Hedonism in Chicklit and Teenlit Period as Reflected in “Summer in Seoul” and “Marriageable”

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ABSTRACT
This research is about analyzing hedonism in chicklit and teenlit. There is a popular culture of this period that is portrayed on the novel, named hedonism (even consumerism). Hedonism is defined as a view that considers the pleasure and enjoyment of the material as a primary goal in life. The object of this study is two novels entitled “Summer in Seoul” and “Marriageable”. The objectives of the study are; 1) to describe how hedonism is represented in Ilana Tan’s “Summer in Seoul” and in Riri Sardjono’s “Marriageable”, and 2) to explain what hedonism’s impacts explained in those novels. The method of this study is using formulaic literature approach. It contains the description, analysis, and interpretation of these data supported by theories. Finally, we draw conclusion in order to answer the statements of problem. The results of this study are; firstly, in the novel “Summer in Seoul”, hedonism is represented through the setting of places—in which the locations (urban/cosmopolitan) full of glamorous; through the characters’ habits—royal in eating and shopping, and in the novel “Marriageable”, hedonism is also represented through the setting of places—D’Orange, Loofah, Nawangsari, QB, Lolita, and Linea are glamorous places that always visited by the characters; and the characters’ habit—smoking, hang-out, shopping, nyalon. Secondly, the impact of hedonism can affected the thought, talk, habit, action, and so on to the characters.

KEYWORDS: Chicklit and Teenlit, Hedonism, Ilana Tan’s Summer in Seoul, Popular literature, Riri Sardjono’s Marriageable

The development of the popular types of literature is influenced by popular culture embraced by most people. This culture is related to the culture of consumption
that is supported by the increasing of modernization of information and technology. It also cannot be separated from the hedonistic lifestyle that accompanies teenage life in general. According to the Dictionary of the Drafting Team (in Dewojati, 2010: 16), hedonism has a sense view of life which considers that the pleasures and the material is the purpose of life. Meanwhile, according to Supelli (2003:30), hedonism is caused by hedon’s virus. It is an act which a joyful and happiness is the most priority in life. Based on the above two statements, we can conclude that hedonism is always associated with pleasure and luxury. If these two things have not been met, it will cause problems.

Other popular culture that developed in the modern era is the culture of consumerism. Richard H. Buskirk and James T. Rothe on their journal mentioned that consumerism is a vital part of modern history; its role continues to change with time; and it remains controversial, generating some sense that it is unnatural or at least inferior to other societal goals. Meanwhile, according to Indonesian dictionary online, the notion of consumerism is an ideology or lifestyle which considers luxury goods as a measure of happiness, pleasure, and so on. Two of the statements indicate that consumerism comes from an understanding that is embedded in the mind that satisfaction, pleasure, and happiness will only be achieved if what they want at any moment can be met.

Two things above (hedonism and consumerism) are quite dominating issues of popular literature, although the issue of romance and infidelity are still existed. The two issues above also illustrated the literary works of Ilana Tan and Riri Sardjono. Ilana Tan, in her novel entitled "Summer in Seoul" tells the story of a girl who was taking courses in the country of ginseng. In the course of her study, she met with a famous singer who had a bitter history in his life. Starting from the exchanged their
mobile phones at a store, the story of their time-together began. Throughout the story described by the author, issue of hedonism and consumerism are dominant. While the novel "Marriageable" written by Riri Sardjono, photographed clearly and bluntly that the culture and lifestyle of hedonism and consumerism are represented by the main character of this novel, Flory and her gang. The approach of this research is formulaic literature.

**Reason for Choosing the Topic**

There are many reasons why we choose hedonism in the novel “Summer in Seoul” by Ilana Tan and “Marriageable” by Riri Sardjono as the issue of our mini-research. We choose this topic because we are interested in finding the messages taken from the novel. First, we choose the novel “Summer in Seoul” by Ilana Tan and “Marriageable” by Riri Sardjono because the phenomenon of hedonism, consumerism, individualism, feminism are dominant in the novel and it is interesting to be analyzed. Second, this topic gives cultural phenomena which happened in modern era. Third, we choose this topic because it becomes a hot issue up to now. Fourth, this writing is also as an effort to show up the negative impact and effect of hedonism.

**Statement of the Problems**

In this mini-research, the problems of the study are as follows:

1) How is hedonism represented in Ilana Tan’s Summer in Seoul and in Riri Sardjono’s Marriageable?

2) What hedonism’s impact explained in Ilana Tan’s Summer in Seoul and Riri Sardjono’s Marriageable?
Objective of the Study

The objectives can be stated as follows:

1) to describe how hedonism is represented in Ilana Tan’s *Summer in Seoul* and in Riri Sardjono’s *Marriageable*

2) to explain what hedonism’s impacts explained in the novels “Ilana Tan’s *Summer in Seoul* and Riri Sardjono’s *Marriageable*”

REVIEW OF RELATED LITERATURE

Review of Previous Studies

In this chapter, we present the previous studies which were conducted by two scholars about the study of hedonism. Here, we discuss two researchers: *Hedonism in Ari Nur’s Kisah Pencarian Cinta Sejati Diorama Sepasang Albanna*, an article of final project of Padang State University in 2014 by Januarinda Afra and *the Posmo Construction of Career Women in Icha Rahmanti’s Cintapuccino*, a final project of Bandung Islamic University in 2006 by Kartika Safitri. Those two researchers used formulaic literature in analyzing the novels.

Hedonism

According to Indonesian Big Dictionary (KBBI, fourth edition, 2008), hedonism is defined as a view that considers the pleasure and enjoyment of the material as a primary goal in life. While according to Cambridge Advanced Learner’s Dictionary, hedonism is defined as living and behaving in ways that mean you get as much pleasure out of life as possible, according to the belief that the most important thing in life is to enjoy yourself. Based on those statements, we can conclude that hedonism deals with the glamorous.
Chicklit and Teenlit Period

Chicklit

Chick-Lit is a work or nuanced story book with seasoned urban or cosmopolitan romance story, the characters are usually young women, single, executive and dressed in luxurious style (Basuki, 2007:24). Jordan & Weedon (in Mochtar 2009:47) also said that during this time, fiction became an effective medium in the women's movement, especially in spreading the values that are believed by the movement. Fiction readers can alter consciousness about themselves and their position in society. Chicklit is chosen in this study because as a popular fiction. Chick-Lit considered to have an important role in the spread of a certain ideology (Jordan & Weedon in Mochtar, 2009:47).

Teenlit

The definition of teenlit is almost as same as chicklit. It deals with the story of teenager and their life. The writer of this genre is usually coming from teenager itself. They described their life collaborating with the development of internet and technology. The difference between chick literature and teenager literature is on character of the story. In chick literature, the main character is an adult woman and it is a must. While in teenager literature, the character that is dominant is not only for girl, but also it is okay for boy. One thing that becomes an icon of these two genres is, the ending of the story, usually, it can be predicted before (predictable).

Formulaic Literature

The formula is defined specifically by predictable narrative structure. Formulaic literature according to Cawelti, as quoted by Rosyidi (2010), is a structure of narrative or dramatic conventions that are used in a lot of individual work. The use
of this formula is to signify a conventional way to treat some specific things. Another use is that the formula refers to the types of grooves that represent the types of stories.

**RESEARCH METHOD**

**Object of the Study**

Object of the study is divided into two kinds; material object and formal object. Material object is the study of the novels “Summer in Seoul” by Ilana Tan and “Marriageable” by Riri Sardjono. Formal object is the study of those novels seen from research questions.

**Design of the Study**

In this study, we used formulaic literature approach to analyze the novels using qualitative method and implementing formulaic literature. The data used in the qualitative study is in the form of description and identification of the text, such as words, phrases, idiom, sentences, and dialogues. As stated by Huberman and Miles (1994: 65), qualitative data is usually words rather than numbers. The qualitative data were the sources of well-grounded, rich descriptions and explanations of processes in identifiable context of words, sentences, utterances and dialogues. Therefore, the source of data came from works, and script; while the data analysis comes from the words and sentences. Therefore, we gave analysis existing in the novels and from the words, phrases, sentences, and also the meaning.

In order to support our explanations about the study, we also referred some references which is called as library research method. We searched the data from references related to the subject matter. It means that the investigation is based on the data taken from novels as the main sources, and the analysis by using resources such as books, articles, encyclopedia, etc.
Procedure of Data Analysis

The data are analyzed to gain the objective of the study. Here are the steps that we did:

1) We identified and classified the data into fragments based on the elements to construct the structure of the story.

2) All of the codes and textual elements were put together to show the relations as comparison of those two novels.

3) Next, we searched for the similarity of hedonism in those two novels.

4) After finding that, we put those relations to become argumentative sentences in order to find meanings revealed based on our interpretation.

5) Finally, by comprehending the theory of hedonism and others, we put a conclusion to answer our research problems.

FINDINGS AND DISCUSSION

Hedonism in “Summer in Seoul” by Ilana Tan and “Marriageable” by Riri Sardjono

Hedonism represented in “Summer in Seoul” by Ilana Tan

According to the analysis of Jafar Lantowa for Cinta Suci Zahrana, it is clearly mentioned that formulaic literature means that an analyzing based on the elements of the novels’ structure. The first element is plot. Adi (2011:38) stated that plot in the novel, for high literature and popular literature, usually began from introducing the characters, situations, the development of the story and ending of the story, or it can be stated by exposition, complication, conflict, climax, and ending of the story. The plot in “Summer in Seoul” written by Ilana Tan is; 1) begun with introduction of the characters; Han Soon Hee (Sandy), Jung Tae Woo, and Park Hyun Shik of the accident in a store (Sandy’s mobile phone is exchanged with Jung Tae Woo’s phone). To cover
the issue of gay of Jung Tae Woo, the convention between Sandy and two guys is begun. After that, Sandy worked for Jung Tae Woo with her own requirement. She accompanied Jung Tae Woo for anything and anywhere, 2) until in one moment, Kang Young Mi knew about this convention. It is started by the strange actions that were done by Jung Tae Woo’s girlfriend when she was calling Sandy, 3) then, Sandy’s apartment is burnt, 4) Choi Min Ah (Jung Tae Woo’s mother) spoke up about Jung Tae Woo’s girlfriend to public, 5) there is an article about the dishonest of love done by Sandy and her-ex-boy, 6) again, there is an article about the “revenge of Sandy” because the death of Lisa caused by Jung Tae Woo’s events, four years ago, 7) Sandy permitted to go back to Jakarta, 8) Sandy got taxi accident when she wanted to go back to Seoul, 9) Jung Tae Woo went to Jakarta to see Sandy in the hospital, 10) as an ending, Jung Tae Woo invited Sandy to go to the luxurious hotel in South Jakarta to entertain her and Sandy loved it so much.

**The second element is theme.** In our interpretation, the theme is “Witing tresno jalaran soko kulino” (Javanese) or “Love grows because it is wonted.” It means that the habit of being together with someone is the key to the growth of love. It is proven by the ending of the story. In the beginning, the main character (Sandy or Han Soon-Hee) does not like Jung Tae Woo. But because she always accompanies him to go anywhere and she can meet him in many times, the feeling of “love” is growth.

**The third element is characters.** Actually, there are many characters from this novel. But, the dominant characters are Sandy (Han Soon-Hee), Jung Tae woo, Park Hyun Shik, Kang Young-Mi, and Choi Min Ah (Jung Tae Woo’s mother). The characterization of the main characters are; 1) Jung Tae Woo. He is a kind guy because he always treats his friends and Sandy. He is also a royal person, but unluckily, he
deals with hedonism, and 2) Han Soon-Hee (Sandy). She is an innocent woman. She also admits herself that she is a strong woman, but luckily, she is a hard worker woman.

The fourth element is setting. The setting of this novel is in Seoul, South Korea and Jakarta, both of which are urban/cosmopolitan.

The last element is nuanced (atmosphere). By analyzing carefully with considering the elements above, it can be stated that the atmosphere of this novel is romantic enough, glamorous, and portrays the hedonism’ life in the urban or cosmopolitan areas.

Hedonism represented in “Marriageable” by Riri Sardjono

To analyze this novel, we still use the same approach.

Plot. The plot of “Marriageable” novel written by Riri Sardjono is 1) a gives in marriage between Flory’s family and Vadin’s family. It is also as the introduction of the characters in the beginning, 2) Flory, always gathers with her gangs, 3) a marriage between Flory and Vadin, but with a requirement from Flory, 4) a conflict of Flory and her own self, Flory to Vadin, and Flory to Nadya, 5) a surprise in Mask Party, and 6) a confession from Flory that she really loves to Vadin.

Theme. As the story of previous novel, the theme is “Witing tresno jalaran soko kulino, (Javanese) or “Love grows because it is wonted.” It is proven by the ending of the story. It has a same plot. In the beginning, Flory does not like Vadin, but in the end she loves Vadin so much.

Characters. One of the characteristic of popular literature is on the characters. Usually, there many characters on the story. It was proven by the novel “Marriageable” written by Riri Sardjono, there are almost more than ten characters of this novel; Flory, Mamz & Papz, Vadin, Aunt Mia, Gerry, Kika, Ara, Dina, Padma, Gilang, Bimo, Nadya, etc. The characterization of the main characters are; 1) Flory and her gang.
They are quite smart, feminist, sarcastic, and deals with hedonism, 2) Vadin. He is a responsible husband with full of patient in facing Flory. He is also a loyal man although he is got bad treatment from Flory. Unluckily, he is also “Anak Mamih”, 3) Nadya. She is ex-girlfriend of Vadin. Unfortunately, she has slow thinking. She usually tantalizes many men.

**Setting.** The setting of “Marriageable” novel located in Jakarta and Anyer. It portrays the glamorous of metropolitan’s life (urban or cosmopolitan).

**Atmosphere.** It deals with a romantic story and hedonism’ thought.

**Hedonism’s Impact Portrayed in “Summer in Seoul” by Ilana Tan and “Marriageable” by Riri Sardjono**

There are many impact of hedonism portrayed in the novels. It can be related to thought, action, talk, habit, etc as cited below.

**Thought**

“Marriageable”

...bahwa aku perlu sebuah hiburan yang menyenangkan. [p.58]

Anak-anak ngajakin ke Bali. [p.292]

**Meals**

“Summer in Seoul”


“Kita makan di restoran mewah. Lalu mawar ini.” Sandy menatap Jung Tae-Woo sambil berusaha mengingat. [P.114]

“Marriageable”

Ia mengajakku makan siang dengannya di D’Orange. [p.39]

“Ada lemon tea, ada Chitato, aku bikin kentang goring, dan...[p.117]
Place of living

“Summer in Seoul”

.....Jung Tae-Woo berdiri tegak di dekat jendela besar ruangan kantor manajernya yang berada di lantai 20 gedung pencakar langit. [P.16]

Mereka bertiga—Jung Tae-Woo, Park Hyun-Shik, dan dia sendiri—sudah berkumpul di apartemen Park Hyun-Shik yang besar dan mewah. [P.37]

“Marriageable”

Kupusatkan perhatianku pada air kolam renang di apartemen Kika....[p.78]

Kuputuskan untuk menyudahi melamun di bawah pancuran yang membuat pintu kaca ruang shower-ku berembun. [p.187]

Hangout Place

“Summer in Seoul”

Ia dan Jung Tae-Woo sedang berada di dalam lift yang membawa mereka ke lantai teratas gedung hotel itu. Setelah tahu Jung Tae-Woo akan mengajaknya makan malam di restoran hotel mewah, ia tidak bisa menekan rasa cemas di hatinya. [P.111]

Mereka berhenti di hotel terkenal di daerah Jakarta Selatan. [P.179]

“Marriageable”

Sore itu, kami berlima memang sengaja bertemu di D’Orange untuk membahas tentang peristiwa perkenalanku dengan Datuk Maringgi abad 21. [p.8]

Gerry memutuskan agar kami bertemu sepulang kerja di QB. [p.14]

Shopping

“Summer in Seoul”

Jung Tae-Woo menghentikan mobil di depan toko pakaian yang kelihatan mewah di Apgujeong-dong, salah satu kawasan paling trendi di Seoul,
dipenuhi restoran kelas atas dan toko pakaian dari para desainer terkenal. [P.45]

Sebenarnya kau ingin beli apa?” tanya Sandy bingung. Ia melihat-lihat barang-barang yang dijual di toko itu dan ia benar, harganya sama sekali tidak murah. [P.46]

“Marriageable”

Yang elo butuh cuman gaun DKNY, potongan rambut baru, dan segelas es krim. [p.31]

“Gue mau shopping.” [p.222]

**Fashion**

“Summer in Seoul”

Tae-Woo terdiam. Ia memandang Sandy dari kepala sampai ke ujung kaki. Tidak, gadis ini memang sudah punya pekerjaan dan dilihat dari cara berpakaianannya, ia tidak tampak seperti gadis yang kekurangan uang. [P.30]


“Marriageable”

Sambil mencopot jam tangan, cincin, dan kalung perakku…. [p.27]

“Gue cuman mencoba mengikuti perkembangan mode.” [p.238]
Action of Giving surprise

“Summer in Seoul”

*Sandy membuka kotak itu dan tercengang ketika melihat di dalamnya ada ponsel yang sama persis seperti ponselnya yang hilang dalam kebakaran.* [P.121]

“Marriageable”


Bad Habit/Drunk (Beverages)

“Summer in Seoul”


*“Hei, kau tidak jadi minum-minum dengan kita?” tanya Park Hyun-Shik begitu ia menutup ponsel. [P.185]*

“Marriageable”

*Apa boleh ngerokok di sini?” [P.8]*

*...di sana ada Vodka selain topeng. “[p.266]*

CONCLUSION

The conclusion of our analysis is:

1. In the novel “Summer in Seoul”, hedonism is represented through the setting of places—in which the locations (urban/cosmopolitan) full of glamorous; through the characters’ habits—royal in eating and shopping, and in the novel “Marriageable”, hedonism is also represented through the setting of places—*D’Orange, Loofah, Nawangsari, QB, Lolita, and Linea* are glamorous places that
always visited by the characters; and the characters’ habbut—smoking, hang-out, shopping, nyalon.

2. The impact of hedonism can be observed in the characters’ thought, talk, habit, action, and so on.

REFERENCES


