CHAPTER II
REVIEW OF LITERATURE

Practically, literature will always have a connection with sociological aspect as the reflection of the society. Furthermore, this connection will also deal with some social changes inside of the society itself. Hedonism and materialism aspects are the example that Fitzgerald tries to describe in his novel *This Side of Paradise* as the reflection of American society in early 1920’s.

Thus, the general concept of social changes and modernization in Fitzgerald’s era will be discussed more in this chapter. While the term of hedonism and materialism in Jazz age will also be explored through the analysis of Fitzgerald novel *This Side of Paradise*.

2.1 Sociology of Literature

Basically, “Sociology derives from the Greek ‘Socius’ (society) and ‘logos’ (science) which means the study of all aspects of human and their relation in community.”(Ratna, 2003:1). Through sociology, we may know the deeper understanding about human beings, human group, and how human interact between each other in social institution called society. While, literature in their existence actually also contribute the same perspectives with sociology that deals with human being in society. This connection can be proved by the same object that sociology and literature share, such as the relationship between human and
their surroundings, politics, economic, or even the relationship between themselves. That’s why sociology of literature becomes one extrinsic approach that interests some writers in writing their literary works, such as in novel genre.

Damono (1976: 10) states that one of the major attentions from sociology of literature analysis actually deals with literature documentary, which considers literature as the reflection of one period. In short, the way to analyze sociology of literature in one literary work is by connecting the fiction characters, theme of the work, or the writing style with the writer reality based on the period of that time. From the explanation above, it can be seen that there is always a connection between literature and social phenomenon in reality because literary work always contain critical message that the writer want to interpret based on their experiences in the society. Therefore, novel as the literary work reflect and imitate the social reality aspects, which the writer try to express through their writing that later the reader can grasp the value of the idea when they read the novel.

F. Scott Fitzgerald is one of the example of American writer that use sociology of literature approach in his works, such as *This Side of Paradise*. It can be proved by Fitzgerald description of hedonism and materialism phenomena in American society throughout the characters of his novel. The connection of this approach also can be seen by the story which imitate the real conditions of American society in early 1920’s, which having social changes as the effect of World War I. Then, it is clear that the phenomena which Fitzgerald uses in his novel are based on his experience and realities that happen in that period.
2.2 Social Changes and American Modernization

Social changes derived from sociological term that relate to the society and their social changes system. Social changes include all aspect in social institutions of the society that will influence the social system, such as; the values, attitude, and behavior system in the group of the society (Davis, 1970:625). It means that to analyze the social changes in one society, we should observe clearly some factors that will lead to those conditions. There are some factors in the society that will lead these social changes condition; such as the development of the people in the society itself, some new technology development that will influence their way of thinking, social conflicts that bring the rebellion or revolution of the society that feel oppressed, and also nature disaster and war which sometimes force the society to make the social changes.

The term that deals with social changes in the society is the concept of modernization. Modernization is defined from Latin form as ‘modernus’, which means the process into modern period. Basically, modernization is a process of the society which tries to develop into modern transformation.

The example of this modern transformation can be seen from American society after World War I that became the new start of their prosperity era, which also known as Jazz Age. American society during this time changed in many ways into the modernization. The society progress can be seen from the automobile development that allow them to travel into different countries; many women began going to college, working outside the home and getting married later; the
flourished of new style of literature, art, fashion and music that reflected the modernization generation at that time; or even the business industry and advertisement that encouraged them to spend their money on ‘luxury’ items, such as cars, refrigerator, and washing machine, etc. Spindler in his *American Literature and Social changes* state:

“The emergence of the leisure class in early twentieth-century America was a social development of major ideological significance. Its aristocratic features belied the image of a republic as a fluid, democratic society, and led to propagation luxury, idleness, pecuniary emulation and conspicuous consumption as honorific pursuits.” (1983:150)

Thus, American society in this new century prefer more in consumerism lifestyle, and even interest in looking for social prestige or status. They also don’t really care of norms standard as long as they get pleasurable life. Within these new attitudes and needs make each people of the society have to think better way to fit in the modern society. Later, this modernization leads the society into the development of new social characteristic and their lifestyle problems, such as; hedonism and materialism.

Historically, hedonism and materialism phenomena as a part of American social changes in early 1920’s, cannot be separated from modern capitalism which change the society perspectives. Marx (in Giddens, 1986: 264) states that chasing for wealth, that- as the general morality of soul- can only be found in modern capitalism, which later will also change the perspectives of human morality value. The modern capitalism above clearly explains the reality of American society and
their development in early 1920’s. The modernization that the century brings in fact also change the motive of either business industry and even individual concept in the way to get their own welfare profit in the society, which later lead to hedonism and materialism phenomena.

2.3 The Brief Explanation of Hedonism Phenomenon

The history of hedonism started from the philosopher named Aristippus (born c. 435 BC, Cyrene, Libya - died 366 BC, Athens) that build of the Cyrenaic school of hedonism with his theory about the ethic of pleasure. He believed that the good life rests upon the belief that among human values pleasure is the highest and pain the lowest - and pain that should be avoided. His theory emphasizes that human should dedicate their lives to the pursuit and enjoyment of pleasure, but he also thinks that they should use good judgment and exercise self-control to temper powerful human desires. His motto was, "I possess, I am not possessed”.

In the development of this theory, then the term of ‘hedonism’ nowadays is used in several contexts, such as in moral philosophy that states a good life should be a pleasurable life, or in psychology which stands for the theory that pleasure seeking is a main motivator of human behavior. Flocker (2004:16) in the Hedonism Handbook says, “Hedonism is considered a lifestyle in which pleasure and happiness are the ultimate goals in life. A hedonist is one who seeks pleasure and avoids pain above all else.” From these definitions, we can say that hedonism deals with individual or society way of life which pleasure plays an important role for them. Besides of affected human conditions to get pleasure and happiness,
hedonism in reality has also been criticized as the negative enjoyment of life causes by the pleasure seeking.

Thus, we can see through positive and negative perspective from hedonism phenomena. From the positive view, we can say that hedonism make people better in their self-evidence for seeking his own happiness as the pursuit of pleasure life. But instead of that, hedonism in fact is also seen as the addiction pleasure that lead into the risk of self-failure as the result of ‘over-consumption’ behavior. Veenhoven (2003:5) states that hedonism manifests itself in two ways, in a general mind-set and in specific behaviors. There are data about the relationship with happiness of these two manifestations, both individual and societal levels. In modern era, these hedonistic behaviors involves in some few examples of pleasure consumption that already spread widely, such as alcohols, smoking, drugs, leisure, and sex.

2.4 The Brief Explanation of Materialism Concept as Phenomenon

Materialism is a philosophical position that states everything is material, or a state of matter. It means that philosophy of materialism holds the only thing that exists is matter; that all things are composed of material and all phenomena (including consciousness) are the result of material interactions. In other words, matter is the only substance (Dictionary of social science, 2002: 299).

By the growth of human civilization, the theory of materialism has developed widely into the terms that the society needs to fulfill in each period. Nowadays, modern people not only stick to the human basic needs as their
necessaries. But as the development of the human condition in society, they also require a lot of enjoyment necessities that must be fulfill. One type of necessities for modern people now has developed into the prestige needs with money as their material element. Lapham (1988:110) states “Under the rules of society that cannot distinguish between profit and profiteering, between money defined as necessity and money defined as luxury.” In sort, when money becomes the parameter concept for them as the symbol of success and happiness, then as the result they have to work hard to survive in the societies.

These concepts in fact not only bring the happiness for them, but become an obsession because modern people started to think that money has a powerful function. The essential of money even become a symbol of social class which can determine the human status. Therefore, money is an important element for each person nowadays because it becomes a principal material for them to fulfill all their necessities in the society.

2.5 Jazz Age as American Modernization

From those descriptions above, we can connect the hedonism and materialism terms with American society condition in This Side of Paradise novel that appear in early 1920’s. The society, especially for the young generation that live in the beginning of modernization decade after the World War I. The decade which is later also known of the jazz age period.

The history of Jazz age in America actually was appeared after World War I when many of African Americans people searched for better employment
opportunities and moved to the northern part of the United State, Such as New Orleans. With them, they brought their culture movement and became a big phenomenon in America after the World War I until the great depression (1918-1928). In the development, jazz age often considered as one of characteristic in ‘Roaring Twenties’ which became flourished in 1920’s. During that time, there were lots of sophisticated things for younger generation as the influenced of this new pop culture period.

The reason why this era becomes one of the important changes for American society because there is a new ‘characteristic’ in this young or new generation that differs from the oldies. Fitzgerald (1999:258) states:

“Scarcely had the staider citizens of the republic caught their breaths when the wildest of all generations, the generation which had been adolescent during the confusion of the War, brusquely shouldered my contemporaries out of the way and danced into the limelight. This was the generations whose girls dramatized themselves as flappers, the generation that corrupted its elders and eventually overreached itself less through lack of morals than through lack of taste. A whole race going hedonistic, deciding on pleasure. The word jazz in its progress toward respectability has meant first sex, then dancing, then music.”

It can be concluded that there are lots of new things which happened in this era, especially for American youth and their new moral development. The new sensation of pleasure life as the effect of the War that leads this new generation into the term called hedonism and materialism.

One author that influenced by this jazz momentum is F. Scott Fitzgerald. He is considered as one of the best author in 1920s through his novels and short
stories, which Fitzgerald identified this era with the name ‘Jazz Age’. In his works, Fitzgerald tries to describe his dazzling era with the conflict between moral and material values of modern culture. We can found the reflection of his decade with the new hedonism and materialism culture of that time in *This Side of Paradise* novel, such as alcohols, flappers, free love, and wealth as indication of social status and happiness. In this first novel which becomes popular at that time, Fitzgerald galvanizes the story of modernization and the impacts to American people as the result of the World War I.

2.6 Review of Related Studies

In doing this thesis, I consult and use the information data from some thesis. The thesis which discusses the novel *This Side of Paradise* by F. Scott Fitzgerald has not been discussed, so I use some thesis that discuss about the social condition before and after the Jazz Age period. They are:

First, the thesis entitled *‘An Analysis of Social Reflection in America Based on F. Scott Fitzgerald’s The Great Gatsby’*, Sa’idah (2008). This thesis portrays the social condition of American Society during the ‘Roaring Twenties’. In this thesis, she used the extrinsic approach that deals with society and the young generation at that time. It can be seen in this thesis that the *American dream* represented by the major character Jay Gatsby, and how materialism and immorality affected the people at that time. This thesis becomes one reference for the writer to understand more about the society in ‘Roaring Twenties’ through the characters in her thesis.
Second, the thesis about ‘Materialism in novel The Great Gatsby by F. Scott Fitzgerald’ by Nurul Nayla Azmi (2009). This thesis explains about the materialism lifestyle in 1920’s generation that represent by the characters of the novel. The main purpose of this analysis is to describe the impact of being to materialistic in life, which happen to American society during the booming period. Furthermore, this thesis also focuses the analysis of how material greediness will cause the moral value problem for people that being influenced by this concept. This thesis helps the writer to understand the materialism condition in 1920’s generations and their problems in their modern period.

The next thesis is from Anggaraini (2007) entitled ‘American Social Condition in the late of 19th Century found in Stephen Crane’s Maggie: A Girl of the Street’. In this thesis, the writer relates the society and the problems in the late 19th century. She also focuses her analysis to the immigrant’s problem in America caused by the Civil War, and industrialization that makes the poverty problem as the result of urbanization for some immigrants. The findings of this thesis help the writer to know more about American condition in late 19th or before the World War I.

Thus, those references above give a lot of contribution to the topic of this thesis, by applying the theory and technique to the data ‘Hedonism and Materialism as negative effects of Social Changes in American Society Portrayed In This Side of Paradise by F. Scott Fitzgerald.'