

CHAPTER I

INTRODUCTION

This chapter deals with five components, such as the background of the research, research question, research objective, research significance, and the definition of key terms.

1.1 Background of the Research

In principle America's post-industrial era based on Bell (2013:8) thesis in Tumengkol is marked by some phenomena of social change in society. It is caused by the development of information technology rapidly. As it is proposed by Bell (1976:1) that, "the post-industrial society is basically an information society."

The concept of post-industrial according to Bell in Ferkiss (2001:70) is, "refers to a theory primarily about the economic, social and technological aspect of society." Post-industrial society is a concept that began to emerge and used since the 1970s, it refer to variety of social and economic changes related with increased impact and role of information technology. This concept accentuates role of information technology in all sectors as well as the everyday life society (Dwiky, 2011: 3). Then, Bell in Ferkiss continues that,

The term of post-industrial society constitutes an attempt to describe a newly emerging social reality which while not determining political and cultural life does at least strongly condition them. Its focus is on the changing nature of work and work relationships, on the increasing role of scientists and technicians in the social order, and on the allegedly central role increasingly played by theoretical knowledge in social change and the making of societal decisions, a role epitomized by the rise of social and economic planning. (2013:7).

Based on the definitions, it can be summed up that the post-industrial society refers to development of information technology and the power of information. It means that in the post-industrial era, there is not aspect of society life which can be separated from the

presence of information technology. The presence of television, radio, computer, magazine and other mass media as information technology devices can influence on the pattern of social life in society.

Culture industry is a moment when the media technologies giving rise to a new situation in which art, norms, values which originally was to be the work of high value. However, human obedient to economic pressures at recently. Then, the media become agents that make culture as industry and a new commodity (Mirasari, 1998: 16). It can be summed up that the culture industry consist of a set information technology and industry to create the products included product of culture in a large scale, through certain standards with the aim to obtain big profit. The emergence of commoditization concept for Adorno, not only refers to consumer goods, but also has expanded on areas of the arts and culture. That is aim to make the culture complying the rules of commodity capitalism (Adorno, 2002:127). It can be seen that the industry has cooperated with the media to make commodities. Thus, culture becomes an industry, and it obeys to the production of commodities rules.

The results of post-industrial eras create the social change and culture, one of them is consumptive culture which are in society. According to Baudrillard in Mirasari that situation of contemporary society is formed by the fact that humans are now surrounded by a factor of consumption characterized by the multiplication of objects, services and material goods. The idea of the human who has a need, and should always be fulfilled through consumption (2012: 6). As Peter argues (2003: 19) that,

Consumerism describes a society in which many people formulate their goals in life partly through acquiring goods that they clearly do not need for subsistence or for traditional display. They become enmeshed in the process of acquisition shopping and take some of their identity from a possession of new things that they buy and exhibit. In this society, a host of institutions both encourage and serve consumerism, from eager shopkeepers trying to lure customers into buying more than they need to produce designer employed to put new twists on established models, to advertisers seeking to create new needs.

It can be summed up that terms of consumerism is refer to a lifestyle dominance of all forms consumptive activity something with the overdone, that is consumptive activity has become a culture and ideology in society.

Consumptive society showed by symptoms about consumption activity with overdone. It is as an impact from post-industrial era, which is society dominate by information technology and industry. The existence of media tends to be infrastructure exploitation consumerism. It done through creating a arrangement of ideology to a product, goods and services. Through the media, the producers not only provide information about a product that can be consumed, but it is constantly influencing and creating new needs in contemporary society, uniformly and universally (Kasiyan, 2006:8).

The reasons why the writer took Shopie Kinsella's Novel: *Confessions of A Shopaholic* and discussed the phenomena post-industrial society, it because the writer does not find yet researches in the faculty English Department. There is research about Shopie Kinsella's novel: *Confessions of A Shopaholic* but the research analysis about perspective of postmodern feminist.

Furthermore, a discussion about the phenomena of post-industrial society is an interesting thing. As main hypotheses of Bell about the western world, America among them is now passing from an industrial society to the post-industrial society (Tumengkol, 2013: 8). It has a relation to this novel which has a story life reflection of American society at recently that happens in the post-industrial era. It means that in a novel for instances, the phenomena of post-industrial society could be seen through the story. As it has proposed by Swingewood that literature as a reflection of an era. In other words, in this case a literary work is considered as a document of social and culture of a society (1972: 13).

There are several researches which related about object of research, Shopie Kinsella's *Confessions of A Shopaholic*. Firstly, is graduating paper from Sunan Gunung Djati State

Islamic University entitled “The Portrayal of Cosmopolitan Women in Shopie Kinsella’s *Confessions of A Shopaholic*” (Postmodern Feminist Perspective) by Windi Mardaeni in 2011, which conclude about how she describes lifestyle of cosmopolitan women represented in main characters Rebecca used Postmodern Feminist Perspective. Secondly the research by Michael Beattie (2014) entitled “Production Through Consumption: The Fusion of Identity and Consumerism in *Confessions of A Shopaholic*”, which has an purpose to discuss novel *Confessions of A Shopaholic* manages to promote neoliberal consumption by portrayed through main character, it is Rebecca as a consumerist people. Thirdly, which related to the object of this research is a research of Kartika, N. Rani (2011) entitled “The Figurative Languages Translation Analysis in *Confessions of A Shopaholic* Novel by Sophie Kinsella”, which is analysis of figurative languages and also the translation procedures that were applied in translating those figures of speech in Sophie Kinsella’s: *Confessions of shopaholic*.

Based on the explanation above, although their researches took the same novel from Sophie Kinsella’s: *Confessions of A Shopaholic*. However, this research has a difference. This research examines the phenomena of post-industrial society included of culture industry in relation to habitual action of American society and the significances behind them. Entitled this research is “The Phenomena of Post-Industrial Society in Shopie Kinsella’s *Confessions of A Shopaholic*”.

1.2 Research Question

Based on the research background above, the writer limits the analysis on Shopie Kinsella’s: *Confessions of A Shopaholic* into two research questions as follow:

1. How are post-industrial society portrayed in Shopie Kinsella’s: *Confessions of A Shopaholic*?

2. What factors cause society become consumptive in Shopie Kinsella's: *Confessions of A Shopaholic*?

1.3 Research Objective

Based on the research question above, the writer has two purposes of this research as follow:

1. To understand the phenomena of post-industrial society portrayed in Shopie Kinsella's: *Confessions of A Shopaholic*.
2. To analyze factors cause society become consumptive in Shopie Kinsella's: *Confessions of A Shopaholic*.

1.4 Research Significance

In conduct this research, the writer expects that this research will has the significance. Practically, for the writer, is a study for improving the understanding related to the literary work especially in the novel and also this research adds a new understanding about the phenomena of post-industrial society and culture industry. For the other writer, this research could be a guidance or reading source for their researches related the phenomena of post-industrial society and culture industry in the novel. For the reader, this research is significant especially for the student of literary faculty for becoming the reference in the novel literary works.

Furthermore, theoretically this research is expected to develop the theory of post-industrial society concepts in the novel. Besides that, this research also is expected to develop the theory of culture industry in the novel.

1.5 Definition of Key Terms

The definitions of key terms which have been used by the writerto avoid any misunderstanding, especially for the readers. In this section will be presented some key

terms which contained in this research. There are a brief explanation in order to emphasize the meaning of the terms in literature:

- 1.5.1 Culture Industry :The term refers to period of contemporary. It is kind of modern culture is influenced by the experience of fascisms which had achieved hegemonic dominance at every level of social existence in Germany, then in America they saw a similar ‘one-dimensional’ quality in the mass culture and the permeation of every aspect of life by commercialism (Nurrachman, 2015: 514).
- 1.5.2 Post-Industrial Society :It is a group of people who are in an environment of technology and information concentration. The post-industrial society is basically an information society.
- 1.5.3 Consumptive Society : Consumptive society is a lifestyle of society who use or consumption something with the overdone.