

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

Most literary works discuss the social conditions of human life. Which in life there are various kinds of problems faced by humans with different characters, conditions, times and places. "Literature as everything in print," so when we read literary works in any forms, we get many information from different places with different problems, so that we are able to understand the different human characters from the other places can also around us, through literary works.

Literature is the expression of artistic and imaginative facts as manifestations of human life (and society) through medium language and has a positive effect on human life (humanity) (Mursal Esten 1978: 9). Literature is the result of imitation or description of reality (mimesis). A literary work must be an example of the universe and at the same time a model of reality. Literature presents a picture of life and life itself is a social reality (Sapardi 1979:1).

One form of literary work in which discussing the social life of humans with various social problems faced by humans is a novel literary work. Through novel is literature, we can understand human characteristics such as emotional and human desires in living their lives. One of the things that become human desire is to achieve satisfaction or desire in having an item. Humans have different character and purpose

in life. One form of character in humans is materialistic. Materialistic is one of the human characters who want to have something or reach something in their lives even they put happiness in the amount or magnitude of the goods in possession.

Materialism can be explained in terms of matter, or the idea that goods and wealth are the most important things. Materialism is already destined to be present in every human being from birth and materialism does not always have to be viewed as a bad thing, as long as the individual is able to control it properly. However, when these traits or characters are not properly directed it have a negative impact on individuals who are excessively pursuing material because it damage individual happiness. The more people aspire to materialistic goals, the less satisfied they are with life, and the more at risk they are for developing psychological disorders (Leaf Van Boven).

Materialism can be found in the novel "The Firm" by John Grisham. Mitch is the main character described by John Grisham as a materialistic character who only focuses on matter. All of his time was spent just raising money, this has happened since Mitch started working with Bendini Lambert & Lock. The Bendini Lambert and Lock companies are the companies that offer the largest salaries when compared to other companies, so he sacrifices the people around him just to get material.

After the researcher reads the novel "The Firm", the writer is interested the materialism in the main character on the novel "The Firm" by John Grisham, because materialism is one of the characters of humans, if an individual excessive in pursuing,

it will disturb his psychology, so the researcher interested in raising the title of materialism as a problem that the researcher analyze as the title of the minithesis for graduation requirements in obtaining a bachelor's degree from the author's place studying, which is the beloved campus of Khairun University.

## **1.2 Statement of Problems**

- 1.2.1 How does the author present the materialism in the main character in the novel “The Firm” by John Grisham?
- 1.2.2 What are the factors of materialism influence the main character in the novel “The Firm” by John Grisham?

## **1.3 Scope Of the Research**

The scope of the research is more focused on way of the author is present about materialism of the main character in the novel “The Firm”. It is also look at the factors of materialism influence in main character.

## **1.4 Objective Of the Research**

The researcher formulates some objectives of the study as follow:

- 1.4.1 To describe how does the author presents materialism in main character in the novel entitled “The Firm” by John Grisham?
- 1.4.2 To describe the factors of materialism influence the main character in the novel “The Firm” by John Grisham?

## **1.5 Significance Of the Research**

There are some benefits are expected by researcher, of course firstly for researcher as well as others. Especially students majoring in English Literature namely:

### **1.5.1 Theoretical Significance**

The research is expected can give contribution to the academic studies especially in term of literary work analysis which is related with “The Firm” with other method and approach to enrich the reader’s knowledge about materialism. Especially the kinds and factors that contribute in the materialism. Also hopefully could assist another researcher in the future as a reference to develop this research and prospects of researcher can be used as the review of related literature on the next.

### **1.5.2 Practical Significance**

This analysis practically, researcher hope could be enrich insight of the researcher about how does materialism and the factors of materialism, especially materialism in the novel “The Firm” by Joh Grisham. Also can be enrich vocabulary of the researcher by read and analysis novel “The Firm” by John Grisham.

## **1.6 Riview Of Related Literature**

To support this research, the researcher try to look previous studies that related with this reasearch, as follow:

The first is from Arsanty (2003). She made a thesis entitle “The American myth of success as reflect ” by John Grisham. The researcher took the form of library research that utilizing the descriptive technique. The approaches are sociology and cultural anthropology. Based on her analysis, she was found that American myth of success had inspired some characters in the novel (lawyers, law firm and FBI agents) to work hard and realize their dreams.

The second is from Anggiana (2016). She analysis about Inner Conflict on Main Character in the novel “The Firm” by John Grisham. In her research have two research problems, namely: what does the experience of inner conflict on main character and how the thriller formula is built by inner conflict. She used the psychoanalysis of literary criticism approach and thriller formula. While the theories used in this research are core issues, defens and anxiety. This reserch is turn help the researcher to know more deeply about the main character in the novel.

The third is Lahadadi (2017). She focused to analyze two main problems that found in the novel “Moll Flanders” by Daniel Defoe. The first problems is to find out the factors of materialism on the main character and the second is to find out the impects of materialism towards the main character. In her research used the

psychological approach with theory from Sigmund Freud. She used descriptive analysis method.

The fourth is from Aman (2011). She made a title “Materialism in The Play Heart Break House” by using sociological approach while this research uses a psychological approach and of course has the different object. In her research aims to find out how George Bernard Shaw presents materialism in World War I as reflected in the drama “Heartbreak House”. This drama is about the social life and lifestyle of the people below.

Based on previous studies above, looking at the first and second previous are have the same object but have the different title with this research, while the third and fourth previous, they are have the same title with this research and different object. The relationship of this research with four previous research above is together analysis about “The Firm” novel and also analysis about “materialism” with different theories and approach and of course the body of the research is different too. Previous research was helped researcher to find out about “The Firm” novel and “Materialism”.

## **1.7 Theoretical Base**

The researcher use some theories to support and help this research, also to achieve the outlines of objective above, which are elaborate bellow:

### **1.7.1 Concept of Materialism**

Materialism reflects a set of beliefs regarding the importance of the acquisition and ownership of objects in life (Richins & Dawson, 1992). Thus it can be said that materialism is an understanding where the ownership of material things is very important for someone in their efforts to achieve happiness. After the desired material has been successfully obtained, the desire to have another emerge.

A view of life that seeks a basis everything that belong to human life in material world solely with putting eside everything which transcends the sensory world. In psychology, materialism is defined a view that contains orientation, attitudes, beliefes, and leaving values that emphasize to give priority to ownership of material goods or material wealth above other living velues, such as those concerning spiritual matters, intellectual, social and culture (Kasser, 2002).

### **1.7.2 Kinds of materialism**

In materialism, there are two kinds those are materialism value orientation and life aspiration, eccording to Richins and Dawson. where the explanation as follow:

#### **1.7.2.1 Materialism Value orientation**

Richins and Dawson (1992, p. 308) define materialism as a set of beliefs that are held about the importance of property in one's life. For some who are materialistic, possessions and their acquisition are the forefront of life goals which dictate "the way of life". Materialistic individuals are known to believe in three beliefs, all of which are aspects of materialistic value, namely:

#### 1.7.2.1.1 Acquisition centrality

The belief that material possessions and money are the more important life goals. Materialist individuals put the items and their acquisition at the center of their life. Property gives meaning to life and gives purpose to activities or daily business.

#### 1.7.2.1.2 Acquisition as the pursuit of happiness

The beliefs that goods are the main road to personal happiness, a better life, and more positive self-identity. One reason why property and their acquisition becomes very important for materialist individuals because they see this is important for the satisfaction of their lives and well-being. Collect as much money as possible by dedicating time, to achieve happiness.

#### 1.7.2.1.3 Possession Define-success

The belief that property and money are measurement tools for evaluating personal and others. Materialist individuals tend to judge the success of themselves and other people than the amount and quality of goods collected. They look at welfare or material well-being as proof of right-mindedness and success. The



explanation above shows that the material becomes a benchmark of compilation satisfaction someone craves the material as an individual satisfaction.

#### 1.7.2.2 Materialism Life Aspiration

Materialistic aspirations are identical with financial aspirations, namely aspiration to accumulate wealth and achieving material success (Kasser & Ryan, 1993, 1996). This aspiration is related the desire to improve economic status. Prioritizing materialistic aspiration is known to be detrimental to well-being.

#### 1.7.3 Factors of Materialism

People who motivated by extrinsic goals make themselves easily influenced by external influences, such as coercion or acknowledgement of others, while intrinsic goals motivate people because what is in that goal provides real pleasure and fulfillment (Kasser, 2002).

Being a person with materialistic characteristics does not mean without causes or factors that affect the individual, in a materialistic individual, there are several factors that influence the individual to become a materialistic person, namely external factors and internal factors as explained by the experts below:

##### 1.7.3.1 External Factor

###### 1.7.3.1.1 Environment Factor (Work Environment)

Environmental factor in the form of a tempting environment and the influence of social interaction, this factor greatly influences the value of materialism in individuals, the driver of interaction with other people of materialistic value. Environmental factors include tempting environments and media that encourage consumerism (Bauer et al, 2012; Chan, Zhang, & Wang, 2006).

### 1.7.3.2 Internal Factors

#### 1.7.3.2.1 Psychological Factor

Psychological factor in the form of low self esteem (Park & John, 2011). Individuals with low self-esteem tend to have materialistic life values because orientation in material achievement is a form of compensation from low self-esteem. individuals with low self-esteem will consider themselves to be more valuable if they have material and wealth ownership. Self-esteem is defined as an individual's feelings about the value or worth of himself or herself, and it is the degree of positivity of the self-concept (Rosenberg, 1979). Self-esteem signals individual's interpretations of the way others think about him or her (Cooley, 1902; Rosenberg, 1979). Pettit and Sivanathan (2011) find that individuals with low self-esteem tend to purchase expensive luxury goods on credit to repair their self-worth.

#### 1.7.3.2.2 Family factor

Family factors in the form of family care that is not supportive in building self-esteem positive and only emphasize financial success and stress and conflict in

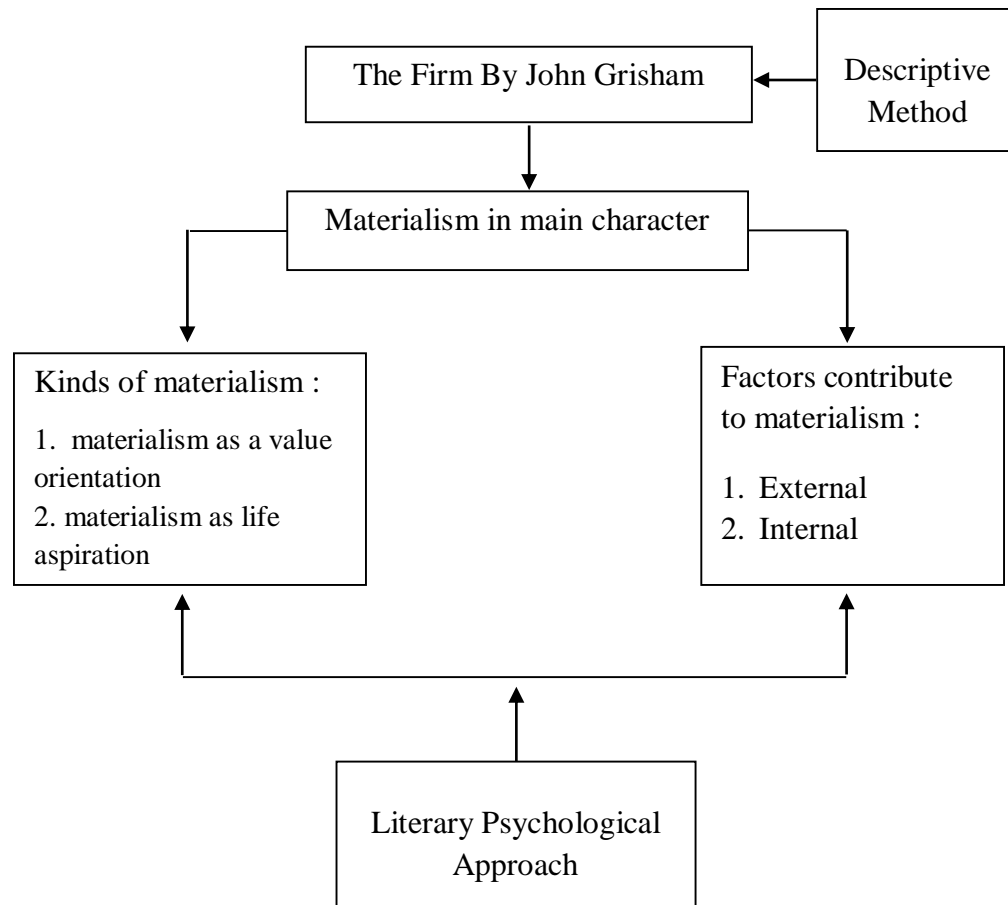
the family (Flouri, 2007). Parenting style greatly influences an individual's actions in happiness. According to Rindfleisch (1997), it was examined that young adults of isolated families are more materialistic and have a high level of consumption. This ratio of high compulsivity depends on family background and available resources, and socioeconomic status is also very prominent factor in enhancing stress.

#### 1.7.4 Literary Psychological Approach

In supporting and analyzing the research about materialism in the novel “The Firm” by John Grisham. The researcher selected literary psychological approach to analyze or collect the data of these research.

Literature and psychology are two branches of science that study human soul. Psychology researches human behaviours and their causes while literature depicts human behavior through fiction. These two branches of social science studying human behavior are interrelated and mutually beneficial. Basic building block of the correlation between literature and psychology is a literary work. Psychology elements be present in literary works as long as humans are the theme of the texts, literature psychology covers almost everything we want to know about literature, because literature is a product of mind. According to Jung (Freud, Jung and Adler, 1981, p. 53), it is obvious that since psychology explores mental processes it also provide insights into literature; because the human mind is the source of all science and arts.

## 1.8 Conceptual Scheme



Based on the conceptual scheme above the researcher elaborates the topic by descriptive method, and applies psychological approach to look materialism in the novel "The Firm" by John Grisham. The conceptual scheme shows that the research analyzes two forms of Materialism, those are kinds and factors contribute to materialism.

## **1.9 Method of Research**

The research is using the qualitative and descriptive method which explained as follows:

### **1.9.1 Qualitative Method**

The method used in this study is qualitative method. Endaswara defines that a qualitative research is a research done by not prioritizing numbers, but put the depth appreciation of the interaction between concepts that being studied empirically (2004: 5). Thus, this research is using qualitative method because the data does not deal with numberings and graphics. In fact, the researcher has to elaborate the data which is in the form of data narrated in word.

Marriam (2005: 1), studied the qualitative research is a field of inquiry that crosscuts disciplines and subject matters qualitative researchers behavior and the reason that govern human behavior.

### **1.9.2 Descriptive Method**

The researcher chooses a descriptive analysis method as a second method in analyzing a literary work. According to Ratna (2003: 53), descriptive analysis method is aimed to describe the characteristic of current research and investigate the causes of particular phenomenon. The goald of descriptive research is to describe phenomena and it is characteristic. This research is more concerned with what rather

than how or why something has happened there for, observation and survey tools one often used to gather data.

## **1.10 Technique of Collecting Data**

The Researcher has carried out three techniques to collect data in study, which are as follows:

### 1.10.1 Library Research

In this research, the researcher is using the library research to collect the primary and secondary data, the primary data are taken from the novel while the secondary data are taken from some books references.

### 1.10.2 Reading Comprehension

The research tries to read the story precisely and better to comprehend the problems that lift up in this work.

### 1.10.3 Internet Research

The researcher use the internet research if the reference is cannot be found in the library. The researcher search the data from article, that relevant with this research.

## **1.11 Technique of Analyzing Data**

The researcher has some phases to analyze data. The phase are follows:

### 1.11.1 Classification

The researcher is using the classification in order to analyze the data. The researcher organizes and classifies the data that is appropriate with the topic or based on the statement of the problems, namely materialism, classifies the kinds, factors, and the impacts of materialism in the novel "The Firm" by using a psychological approach.

#### 1.11.2 Interpretation

After classification, the researcher continues to interpret the data. The interpretation technique itself is by reading the novel "materialism" comprehensively and carefully in order to get a good and rational interpretation which is related to the problems, so that the researcher is capable of the point and the message of the novel to get the answers of the problems.

#### 1.11.3 Explanation

After interpreted, the explanation is the technique used by the researcher to provide the word or the result of the interpretation in the form such as text, quotation, meaning, and the message are related to the researcher's statement of the problems.

#### 1.11.4 Conclusion

Conclusion is the most recent stage in research. This conclusion, of course, the researcher made after going through the techniques previously described above so that they were able to reach this conclusion stage. In the step the researcher takes to conclude from the interpretation as the result of analysis about the kinds, and the factors that contribute to materialism in the novel "The Firm" by John Grisham.