

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Literature is the language used by its users to become a work. Living literature is very close to our life in almost every day we feel and use, since it is not a science but an art. Most art activities involve many emotional aspects of human types, such as; feelings, passionate beliefs and others are difficult to define. Although it is difficult to define, literature is basically an art of language. Literary works are creative works of art related to feelings, nature, and the existence of human life. Most people know that literature is about poetry, process, and drama. One of the literary works is film. Movies have become a part of today's society. People with all their life and life problems become objects of literary creation. Overview of Life In a literary work that provides new thinking about a problem, in principle, it can be seen in the formation of the Personality of each character in the film.

One of the most popular literary forms is actually film. McQuail (2003) states that film acts as a new tool used to spread entertainment that has become a past habit, as well as presenting stories, events, music, drama, comedy, and other technical presentations to the public. Films or cinema are basically just for entertainment, but also as a place for the community to work. Hornby (2000) also states that movie means a series of moving picture recorded with sound that tells a story, shown at cinema movie. Films are used as a medium for the purposes and intentions of the

filmmaker. Many films describe about human life in interacting with the environment. There are many human problems when interacting with each other. Because every human being has his own ideology. One example of a human ideology that often causes problems is loving the world and so much wealth. This ideology is called hedonism. Hedonism regards pleasure as the criterion of value and the final link behind all human action. As some researchers have said, humans want peace and tranquility and peace is a single pleasure that cannot be separated, in other words, humans seek pleasure and inner peace is the best kind of pleasure. Hedonism is defined as a view that considers material pleasure and enjoyment as the main goal of life. Hedonism can be defined as a doctrine (ethical philosophy) that behavior is influenced by the desire for pleasure and avoid all suffering. The nature of hedonism views that the most important thing in life is the mastery of matter only.

Happiness can only be achieved with treasure. The ideology of hedonism is also in the film entitled *Orang Kaya Baru*. The film was one of the most popular films at that time. It managed to reach 1 million viewers and became the third box office film in 2019. This Joko Anwar's film was a film famous for its hedonistic nature. So that writer interested in having this film became the object of her study. The film told the story of a family life that becomes rich after their father dies. In accordance with the title of the film, the four members of the family suddenly become new rich people. Because they suddenly got rich, they did some tacky things, like showing off expensive things. They also lead a consumptive lifestyle and hedonism. When it comes to car dealerships, for example, without any concrete reason a mother

buys three cars for each child. Many problems are caused by us choosing the hedonism lifestyle. Therefore, the writer chooses the topic of hedonism in this study, namely to tell readers that most hedonism is not only bad references. This film says that hedonism is only bad for humans. There are many things of hedonist can do if we have a lot of money and possessions, for example helping and supporting others. From this film, there are many aspects of hedonism that can be obtained just by watching. It changes in the character of the film's cast from poor to wealthy. This wealth brought many changes in their family. Based on this, the writer feels it is appropriate to examine the realization of hedonism in the film *Orang Kaya Baru*. The statements from the dialogue of the movie will be the data that later the theory of hedonism by Weijer's (2012), which the scope and the source will be described in their proper sections.

In this film, the writer put an example of how hedonism practice can be identified based on the theory from Weijer's (2012) which will be the main theory of this study from the dialogue of *Orang Kaya Baru* movie.

Tika : *Mas.*
 Montir : *Ya?*
 Tika : *Ini berapa?*
 Montir : *Sembilan belas juta, Mbak.*
 Tika : *Kamu mau?*
 Banyu : *Hmm? Pasti mau.*
 Tika : *Yaudah. Aku beli, ya.*

This dialogue as an example can be identified which type that it can be classified such as Folk Hedonism. The theory itself will be explained further in the next chapter.

The relevant study conducted by Nuryuliana and Nur (2022) in analyzing hedonism branches “psychological and ethical” hedonism in a novel called *Emma*. By using descriptive qualitative method to elicit necessary data, they concluded that in Ethical Hedonism, the pursuit of happiness the main goal also included exclusive value. Meanwhile in psychological hedonism, the pleasure embodied in a form of sensation or experience. In relating to this study, the parting section of both hedonisms divided in folk and motivational as ethical while value and normative as psychological. The links that the writer made were based on the definition and the effect of the individual as the hedonism practitioner. As for the contradiction, there’s only one showed in the object of the data as one for Novel and the character in it and this study conducts a Film.

1.2 Problems of the Study

Based on the background description above, the focus of the research problem described as follows:

1. What types of hedonism are represented in Joko Anwar’s *Orang Kaya Baru*?
2. Why do the characters of hedonism applied in Joko Anwar’s *Orang Kaya Baru*?
3. How do the characters in Joko Anwar’s *Orang Kaya Baru* applied hedonism?

1.3 Objectives of the Study

Based on the problem to be discussed, the study discussed objectives as followings:

1. To find the types or category that represented in Joko Anwar's *Orang Kaya Baru*.
2. To explain the reasons of hedonism applied on characters of *Orang Kaya Baru*.
3. To describe the application of the main theory to the characters in *Orang Kaya Baru* movie.

1.4 Scope of the Study

The writer made the limitation in this study into specific scope. The scope of the study is the movie script of *Orang Kaya Baru* movie. The movie script is suitable for the ideology of hedonism, so the applied theory related to the movie script. The applied theory is Weijers's theory of hedonistic behavior which classified into 4 types, they are Folk Hedonism, Value and Prudential Hedonism, Motivational Hedonism, and Normative Hedonism.

1.5 Significances of the Study

Findings of the study are expected to offer both theoretical and practical significance:

1. Theoretically, it is expected that the research can be used as helpful reference for the people who want to analyze about the hedonism in this movie or other movies. Later for the enrichment of explaining hedonism theory can be applied in the research.
2. Practically, it is expected that the study can be used as reference for the student who want to make a study about hedonism. It can also be used by

lecturer who uses this study as a supporting source for teaching. And finally, the whole of significances hopefully can be additional reference, especially for people who are studying literature.

