

CHAPTER I

INTRODUCTION

1.1. Background to the Study

Humans are naturally born with the desire to fulfill their satisfaction. Pleasure is one of the things that humans always want to accomplish. Humans have tendencies to pursue better pleasure forms once the nearest one has been fulfilled. Because of that reason, the researcher assumes that pleasure is almost similar to human needs.

In terms of pursuing the pleasure concept, pleasure tends to be subjective. The pleasure between one person and another may be different. The researcher gave a sort of parable by describing two people born from different backgrounds. One person with the initials “A” was born into a wealthy family, but unfortunately, he does not have enough time to relax and spend it with his family.

Whereas the opposite situation happens to the other person with the initials “B” born from a low-income family, he does not have enough money. But he can enjoy the time with family. Based on the instance above, several factors influence the formation of pursuing pleasures such as family background, education, daily needs, etc.

Sometimes people meet the obstacles or unpleasant experiences such as disappointment, judgment, guilt, anger, and so on in their life. The unpleasant situations may come from family matters, conflicts with society, and minor issues. Those things can create a different concept of pleasure too. People have a

different way to realize the pursuit of pleasure, such as meditation, compromise the problem, shopping, enjoying the dish, etc.

In this research, the researcher focuses on the pursuit of pleasure study in human beings. The pursuit of pleasure concept is called hedonism theory—unfortunately, the hedonism term is commonly known as the negative lifestyle. Hedonism lifestyle is better known as a consumptive lifestyle. Agents who implement this lifestyle tend to be more selfish, have no empathy for the social environment, and do everything possible to fulfill their pleasure to be detrimental to others. Although this assumption is not entirely wrong, the researcher wants to show that hedonism does not have a completely negative meaning in this research. Because everyone has different needs for pleasure, refer to certain conditions. Even small behaviors in human life can represent hedonism.

Human beings constantly implement the activity of pleasure pursuit. Interestingly, the idea of this theory often appears in almost all literary works. Nevertheless, it is rarely highlighted or analyzed. The human attitude in pursuing pleasure over time is not only a natural attitude that humans do. In its development, this has become a lifestyle that cannot be separated from the dynamics of society.

Pursue pleasure phenomenon rise because of human has the motivation to get better achievement in their life. The researcher assumes that the motivation to fulfil their needs is similar to the journey of pursuing pleasure. As an example, the social status system of the upper and lower classes was in stark contrast after world war II. It was prevalent for a nobleman to throw a feast for days because

they want to show their prestige and self-esteem. In this case, esteem becomes human need and pleasure if it fulfill in the same time.

No doubt this topic becomes very interesting to discuss. Understanding human behavior seems simple but turns out to be quite complex because people's pleasure is subjective. In addition, the pursuit of pleasure is possible to assess from a qualitative and quantitative perspective through literature.

The attitude of pleasure pursuit portrays in the literary work. Literature is a human creation that represents the identity of language and society at certain times. James H & Hoeper, Jeffrey D(1981. 01:307) defines literature as a unique human activity to understand, express, and share as an experience. In another statement expressed by Wellek and Warren (1963: 22), literature will be better limited to imaginative work, presenting various facts and events and as a product of the unlimited imagination of the author.

The concept of literature continuously evolves following the era of the work created. It has an essential role in society, civilization development, culture, reflects society's phenomenon, including the writer or director's feelings. Therefore, literature is a representation of the prevailing and historical values of society.

The literary works vary greatly depending on how the authors wish to convey their ideas. Some use beautiful and peculiar language, but the rest are created using straightforward and easy-to-understand language according to the author's language and idea.

Nowadays, this literary work can be found in prose, poetry, novels, short stories, dramas, movies, etc. In this research, the researcher will analyze a literary work in “The Great Gatsby”(2013) movie. Furthermore, the movie is chosen because it becomes a pretty good tool to convey a message from the work, and of course.

The Great Gatsby is a 2013 3D romance drama film. It is an adaptation of the novel of the same name by F. Scott Fitzgerald in 1925. The movie script is written and directed by Baz Luhrmann and starred by Leonardo DiCaprio, Tobey Maguire, Carey Mulligan, and Joel Edgerton. The movie has a background of 1920 in the post-World War II period where the situation has changed dramatically, and the technology grows fast. The plot follows the life of billionaire Jay Gatsby and his neighbor, Nick, who recounts his meeting with Gatsby at the height of the roaring twenties.

"The Great Gatsby" movie attracts the researcher's attention mostly to the hedonistic attitude portrayed in the movie. The movie characters show blatant portrayal that everyone has different pleasure forms. However, unlike other studies that often focus on social aspects when discussing hedonism theory. The researcher prefers to analyze with psychological aspects. In this research, the hedonistic attitude relates to human motivation in psychological study. It aims to clarify that the human needed and pleasure can be re-classification. Furthermore, the researcher will explain later in the analysis part.

1.2. Statement of the Problem

In this study, the problems that will be discussed are stated based on the following questions :

- 1.2.1. How is the hierarchy of needs portrayed in “The Great Gatsby” movie?
- 1.2.2. How is hedonism depicted in “The Great Gatsby” movie?
- 1.2.3. What are the side effects of hedonism?

1.3. Objective of the Study

Based on the stated problem, the objectives of this study are:

- 1.3.1. To understand the form of hierarchy of needs in “The Great Gatsby.”
- 1.3.2. To find out hedonism variety which portrayed in “The Great Gatsby” movie.
- 1.3.3. To reveal the side effects of the pursuit of pleasure activity.

1.4. Scope and Limitation Study

According to the research topic, the researcher wants to illuminate hedonism portrayal in “The Great Gatsby” movie. The researcher will not discuss on sociological study instead of the psychological study. The researcher focuses on analyze three main characters in the story. Those are Jay Gatsby, Daisy Buchanan, and Tom Buchanan. It aims to limit the discussion in proper and clear direction.

1.5. Significance of the Study

The result of this research is expected to become some contribution to the following elements. Academically, this research can reference the hedonism and

psychological study in dealing with human attitude through literary work. Giving relevant information and providing enlightenment about how some events can create a compassionate attitude and lifestyle apply in society. This research is hoped to be useful and beneficial for the readers, especially for English literature students in Universitas Stikubank Semarang.

Practically, it gives more understanding to the researcher and the readers about how the hedonism attitude appears in human life. This research hopes to enlighten and raise the people of a psychological condition when unpleasant situations occur and affect people's life goals.

1.6. Approach to the study

In order to break down the analysis, the researcher uses hedonism and psychological approaches. In the hedonism study, the researcher focuses on Jeremy Bentham theory (1780). He distinct hedonism to be ethical hedonism and psychological hedonism. In order to support the hedonism study, the psychological approach is used theory from Abraham J. Maslow(1943). He delivered the human motivation theory that is popular as the hierarchy of needs. The researcher connects those theories referring to the pleasure pursuit activity as human motivation. In addition, pleasure is associated with the human needs that have to fulfill.

1.7. Organization of the Paper

This research paper divides into 5 (five) chapters that breakdown with details are follow. In the first chapter, the researcher starts with introduction. It consist of background to the study, statement of the problem, objective of the

study, scope of the study, significance of the study, approach to the study and organization of the paper

Second chapter of the research paper entitle synopsis and biography. In this chapter the researcher retell the synopsis of movie which become the research object. Later on, the biography of two man behind of this literary work. Those are the writer of the novel and the movie director of the movie.

In the third chapter, the researcher focuses on review related to literature. It starts with the previous study and theoritical framework. Then, in the fourth chapter consist of data analysis and discussion. In this part the researcher answers the problem statement of this study. To close the research, it will summarize in the fifth chapter. It consists of conclusion and suggestion of the study.