

Hedonism in Confessions of A Shopaholic Novel by Sophie Kinsella

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ABSTRACT

This research deals with the hedonism in ‘Confessions of A Shopaholic’ novel by Sophie Kinsella. The objectives are to find out the hedonism, the kinds of hedonism from the main character of the novel. The study was conducted by applying qualitative research. Data that uses this study are primary data: the data were reached from the ‘Confessions of A Shopaholic’ novel. Then, secondary data were reached from literature review, and other sources information that related to object of this research. The technique for collecting the data was documentary technique. After analyzing the novel, it was found four of kinds Hedonism, they are: (1). Aesthetic Hedonism 31 cases, (2) Ethical Hedonism 1 cases, (3) Piety Hedonism 1 cases, (4) Egoistic Hedonism 17 cases. The main character is the character plays the most role important in a story. The criterion of hedonism in the main character is everything including physical, wealth, consumption, or anything that can be judge by money. in other words: Happy is the same with pleasure. Based on the result above, readers that can develop and increase knowledge about all the aspect of hedonism and the kinds of hedonism in the novel.

Keywords: Hedonism, Qualitative, Novel “Hedonism in Confessions of A Shopaholic” by Sophie Kinsella.

INTRODUCTION

Literature as a human creation that has characteristic, original, and was written in beautiful words to give some knowledge about social, humanity and intellectual. Literature is defined as writing in which expression and form, in connection with ideal of permanent and universal interest. On the other hand literary work is an aesthetics written to tell readers to comprehend the values of a creation and intended the suggestion value from the author to the readers. This statement was support with the opinion of Klarer, (2004) said that literary works or fictions are written by the author to offer an ideal lifestyle and there is value application in the attitude, behavior of the character of human being. It is also applied authority and human prestige. The author creates the literary works is not only using the skill and creation ability at all, but also based on the vision, inspiration and struggle.

From the statement above, we can find something in literary works that related with everything about life such as behavior, attitude and social interaction. Literary works is also viewed psychological phenomena because the writer thinks that literary works uses feeling, thought and idea. Literature has some function. First, literature gives us knowledge. Literature provide some information in which the reader can access. Second, literature give us some entertainment. Third, literature as moral education. Of course literature provides the reader some knowledge about what the differences of good and bad thing in our life. And the last is literature has a power. Literature can be a media to persuasion, argue and criticism to society or government and so on.

For instance prose is a kind of literary work that has free composition. This literary work ignores the rule of writing like the amount of syllables of line of sentences. According to Culler (1997:20) there are three literary genres namely prose, poems, and play (drama). In this case, the researcher takes prose in the form of novel as the object of research because novel is a kind of literary work that presenting many kinds value and view. In this study, the researcher intended to analyze the novel by using main character to find out the hedonism lifestyle.

Subandi (1997:56) says that Hedonism is a lifestyle whose activities to seek life pleasure, such as spending more time at home, playing more, being happy in the crowds of the city, happy to buy expensive goods which she likes, Lifestyle concerns between individuals with each other will be different. although

for a variety of things must be legalized in different ways.

In fact many students or readers did not understand what is hedonism and what kinds of hedonism. The lifestyle aspects of hedonism include: Activities, interests, opinion. Hedonism can be divided into two factors derived from the individual self (internal) and from outside the individual self (external). In the modern era, this hedonism behavior involves several examples of widespread consumption, such as alcohol, smoking, drugs, recreation, and sex. There are several types of hedonism, namely: Aesthetic hedonism, ethical hedonism, piety, egoistic hedonism, universal hedonism.

This research is qualitative design use the case study type. this research using interview method, the aspects studied are the factors that can lead to hedonism lifestyle behavior to the students. The results of the data obtained from the source of informants who numbered five people. The informants are male and female students can be seen in Table 1.

Table 1, *Profile of Subject Involved in Hedonism Lifestyle*

No	INFORMATION	I	II	III	IV	V
1	NAME	AR	RN	MH	RG	NA
2	GENDER	MALE	MALE	FEMALE	MALE	FEMALE
3	AGE	20	19	20	19	20

1. AR is currently twenty years old, When interviewed AR is interested in the lifestyle of hedonism which according to him according to the circumstances of parents who are able to meet the material needs. Wearing branded goods make it more confident so that AR does not miss the existing trend.
2. RN nineteen years, RN initially began to be interested in lifestyle hedonism because of seeing friends. Lifestyle of hedonism is done until now. For RN hedonism lifestyle is already a matter of course and a fun part.
3. MH twenty years old, MH hedonism style with the pleasure to buy the latest products, and follow the trend so as not to say old school,
4. RG aged nineteen years, Beginning happy with the lifestyle of hedonism because according to RG it can make happy and can release temporary problems.
5. NA aged twenty years old, NA fascinates the hedonism lifestyle because the parents are too excessive attention to be wrong in its application. NA is happy to go out at night to forget time with her friends. Sometimes NA went to cafe or to the mall for shopping items up to date so as not to miss the others. NA became interested in hedonism lifestyle with happy spree, going out at night, happy to go to night club until early morning or even never until morning and not follow lecture.

Based on research analysis can be concluded that individuals who have a hedonism lifestyle always consider about the pleasure and enjoyment of life as the main goal in human life. The researcher as hope, the result of this research is expected to give information to students about hedonism lifestyle, besides the result of this research can assist students in behavior to live hedonism.

To over come this problem, there are several ways can be conducted. Such as :

1. Building a Good Consciousness

2. Resisting the Desire of Hedonism
3. Utilizing Wealth Becomes More Qualified
4. Processing in Life

Hedonism is not only attacking working adults, from children to the elderly did not escape the hedonism lifestyle. Hedonism lifestyle is now a lot happening to students in Indonesian, this phenomenon becomes a threat, considering the students is the successor of the nation that is expected to provide the best for the nation is also able to unite and convey thoughts and conscience to lead the nation in education. if the behavior of hedonism is left, it will be toxic to the world of education, especially higher education. Allowing toxic nest within campus equates to providing intellectual character killers to college students. This negative culture has eroded the younger generation against the various problems of the nation. Never mind the state, notices at the campus level are rarely responded.

In this case the researcher wants to introduce one of American novel, it is “*Confessions of a Shopaholic*”. It is the one of edition of Secret Dream World by Sophie Kinsella. This novel was a good story because Sophie Kinsella made the story with a background of modern lifestyle. Shopie’s plays some characters as Rebecca Bloomwood, Luke Brandon, Suze Cleath-Stuart, and Derek Smeathe in the novel. But in this study, the researcher focused on one of the character Sophie as Rebecca Bloomwood because Rebecca always shown her Hedonism lifestyle, such as shopping in Danny and George, Louis Vuitton, Channel. Brax (2009:199) states that hedonism about the good says that pleasure is the only thing that is good in it self. Hedonism known and have a big impact for the society. The influence of culture hedonism highly immersive seen in “*Confessions of a Shopaholic*” during reading the novel. When the characters of the novel living in a globalization era and an identity crisis about good and bad, or right or wrong second stimulated by the influence of hedonism.

“*Confessions of a Shopaholic*” novel (Sophie Kinsella :2001) has been chosen because it reflects of student about hedonism lifestyle. In this novel, the kinds of hedonism can be found in event or action in this story. the kinds of hedonism can be seen directly or indirectly from it. In this case, the unique of the main character of the novel makes the researcher wants to analyze more about the hedonism value, kinds of hedonism and the possibilities of other influence that can occur.

Based on the example above as preliminary data that want to find out the hedonism lifestyle in “*Confession of a Shopaholic*” novel by Sophie Kinsella. It seems also important to know about hedonism, because many readers have difficulty and do not understand about hedonism, many readers who do not know what kinds of hedonism and factors that can influence the readers in the hedonism lifestyle

The Identification of the Problem

The problems of this study are identified as follows :

1. Many readers have difficulties in understanding the hedonism
2. Many readers cannot distinguish kinds of hedonism
3. Many readers did not know the factors that influence the lifestyle of hedonism

The Scope and Limitation

The scope of this research to describing how the main character of the novel “*Confessions of a Shopaholic*”. This research is limited to analyze the Hedonism and Kinds of Hedonism in “*Confessions of a Shopaholic*”.

The Formulation of the Problem

In relation to the background of the study, the problems of the study are formulated as follows:

1. What kinds of hedonism found in the main character in “*Confessions of a Shopaholic*” novel?
2. How the use hedonism of the main character in “*Confessions of a Shopaholic*” novel?

The Objectives of the Study

In relation to the problem of the study, the objectives of the study are:

1. To describe kinds of hedonism in the main character in “*Confessions of a Shopaholic*” novel.
2. To describe hedonism in the main character in “*Confessions of a Shopaholic*” novel.

The Significances of the Study

a. Theoritically :

The result of this research findings add up new for risen in theories of literary studies. This analysis can be made useful as references for further especially about novel and the hedonism lifestyle or matters.

b. Practically :

1. For all readers that can develop and increase their knowledge about all the aspect of kinds hedonism in the novel.
2. For Lectures named as reference materials and conducting research
3. For students, especially studying in literature as a references, to get information about novel and the aspect of novel.
4. For the next researcher named as references and guidelines for further research in order to become better future research.

METHODS

Descriptive qualitative was applied in this research in order to get appropriate data. the research was conducted by qualitative approach because the result of the data analysis in descriptive phenomenon such narration and dialogue in the main character. in this research, the researcher was to investigate the Hedonism and kinds of Hedonism in novel “*Confessions of a Shopaholic*” by Sophie Kinsella.

The subject of this research is primary data: the data was taken from the “*Confessions of a Shopaholic*” novel. The data analysis focused on the narration and dialogues of the main character. The researcher collects data on hedonism and the kinds of hedonism “*Confessions of a Shopaholic*” novel.

In collecting the data for analyzing this research, the research gathered references that support the subject matter of the data and apply some steps. The techniques for collecting data is conducted to get information which needed to support the goals of research. The technique for collecting the data were documentary technique.

The data analysis was applied when all the data and information of the subject matter have been collected and selected. Next, the data was analyzed through some steps. In here, researcher decided to apply qualitative research in analyzing the data.

Qualitative research also tends to focus on how people or groups of people can have different ways of looking at reality. The method was applied by using Hermeneutics interpretation which is describing the data and analyze them through some steps that related to the focus of analysis. The reason why the researcher chooses this method is to explain the problem and its analysis through the theory and show the quality through the finding.

The processes data analysis started by:

1. In the first step, researcher read the novel entitled '*Confessions of a Shopaholic*' by Sophie Kinsella
2. Select the quotations text related to the subject matter of hedonism phenomena.
3. Analyze the data related to hedonism phenomena in "*Confessions of a Shopaholic*" novel.
4. Use the extrinsic approach to analyze the text which related to the hedonism phenomena in the novel "*Confessions of a Shopaholic*" by Sophie Kinsella
5. Interpret the analysis by theory and qualitative method to describing the data.
6. Make the conclusion, as the last step.

RESULT AND DISCUSSION

After collecting and analyzing the data, it showed that all the kinds of hedonism interpret by the writer. From the data of the narration and dialogues "*Confessions of A Shopaholic*" novel, the research found the kinds and the reasons of hedonism delivered by the main character of '*Confessions of A Shopaholic*' by applying hermeneutics we can seen the phenomena can be found as the negative influences for the readers or even society.

Flocker, (2003) said that "Hedonism is considered a lifestyle in which pleasure and happiness are the ultimate goals in life". The pleasure here was telling that it can be enjoyed deeply and for a long time. It could be proved that the influences of hedonism actually had already affected in the past until now days and give us a bad behavior and personalities, especially for the teenagers which also called 'new generation'. Thus, these social phenomena happens because people also do their habits today just to get their happy.

These habits also affect then moral values of the society that can not be separated from our life. As it was discussed before, why the hedonism influence as a reason portrayed of to the readers is having a bad personalities and behavior. From the data above, the researcher also might said that the influences of hedonism can be seen by the main characters descriptions with the cases of a narration and dialogue that imitates the real condition of having hedonistic behavior.

CONCLUSION

Having analyzed the data completely, it can be concluded that "*Confessions of A Shopaholic*" novel by Sophie Kinsella illustrates the social phenomena of hedonism in nowadays. From the analysis, there are four kinds of hedonism they are:

1. Aesthetic Hedonism.
2. Ethical Hedonism
3. Piety Hedonism
4. Egoistic Hedonism

Hedonism can be seen by the main characters descriptions with the cases of a narration and dialogues that imitates the real condition of having hedonistic behavior. The researcher conclude kinds of hedonism that have a bad behavior and personalities to the readers and society.

The reason hedonism portrayed by the main character was found from the cases of hedonism by reading a narration and dialogues of the novel it can be influence by their own surroundings such as a friends, social condition or environments, even it comes from themselves. As the data the researcher found 50 cases of hedonism they are: (1). Aesthetic Hedonism 31 cases, (2) Ethical Hedonism 1 cases, (3) Piety Hedonism 1 cases, (4) Egoistic Hedonism 17 cases.

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