

CHAPTER 1

INTRODUCTION

This chapter contains five subchapters. They are background of study, statement of research question, research objectives of the study, scope and limitation of the study, and the significances of the study. They will depict this study in general term and also they need to be elucidated.

1.1 Background of Study

Nowadays, capitalism almost influences each part of human being life such as Marx's explanation that the effect of capitalism in human values worried about the rise of capitalist (Tyson, 2006: 63). In addition, it influences the thought system of human being as the statement of Tyson that "many Marxists insight into human behavior involve the damaging effects of capitalism on human psychology" (Tyson, 2006: 62). For example, at the present time, almost all objects even the human being also have the value of function that can be used as the exchange substance with another because the existence of the exchange make both of sides in mutually beneficial condition.

Related to the action of mutual exchange by doing the exchange into two objects or more, it is included in commodity exchange such as goods. Robinson et al stated that

"Commodity exchanges do not require or imply that the parties to the exchange have social capital or that the goods exchanged have attachment value. Furthermore, in most cases, parties to commodity exchanges do so willingly and both expect to benefit from the exchange. (Robinson, et al, n.d: 78)."

The exchanging itself does not depend on the subject who has social capital and also it doesn't depend on the good which is exchanged. However the process of exchanging can happen anytime depend on the subject that is done it and also it appears the benefit in both of side. Commodity itself has some value that is stated by Tyson as follows

For Marxism, a commodity's value lies not in what it can do (use value) but in the money or other commodities for which it can be traded (exchange value) or in the social status it confers on its owner (sign-exchange value) (Tyson, 2006: 62).

Whereas everything surely has use value, but something which can be included as commodity when people consider that it has substance of exchanging moreover that exchanging appears some sign that is conferred to the owner of that thing.

Hence, the important thing of the process of commodification itself is exchange value and also sign exchange value. If both of them have completed, it can be considered as commodity. For example, a diamond is extremely valuable and normally it is used as jewelry. Besides, it has exchange value which can be sold or it can be exchanged by the equivalent good. In addition, it also signifies that the owner of that diamond is wealthy, has high position in social class, so it is also included on sign-exchange value. Besides, not only any kind of good that can be included to commodities but also the other thing such as human being. Even the invisible matter can also become commodity. It depends on whether or not it has exchange value and sign-exchange value. It is provided by Tyson explanation that stated "I commodify human beings when I structure my relations with them to promote my own advancement financially or socially" (Tyson, 2006: 62).

Commodification itself are amid Marxist criticism which is stated by Wolfrey that Marxist critics will discuss about some issues such as class struggle, commodification, the alienation of labour and so on (Wolfrey, 2001: 70).

For Marxism, getting and keeping economic power is the motive behind all social and political activities including education, philosophy, religion, government, the arts, science, technology, the media, and so on (Tyson, 2006: 53-54).

It is clear that the most important thing that will be discussed in that approach is about economic view.

Marxist theory also have been accused that literature is included into a passive reflection of society, rather than viewing literature as fully implicated within society (Wolfrey, 2001: 70). It is Similar with the statement of Rene and Wellek that said “literature as everything in print” (Wellek, Rene, 1949: 9) which it is same discussed about the reflection of human life that it is not separated with society. Therefore, literary work is very interesting such as a novel which is appropriate to be read because it surely contains about the wonderful experience in life. In addition, it is created by creative writing and also attractive technique by the author until the readers feel pleasure and satisfied on it. That is supported by Landy who stated that “literature has its roots in one of the most basic human desires-the desire for pleasure” (Landy, 1980: 3).

Therefore, this study uses literary work exactly a novel as source of data entitled *Four* who is created by the famous author, Veronica Roth who has gotten appreciation as new york time bestselling author in 2011. This novel is also new published in 2014 so that way it is recommended to be analyzed because there are still rarely who analyze using this novel as the source of data.

In the novel entitled *Four* by Veronica Roth, Jeanine Matthew as the head of erudite interfered within dauntless government. She gave many weaponries into dauntless so that Max, the head of dauntless was helped by its existence. Actually the case was solely to use the new generation of dauntless, the initiate. It is for expediting her goal who will slaughter abnegation that the administrative center of every faction is in abnegation so that it will be seizing the abnegation's governance. Unconsciously the initiates have been given in exchanged with the weaponries. Indeed, by contributing many of guns, Jeanine Matthew can use initiate through Max's wish and command. From the statement before, it is really suitable for the analysis that using the issue of commodification through the initiates here have been in exchanged with weaponries.

Previously, this study has been analyzed by several researchers. All of the previous researches have same theory but until now there is no one who use same source of data such as the study by Elhan Omrani, Shamsoddin Royanian, and Ensieh Shabanirad in 2016, the student of University of Semnan, Iran entitled *Class oppression, commodification, and consumerism in Dreiser's Sister Carrie*. Furthermore, the previous study is from FaiqatunWahidah, student of State Islamic University Walisongo, Semarang entitled *Komodifikasi Nilai Agama Dalam Iklan Televisi (Studi Analisis Semiotik pada Iklan Wardah)*. In addition is from English Department- faculty of social and cultural science in University of Trunojoyo Madura which is entitled *Commodifying Daughters: A Marxist Analysis in S. Rukiah's The Fall And The Heart* by Izza Puja Lestari and Erika Citra Sari Hartanto.

In conclusion, one of the creations of Veronica Roth entitled *Four* is so great if it is analyzed by using commodification of Marxist theory because the conflict in the novel also shows about the phenomenon of commodification. Moreover, this novel is new published in 2014, so the researcher has rarely analyze using this novel especially using the theory of commodification is still no one who has taken it before.

1.2 Statement of Research Question

Based on the clarification above, the research questions are described as follow:

1. How is Jeanine Matthew's commodifying initiate portrayed in Veronica Roth's *Four*?
2. What is the motive behind Jeanine Matthew's commodifying initiates portrayed in Veronica Roth's *Four*?

1.3 Research Objectives of the Study

Based on the research questions above, the purposes of this study are to find out:

1. Jeanine Matthew's commodifying initiate which is portrayed in Veronica Roth's *Four*.
2. The motive behind Jeanine Matthew's commodifying initiate which is portrayed in Veronica Roth's *Four*.

1.4 Significances of the study

Based on the previous deliberation of this study, it has some significance as theoretically and practically. Theoretically, as data for further study, it is expected that results of the study will contribute to expand reader's insight about commodification and also to show that nowadays, everything can be transferred from its use value become exchange value that surely has the benefits itself. Furthermore, this study is expected to become source of data for the next study that using other theory which is suitable to be analyzed. Practically, this study is hoped to be able to give profit to the society about how the act of commodification itself is applied toward certain matter in right way.

1.5 Scope and Limitation

This study will examine the source of data by Marxist Criticism that focus on commodification in *Four* by Veronica Roth that originally published in New York, United States of America, in 2014. The scope of this study is commodification relate to the concept of commodity's value by German philosopher, Karl Marx. In addition for discuss this study is limited on the author's narration and the utterances of the characters in Veronica Roth's *Four*.