.

### 3.2 The Effect of Hedonistic Lifestyle

Hedonistic lifestyle is a lifestyle that seeks pleasures. All that matter is feeling happy after getting what they want. In the process to get what they want, they never think about morality or politeness. They do everything to get what they want even it is out of morality codes, because they have power to do everything.

People who have hedonistic lifestyle feel that they have power to do everything on their own way, no matter people will get hurt or harmed by their action. They never care about the effect of what they do. This analysis will focus on Blair Waldorf and Nate Archibald. Both characters here have more obvious effects on their self and people around them than the other characters. The followings are the effects of hedonistic lifestyle are divided into two categories:

### 3.2.1 The Formation of Insider and Outsider

The first effect of hedonistic lifestyle is a formation of people in a group. Someone who has hedonistic lifestyle, unconsciously, is looking for people who have the same standards with theirs before deciding to become friends. They will look for some people who have the same level with theirs. They will select and eliminate people based on their own standards. It creates gap between them and other people. This is also discussed in Marxism like Prychitko, David. L (2008, para. 17) explained about Marx's theory how economy and power could separate and create some gaps between people who have everything with people who do not:

Marx's scientific socialism combined his economics and philosophy—including his theory of value and the concept of alienation—to demonstrate that throughout the course of human history, a profound struggle has developed between the "haves" and the "have-nots." Specifically, Marx claimed that capitalism has ruptured into a war between two classes: the bourgeoisie (the capitalist class that owns the means of production) and the proletariat (the working class, which is at the mercy of the capitalists)

The "have" will be a person who has money and power, whereas the "have-not" will be someone who has nothing and living under the "have". This "have" group then creates its own circle and have the same standards for the members.

They will become the power controller in their society and for people who do not have the same standard and economic level with theirs are called the “the have-not”. The ‘have-not’ will become the object of the “have”. It means someone who is unluckily in the category of the “have-not” will be used by the “have” to get what they want. Between the “have” and the “have-not” there will be gap which may lead to conflict.

The idea of the “have” and the ‘have-not’ is not only covered by Marxism theory, but also explained in sociology. In sociology it is called insider and outsider. Suyanto, Bagong and Narwoko, J. Dwi (2004, p. 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 outside the group who do not have same standard 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, it also happen in insider itself.

Between insider and the outsider, they can not be together because they have different standard and mission. Insider will become the controller of people outside their groups. Sometimes, between insider and outsider, they will have a lot of conflicts. Not only have conflict with outsider, sometimes the insider also have some conflicts between them.

Insider is divided into two categories, first is primer group and the second is secondary group. Like Charles Horton Cooley has stated as it is cited in Soerjono Soekanto (2006, p. 110);

Primer group is a group marks by some characteristics which know each member so well, tight, and personal. They also share an individual mission and make it become a group’s mission. In short explanation, primer group is a small group which has permanent relationship. While secondary group is a

group which includes some people and their relationship is not based on personal introduction and not permanent.

Between primary and secondary group, it has some differences. If primer group is based on personal introduction, it is not with the secondary. The members of primer group are personally attached to each other and have the same standard and mission, while those of the secondary are just friends in need who have the same mission at that time and become friends to make it comes true.

All of those aspects are manifested in the series of *Gossip Girl*. All of the main characters are coming from well born families. They are rich and always get what they want. So, it makes them unconsciously eliminate and grouping people around them based on economic level and it is obvious in Blair's case. Blair's point of view in categorizing who deserves to be insider and outsider is a little bit different from other characters' point of view. The insider for her is friends that know her and have strong relationship with her. It includes Serena, Nate, and Chuck. It is like Charles Horton Cooley (2004, p. 25) tells about primer group.

The member of primer group will know each others for long time, have individual relationship, and this group is important for all the members because it creates the identity of each individual in society. This relationship is based on personal relationship. They see each other as people who have same destination in the end.”

For Blair; Serena, Nate, and Chuck are her close friends, because they are sharing some personal attachment. They know each other since they were children, live in same society, and share same mission and standard. Therefore Serena, Blair, Nate, and Chuck is called primer group. Blair's friendship with Serena, Nate, and Chuck is so important, although sometimes they fight, compete and used each other to get what they want.

Between Blair and Serena, sometimes they understand each others, yet they compete to get what they want even if it hurts each of them. Blair is an egotist.

She wants people always understanding her, especially Serena. For Blair, Serena is her best friend, so she must take care of Blair. Automatically Serena always does something based on Blair's mood and Serena acts as a protector of Blair's feeling. It makes Blair sometimes become so egoistic to Serena. Blair does not like if Serena becomes the attention of people, and they will forget Blair. So, she is using many ways to get back people's attention, and when Serena is angry about what she is doing, Blair will say that she is doing that because she is hurt.

Blair : Serena, can we talk?

Serena: About what? How you tried to publicly humiliate me?

Blair : You know about the dress.

Serena: Yeah, Laurel told me. She said it was an accident. Clearly, she doesn't know you.

Blair : I'm sorry. I was hurt, okay? Y-You blew off our most beloved tradition.

Serena: Just get over it, Blair.

Blair : Excuse me?

Serena: My whole life, I have been bending over backwards to protect your feelings. And you know what? It's not my fault you're so insecure.

Blair : And I'm sure it's not your fault you're so conceited.

Serena: I'm just tired of trying to hold myself back so I don't outshine you.

Blair : Oh, my god. Can you hear the words that are coming out of your mouth?

Serena: Just the truth. From now on, I'm gonna be who I am, and if you can support that and not be threatened and competitive, then great. If not...

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:39:03,640- 00:39:59,490).

From the conversation above, it shows how Blair always uses her feeling as her reason to do what she wants. In the end, although many back stabbing, and rivalry, Blair and Serena still best friend who support each other.

Blair, Nate, and Chuck have complicated relationship than anyone. Nate is Blair's best friend who turns into her first love. Then, they broke up, but still have a good relationship as a friend. After that, Blair has a crush with Chuck who is also Nate's best friend. For Blair, hanging out with Nate is so easy, nothing must hide, everything just normal. Being with Nate make everything for Blair is so fun.

Blair : It's just-- i was having so much fun hanging out with a normal guy like Nate. We may not have had the drama or the electricity, But you know what we did have?

Dorota: Fun?

Blair : Yes, dorota, fun. Nate--he's so nice.

(*Gossip Girl* season 2, 2008-2009, ep.5, 00:39:03,640- 00:39:59,490).

If being with Nate is so easy and no drama for Blair, it is different when it comes with Chuck. Blair and Chuck are friends who become enemies. But, in this season, Chuck who abandons Blair makes their relationship little bit complicated.

Blair loves Chuck, and so does Chuck. But, Chuck does not have any bravery to say it. It makes Blair angry and broken heart. Until, at the bar, Blair tells Chuck about her feelings.

Blair : We're just doing what we always do--finding excuses. Well... I won't do it anymore. I know you told Serena you love me.

Chuck: Serena heard wrong.

Blair : Last year you told Nate. This year you told Serena. You tell everyone but me. Why can't you tell me? Is gossip girl right about you being a coward?

Chuck: That's not true and you know it.

Blair : Gossip girl can be right about you all she wants, But I won't let her be right about me. I will not be weak anymore. You can't run. You have to stay here and hear it this time. Chuck Bass... I love you. I love you so much...

(*Gossip Girl* season 2, 2008-2009, ep.25, 00:24:23,860- 00:25:09,650).

Blair's relationship with Chuck is started from friends and becomes lover.

Blair confesses to Chuck that she loves him. Blair and Chuck will become a

unique couple because they almost have similliar characters. They love using people, they are sharing enemies, and they always look down to people outside their group.

In sociology, they are called primary group, because they share similar standards and mission. The same standard which means the same wealth, live in the same area, Upper East Side of Manhattan, and they become friends since they were children. They are the reasons for to know each other well and become best friends. They share happiness and pleasure as a goal of their life. For Blair; Serena, Nate, and Chuck can not be replaced by other people, because no one could understand her than them.

Blair sets some standards before she chooses friends. The standards are that they have to belong to the same class or status, the same wealth or verge on her wealth. If Blair looks for some friends outside her group, she decides who will be her friends and who will be not. She will look for some terms like what their parents' occupation, where they spend their vacation, where they live in, and what social status they are. If Blair finds some congeniality with them, she makes them her friends.



Figure 3.9 Blair has student's identity book to choose and eliminate friend

Blair: Let's see here. A.P. Scores good... Decent charity work... Young women of The American ballet theater...  
 (Gossip Girl season 2, 2008-2009, ep.4, 00:04:47,063-00:04:55,691)

From the picture which is using close-up shot to stress the student's identity book, it explains clearly about how Blair chooses friends. She has a book that contains all of junior student's identities; she reads it and decides who will be in her group and who will not. She gets all the information about their school grades, parent's occupation, what organization they join, etc. If Blair has decided to choose the friends, she invites them to have lunch with her and her friends.

Lunch time is a time when Blair doctrines the new members with her rules.

Blair also organizes the position where she must sit and where they must sit. She will tell them that they must follow everything she says, if they do not follow it, Blair will kick them out from the group and they will be mocked at school.





Figure 3.10 Blair's sitting position with her friends

Blair : We have a few ground rules here. Now that we're all friends, you should know that dating someone's ex is frowned upon. For instance, Serena and Dan used to--

G  
Amanda: Oh, I didn't know.

Blair : Of course you didn't. That's what friends are for. But now that you know... You understand.

(*Gossip Girl* season 2, 2008-2009, ep.4, 00:16:15,125-00:16:33,925)

Based on the picture it explains how Blair arranges the sitting position. Blair is at the top, next to Blair and with the space which would be for Kelsey and Penelope, the old member of Blair's group. Underneath Blair are the new members. The scene is using the medium shot. It shows how Blair wants to say that she is on the top position and others are in lower position. From the conversation, it shows how Blair decides some rules and everyone must agree with it.

It does not only stop at controlling the rule and her followers. Blair also looks for a new queen to replace her position. She will look for someone who is suitable

and can control over everything before she leaves. Also, the new queen must be richer than others, and the winner goes to Jenny Humpfrey.

Blair : So looks like we have a winner. Now if you don't mind... (gives the crown to Jenny)

Kelsey: How can you do this? Letting some girl from Brooklyn carry on our legacy?

Blair : Haven't you ever heard of a foreign queen? Besides her dad is marrying Lily Bass, So I think that makes her richer than all of you.

(*Gossip Girl* season 2, 2008-2009, ep.25, 00:36:36,190-00:36:54,410)

Blair's decision can not be undisputable. Everyone must be agreeing. It is the same when she chooses Jenny as the new queen. Although in the beginning Jenny does not fit with Blair's standard because she come from Brooklyn and Brooklyn is a place for people with a low economy level. At first, Blair's standard is based on the classification of economy and Jenny is not on Blair's list. Jenny can not fulfil Blair's entire standard, and suddenly at one time she becomes richer than others because her father marries Serena's mother, Lily Bass, who is one of the richest in town. Starting next year, Jenny moves to Upper East Side. So, Jenny can fulfil Blair's standards to become a new queen.

Blair's followers are called the secondary group. Roucek and Warren (1962, p.46) said secondary group is a group that include some people whose the relation is not based on personal relationship, but more on group. The mission, the standard, and the friendship are related to the group not personal. This theory is reflected on Blair when she chooses friends as her followers. Not only chooses friend, Blair also looks down from her nose people who are in the lower level from hers. The example is between Blair and Vanessa. Vanessa is Dan Humpfrey's best friend. She lives in Brooklyn and attends home schooling. Also,

Vanessa was dating Nate and become Serena's friend. For Blair, Vanessa is not suitable in Upper East Side and not proper for having a relationship with Blair's friends. Vanessa is a disease for Blair, so that she must be taken out from her circle. So, she ask Chuck's helps to use Vanessa and make her realize she can not play a game with Blair Waldrof.

Blair : I have a proposition for you.

Chuck: I'll say yes.

Blair: That little troll Vanessa is working my last nerve.

Chuck: Not what I expected.

Blair: And then I realized this could benefit both of us.

Chuck: You had me until "troll."

Blair: Dan stole your best friend. Now you can steal his. Seduce and destroy. What's in it for me? The thrill of the impossible, The only person Vanessa loathes more than me is you. It would be one for the ages.

(*Gossip Girl* season 2, 2008-2009, ep.25, 00:36:36,190-00:36:54,410)

It shows how Blair hates Vanessa so much. She will do everything to make Vanessa suffer and hurt. Vanessa who is in low social positions can not come to Upper East Side and make friend there, based on Blair's standard. Therefore, Blair asks Chuck's help to show Vanessa that it is not her world and everybody is just using her. Blair also wants to show Vanessa that no matter how she tries, she will always an outsider. This is in line the theory of outsider by Soekanto, Soerjono (1982, p. 109) outsider or out-group 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 antagonist to another group.

Blair's attitudes are the effect of her hedonistic lifestyle. She will look for some people who have similar level or higher level of wealth. If she finds a friend with the same economy level, she accepts her. She will not care about their

personality. Blair does that because she and other characters are accustomed to have luxurious and elite life since they were kids and all of they do is based on economy or money and pleasure. So, when they are growing up it affects their confidence and personality. The following subchapter provides explanation explain about how hedonistic lifestyle affects the establishment of one's self esteem.

### **3.2.2 The Emergence of One's Low Self Esteem**

Society is a main factor that affects someone's self esteem. According to Stryker as stated by Jan E. Stets and Peter J. Burke (2010, p. 2) :

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 society through the actions of individuals thereby creating groups, organizations, networks, and institutions. And, reciprocally, society influences the self through its shared language and meanings that enable a person to take the role of the other, engage in social interaction, and reflect upon oneself as an object.

From the theories above, it says that people are greatly influenced by society.

They share everything in society as norms, rules, and interaction with other people. Society makes an idea of people. If we live in Java, then we act as a Javanese. So, society influences people, creates their identity and determines their actions. So, people who live in a hedonistic circle may be affected by people around them and do the same, and finally it become the habit.

For people who have hedonistic lifestyle as a habit, they will not realize how it affects their life. They see it as something they always do and nothing is wrong about that. With that hedonistic lifestyle, they will see themselves as elite, exclusive, and self-reliant. They will do everything to defend their image.

However, when their life is changing and becomes so different from before, they will lose their confidence and becomes unstable. Like it is stated by Jan E. Stets and Peter J. Burke (2010, p. 5) that the mind is the thinking part of the self. It is a covert action in which the organism points out meanings to itself and to others. So, they try to reject what is not like the society wants. It will affect their self-esteem. As stated by Roth (2008, para. 1) that self-esteem is all behavior which is motivated by the individuals attempt to protect the 'self' in accordance with how they are viewed by others in social situations. The theories explain that the trigger of high and low self-esteem depends on one person's behavior accepted by society and when society does not accept their behavior, they will start to protect themselves and try to be accepted by the society. This theory is portrayed in one of the characters of *Gossip Girl* the series, Nate Archibald.

Nate Archibald lives in Upper East Side of Manhattan since his childhood with all the exclusive facilities. He lives in a nice and elite house, goes to elite school, and has friends with the same condition like his. It makes him never think how if he loses everything that he has. Suddenly he loses everything he has like house, money, or in short his family is in bankruptcy. Nate becomes shocked and can not believe that he has lost everything. However, he never tells his friends about it, because for Nate his wealth and social status are his identity. He saves his pride in front of his friends by pretending that nothing changes. No one knows about Nate's condition until Chuck finds out and lends him some money. Nate who can not accept it becomes angry:

Nate : I can't believe you'd do this to me.

Chuck : Bring the Duchess to Blair's party? What do you care?

Nate : No, I know about the money.  
 Chuck : Nate...  
 Nate : No, you weren't trying to sell, You did it to loan my family money?  
 Chuck : Look, you say it like it's a bad thing.  
 Nate : No, and maybe you were just doing it to be a friend, But I would never let you do that, and you knew that, Which is why you didn't tell me.  
 Chuck : Yes, it is, so what?  
 Nate : So what? You go behind my back and make a deal with my mom?  
 Chuck : She called me to see if I thought you were okay. I didn't know what she was talking about, Because you didn't tell me anything was wrong.  
 Nate : I'll tell you what's wrong-- my best friend lying to my face.  
 Chuck : Look, normally, I would agree with you. But for your mom to open up to me about something like this,  
 Nate : I'll handle it, okay?  
 (*Gossip Girl* season 2, 2008-2009, ep.2, 00:30:50,400: 31:34,680)

From the conversation, it portrays how Nate becomes so angry for knowing Chuck loans some money to his mother. Nate is supposed to say thank to Chuck because he helps Nate to solve his problem, but for Nate it is the same as mocking his pride and it makes him shy to accept Chuck's offer, because Chuck's act hurts Nate's confidence and pride. He pretends in front of Chuck, he can solve his problem and he will be fine. Something that Chuck does not know is Nate is depressed and he really wants to be back to his old life, so he lends some money from Catherine. If he needs money; Catherine will give it to him. Suddenly, Catherine starts to demands Nate's presence in every place she chooses. She starts to buy some suits for Nate and give him a key to president suit in one hotel and she asks him to be with her all night. Nate comes back to his normal lifestyle because of Catherine. However, Catherine thinks that she is a hero for Nate, so everything she asks Nate must follow her command. Catherine starts to be

demanding Nate. Every Nate's act, Catherine will know it. Also for Catherine, Nate is her toys because she pays him to be one.

Catherine: Nathaniel, you came. I'm so happy. Seems like forever since I've seen you or heard from you.

Nate : So you use my friends for some power play to prove you're the one in control, huh?

Catherine: I don't like sharing my toys, especially if I've paid for them. (*Gossip Girl* season 2, 2008-2009, ep. 3, 00:23:32,860-00:23:38,400)

From the conversation between Nate and Catherine, it shows that how Nate becomes Catherine toys. Catherine will do everything, like using Nate's friend to make Nate always beside her. She shows to Nate that she has a control to Nate because Catherine knows his secret and she can tell his secret to Nate's friend. Nate who does not want people knows about his bankruptcy just follow Catherine's order.

It proves that in this case Nate has low self-esteem, because he lets Catherine use him. Like Mruk (2006, p. 31) stated

High self-esteem as reflected in our scale items, expresses the feeling that one is "good enough." The individual simply feels that he is a person of worth; he respects himself for what he is, but does not stand in awe of himself nor expect others to stand in awe of him... Low self-esteem, on other hand, implies self-rejection, self-dissatisfaction, and self-contempt. The individual lack respect for the self he observes. The picture is disagreeable, and he wishes it were otherwise.

The theory above explains that self-esteem is about how others' acceptance is important and how someone will feel them "good enough." If they feel they are person of worth and could respect them selves, they will have a high self-esteem.

In other hand, if they feel rejection, dissatisfaction, they will have low self-esteem. This condition is reflected on Nate who before get bankruptcy has a high self-esteem because he feels he has everything and he is "good enough" to be

accepted by society and suddenly he gets bankruptcy. He loss everything and he is afraid if his society knows it, they will reject and loss their respect to him. It makes Nate has low self-esteem and accept Catherine help although she uses him; he allows it because with Catherine's money he is able to come back to his old life and everyone will accept him just like in his old times.

Other people who accidentally know Nate's condition is Dan Humphrey. Dan who has promise to play soccer with Nate, intuitively comes to Nate's house and finds out that Nate's house has no electricity, and no furniture



Figure 3.11 Dan finds out the condition of Nate's house

Gossip Girl Voice: Whoever said, "you can't have it all," Must have known the Archibalds. Looks like poor little Nate is... Yuck. Poor.

(*Gossip Girl* season 2, 2008-2009, ep.7, 00:15:31,660: 00:15:41,420)

The picture tells how Nate's condition which lives with no electricity and no furniture. It is supported also by the camera shot which uses medium shot to explain the house's condition. Nate's house is like a mess and it proves that he is really in a serious problem. Dan, who knows about that, can not say anything



when he meets Nate, and Nate still pretends that everything is fine. Nate does not know that Dan knows his real condition.

Behind all Nate's pretences about his condition, he does not want people know about his bankruptcy, because Nate does not want people look at him as a poor boy. This entire time people look Nate as a rich boy who has high social status. People look at him as an elite boy who has enough money to do what he wants. It is reflects on the theory said by John G. Holmes and Joanne V. Wood (2007, para 1) that in most roles, appearance and popularity determine acceptance, so self-esteem is most attuned to those traits. Related to Nate Archibald, his appearance and popularity are his identity. Those factors are his main sponsors to become accepted by society and when society accepts him, he has a high self-esteem. However, now when everything changes, he can not accept it and lies to himself and people around them. He pretends to still be the same Nate as he was before. Like Robert E. Franken explains in his book (2002, p. 21) that, "all people in our society (with a few exceptions) have a need or desire for a stable, firmly based, usually high evaluation of themselves, for self-respect or self-esteem, and for the esteem of others." In Nate's case, Nate has self-respect and economic stability needs. Those lies and pretences he does, is because he needs people to have respect to him although his economic life is not really stable for now. He thinks although he is in bankruptcy, at least he can save his prestige and dignity without telling the truth to his friends.



## CHAPTER IV

### CONCLUSION AND SUGGESTION

This chapter consists of two parts. The first part will explain about the conclusion of the study which covers the summary of the findings about hedonistic lifestyle. The second part is about the suggestion for the future researchers.

#### 4.1 Conclusion

*Gossip Girl* is a television series that have interesting theme and story to be analyzed in terms of hedonism. Like it has been explained in the previous chapter, hedonism, which is reflected on the TV serial, is a term for people who give priority to pleasure as their destination of life. It is also reflected in each characters of *Gossip Girl* the series, namely Serena Van Der Woodsen, Blair Waldrof, Chuck Bass, and Nate Archibald. Because they used to have an elite life, it makes them become hedonist and has hedonistic lifestyle.

The first thing to analyze in this study is how the hedonistic lifestyle is reflected in the characters' life. Hedonistic lifestyle drives them become selfish and they just think about their selves. All of the characters here just think how they get what they want. They use other people to get what they want and never think about other people's feeling. Not only using other people, they will spend their money for everything they want. Their feeling is also their main concern. If they get hurt, directly they will get revenge, because they do not want to be weak

in front of other people. They show their power to people around them and use it to control everything.

Power and control become the characters' devices to show their hedonistic life style. They use their power to make other people take their orders and give them what they want. They never think it gives some effects to other people and also their selves.

All of the characters' attitudes give some effects to their selves and others. There are two effects which the first is the formation of insider-outsider. Their hedonistic lifestyle makes them choose friends carefully. They set some standards before choice friends. If they can fulfill the standards, they become friends. The circle is divided into insiders and outsiders. The insider is divided into primer group and secondary group. The primer group consist of is Serena, Chuck, and Nate. Because they are friends since they were children and they have the same wealth and mission. The secondary group is Blair's followers in school. The secondary group follows all Blair's orders and terms. She needs everyone to follow her order, if not she kicks them out from the group. The last is Blair considers people who can not accomplish her standards as the outsiders. The outsiders are people who do not accomplish Blair's standard like wealth, and where they live. The example is Vanessa who lives in Brooklyn and Blair does not like her because she lives in a low economic level.

The second effect is the establishment of someone's self esteem. All of the characters have hedonistic life style since they were children. They never think of

how if they lost their elite life. It is reflected in Nate Archibald. Nate is a rich boy with all facilities he can get. He is familiar with money and easy access to everything. One day suddenly he losses everything included his wealth. Nate becomes shocked and tries to solve his problem, but he never tells his friends about it. If he told his friends, he would lose his confidence and pride. Nate pretends that everything is fine. He thinks although he is in bankruptcy, at least he can save his prestige and dignity without telling the truth to his friends. From those examples, it can be seen how Nate has low self esteem and does not really confident with his situation.

#### 4.2 Suggestion

There are some suggestions for the future researchers. For the future researchers *Gossip Girl* has so many aspects that can be analyzed. For the example is an analysis using psychoanalysis to disclose the relationship between the characters and their family or the other characters. In this series, the characters' relationship is unique for being analyze. So the researchers especially from literature department could dig deeper and find the emotional bound between the characters.

The second possibility is the researchers can use Marxism to analyze this series. The researchers could analyze how social status becomes so important for the characters and how their economic life drives them become powerful ones to

do what they want. The last, the researcher can also analyze the other seasons for the research, because they have some interesting topics to analyze.



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Appendix 1: Berita Acara Bimbingan Skripsi

**BERITA ACARA BIMBINGAN SKRIPSI**

1. Nama : Jatrifia Ongga Sinatrya
2. NIM : 0610330030
3. Program studi : Sastra Inggris
4. Topik Skripsi : Hedonistic Lifestyle
5. Judul Skripsi : Hedonistic Lifestyle and Its Effects to The Characters of *Gossip Girl* The Series
6. Tanggal Mengajukan : 9 Maret 2010
7. Tanggal Selesai : 12 Agustus 2011
8. Nama Pembimbing : I. Dyah Eko Hapsari, M.Hum  
II. Taufan Hendro Baskoro, S.S
9. Keterangan Konsultasi

No	Tanggal	Materi	Pembimbing	Paraf
1.	9 Maret 2010	Pengajuan judul	Pembimbing I&II	
2.	25 Maret 2010	Pengajuan Bab I	Pembimbing I	
3.	9 April 2010	Revisi Bab I	Pembimbing I	
4.	30 April 2010	Pengajuan Bab I	Pembimbing I	
5.	25 Mei 2010	Revisi Bab I	Pembimbing I	
6.	8 Juni 2010	Pengajuan Bab II	Pembimbing I	
7.	22 Juni 2010	Revisi Bab II	Pembimbing I	
8.	30 Juli 2010	Revisi Bab II	Pembimbing I	
9.	3 Agustus 2010	Pengajuan Bab II	Pembimbing II	
10.	9 Agustus 2010	Revisi Bab II	Pembimbing II	
11.	6 September 2010	Pengajuan Bab II	Pembimbing II	
12.	20 September 2010	ACC Bab I dan Bab II	Pembimbing I&II	
13.	4 Oktober 2010	Seminar Proposal		
14.	18 Oktober 2010	Pengajuan Bab III	Pembimbing I	
15.	18 November 2010	Revisi Bab III	Pembimbing I	
16.	3 Januari 2011	Pengajuan Bab III	Pembimbing II	

*Lanjutan Tabel Keterangan Konsultasi*

17.	17 Februari 2011	Revisi Bab III	Pembimbing II	
18.	3 Maret 2011	Revisi Bab III	Pembimbing I	
19.	17 Maret 2011	Revisi Bab III	Pembimbing II	
20.	17 April 2011	Pengajuan Bab IV	Pembimbing I	
21.	29 April 2011	Revisi Bab IV	Pembimbing I	
22.	7 Mei 2011	Pengajuan Bab IV	Pembimbing II	
23.	27 Mei 2011	Revisi Bab IV	Pembimbing II	
24.	10 Juni 2011	ACC Bab III dan Bab IV	Pembimbing I&II	
25.	22 Juni 2011	Seminar Hasil		
26.	23 Juni 2011	Revisi Seminar Hasil	Penguji I&II	
27.	8 Juli 2011	Revisi Seminar Hasil	Pembimbing I&II	
28.	18 Juli 2011	ACC Revisi Seminar Hasil	Pembimbing I&II	
29.	22 Juli 2011	Ujian Skripsi		
30.	27 Juli 2011	Revisi Setelah Ujian	Pembimbing I&II	
31.	28 Juli 2011	Revisi Setelah Ujian	Penguji I&II	

10. Telah dievaluasi dan diuji dengan nilai :

Malang, 8 Agustus 2011

Dosen Pembimbing I

Dosen Pembimbing II

Dyah Eko Hapsari, M.Hum  
NIP. 19780727 200501 2 001

Taufan Hendro Baskoro, S.S  
NIP. 19820313 200604 1 001

Mengetahui,  
Ketua Jurusan Bahasa dan Sastra

Syariful Muttaqin, M.A.  
NIP. 19751101 200312 1 001