

## ABSTRACT

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**Key words:**post-industrial society, culture industry, consumptive society.

In this research, the writer analyzes a novel entitled *Confessionsof A Shopaholic*. The background of this research appears based on the fact that America is now passing from an industrial society into a post-industrial society. It means that there is the role in the information technology thatinfluences on the social change in American society. Therefore, this research can be formulated into several problems.Firstly, the phenomena of post-industrial society in Shopie Kinsella's *Confessions of A Shopaholic*. Secondly, the factors causesociety becomeconsumptive in Shopie Kinsella's *Confessions of A Shopaholic*.

In order to make a justifiable research, the writer uses post-industrial society by Daniel Bell and culture industry by Theodor Adorno as the theoretical foundation. Theory of post-industrial and culture industry which is used in this literature research aim to reveal the social change aspects in the literary work.

The research data are analyzed throughsociology of literature approach. Sociology of literatureas a method in the literary work has a relation with a story life as reflection of society at the time. The writer took some data from the narration in the novel *Confessions of A Shopaholic* by Shopie Kinsella's. The data which is related to this research, such as classifying data, interpreting data, and finding the conclusions are collected by identifying all aspect.

As the result, the writer found two answer keys, such as 1). *Confessions of A Shopaholic*by Shopie Kinsella provides the phenomena of post-industrial society in America through somecharacteristics. Firstly, sectors of economic which are marked by the increase of society produce of service. Secondly, components of the employment refers to domination ofwhite collar workers in society. Thirdly, centralization of knowledge refers to progress in knowledge that supported by reading culture in society. The last is control of technology and its effects refers to increase of information technology and industry in society; and 2). The factorswhich are appeared inShopie Kinsella's *Confessions of A Shopaholic*, such asculture, social class, references group, situation, family, personality, concept of self, motivation, learning experience, and lifestyle arecauseof consumptive society.

The conclusions of this research are the phenomena of post-industrial society which portrayed in Shopie Kinsella's *Confessions of Shopaholic*. It could be seen from social change in society, such as in sectors of economic, the employment, centralization of knowledge, control of technology and its effects. Furthermore, some factors cause society become consumptive portrayed inShopie Kinsella's *Confessions of Shopaholic*.

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**Kata kunci:** masyarakat pasca-industri, industri budaya, masyarakat konsumtif.

Dalam penelitian ini, penulis mengkaji sebuah novel yang berjudul *Confessions of A Shopaholic*. Latar belakang penelitian ini berdasarkan pada fakta bahwa saat ini Amerika sedang mengalami transisi dari fase masyarakat industri menjadi masyarakat pasca-industri. Hal ini berarti bahwa ada suatu peran di dalam teknologi informasi yang dapat memberikan perubahan sosial dalam masyarakat Amerika. Dengan demikian, penelitian ini dirumuskan atas beberapa masalah. Pertama, fenomena di balik masyarakat pasca-industri. Kedua, faktor penyebab masyarakat menjadi konsumtif.

Agar penelitian ini dapat dipertanggungjawabkan, penulis menggunakan masyarakat pasca-industri dari Daniel Bell dan industri budaya dari Theodor Adorno sebagai landasan teori. Teori pasca industri dan industri budaya yang digunakan dalam penelitian sastra bertujuan untuk mengungkapkan aspek perubahan sosial dalam masyarakat pada sebuah karya sastra.

Penelitian ini dikaji melalui pendekatan sosiologi sastra. Sosiologi sastra sebagai metode dalam karya sastra yang berkaitan dengan refleksi cerita kehidupan masyarakat pada masanya. Penulis mengambil beberapa data dari narasi pada novel. Data yang berhubungan dengan penelitian ini, seperti klasifikasi data, interpretasi data dan memperoleh kesimpulan dikumpulkan melalui identifikasi aspek keseluruhan.

Pada akhirnya, peneliti menemukan dua jawaban, yaitu 1). *Confessions of A Shopaholic* menggambarkan fenomena masyarakat pasca-industri di Amerika melalui beberapa komponen. Pertama, sektor ekonomi yang ditandai dengan peningkatan masyarakat penghasil jasa. Kedua, komponen lapangan pekerjaan yang mengarah kepada adanya dominasi pekerja kerah putih. Ketiga, komponen pemusatan ilmu pengetahuan yang didukung dengan budaya membaca dimasyarakat, dan terakhir adalah komponen teknologi beserta dampaknya; dan 2). Faktor-faktor yang muncul dalam *Confessions of A Shopaholic* seperti budaya, kelas sosial, referensi kelompok, situasi, keluarga, kepribadian, konsep diri, motivasi, pengalaman belajar, dan gaya hidup adalah penyebab masyarakat konsumtif.

Kesimpulan penelitian ini adalah adanya penggambaran fenomena masyarakat pasca industri dalam novel yang dapat dilihat dari perubahan sosial di masyarakat. Seperti pada sektor ekonomi, lapangan pekerjaan, pemusatan ilmu pengetahuan dan control teknologi beserta dampaknya. Selanjutnya, beberapa faktor penyebab masyarakat menjadi konsumtif yang juga digambarkan pada novel *Confessions of A Shopaholic* karya Shopie Kinsella.