

ABSTRACT

Kusuma, Aditya Manggala. (2021). Mae's Inconsistent Cognition in Dave Eggers' *The Circle*. Thesis. English Study Program of Faculty of Social dan Cultural Science, University of Trunojoyo Madura. Advisor: Dr. Dra. Siti Hanifa, M.Pd.

This study aims to discover the existence of the protagonist character's inconsistent cognition in Dave Eggers' *The Circle* Novel. The writer applied Cognitive Dissonance Theory by Leon Festinger in analyzing the phenomenon of inconsistent cognition that is experienced by the protagonist (Mae Holland), and how she responds to solve her inconsistent cognition that is depicted in *The Circle*.

This study is qualitative descriptive research. The data of this study are the author's narrations and characters' utterances found in Dave Eggers' *The Circle* novel that are correlated with Festinger's cognitive dissonance theory. Closed reading technique is used as a method of collecting data to collect the information that is related to the data. Reading, rereading, reducing and analyzing are the steps used by the writer to process the data found in *The Circle* novel.

Based on the analysis, it can be concluded that; 1) in Dave Eggers' *The Circle*, Mae's inconsistent cognition is caused by her job environment through her forced compliance behaviour, the consequence of her decision, the disagreement of her social support and the irrelevant information she receives. 2) Mae's inconsistent cognition that is reduced by changing her behaviors, changing her environment (situation) and adding new relevant informations.

Key Words: Social Psychology, Cognitive Dissonance, Leon Festinger, The Circle, Dave Eggers, Inconsistent Cognition.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui adanya inkonsistensi kognisi dari karakter protagonis dalam Novel *The Circle* karya Dave Eggers. Penulis menerapkan Teori Disonansi Kognitif oleh Leon Festinger dalam menganalisis fenomena inkonsistensi kognisi yang dialami oleh protagonis (Mae Holland) dan bagaimana tanggapannya untuk menyelesaikan inkonsistennya yang digambarkan dalam Novel *The Circle*.

Penelitian ini merupakan sebuah studi deskriptif kualitatif. Data penelitian ini berupa narasi penulis dan ucapan karakter yang terdapat dalam novel *The Circle* karya Dave Eggers yang dikorelasikan dengan teori disonansi kognitif milik Festinger. Teknik closed reading digunakan sebagai metode pengumpulan data untuk mengumpulkan informasi yang berkaitan dengan data. Membaca, membaca ulang, mereduksi dan menganalisis adalah langkah-langkah yang digunakan penulis untuk mengolah data yang terdapat dalam novel *The Circle*.

Berdasarkan hasil analisis dapat disimpulkan bahwa; 1) dalam *The Circle* karya Dave Egger, kognisi Mae yang tidak konsisten disebabkan oleh lingkungan pekerjaannya melalui perilaku kepatuhan yang dipaksakan, konsekuensi dari keputusannya, ketidaksepakatan atas dukungan sosialnya, dan informasi yang tidak relevan yang dia terima. 2) Inkonsistensi kognisi Mae yang direduksi dengan mengubah perilakunya, mengubah lingkungannya (situasi) dan menambahkan informasi baru yang relevan.

Kata Kunci: Psikologi Sosial, Disonansi Kognisi, Leon Festinger, *The Circle*, Dave Eggers, inkonsistensi kognisi.

Table of Contents

APPROVAL SHEET	iv
PRONOUNCEMENT OF THESIS ORIGINALITY	v
PRONOUNCEMENT OF THESIS PUBLISHING AGREEMENT	vi
MOTTO	vii
DEDICATION	viii
ACKNOWLEDGEMENT	ix
ABSTRACT	xi
ABSTRAK	xii
CHAPTER 1	1
INTRODUCTION	1
1.1 Background of The Study	1
1.2 Research Question	6
1.3 Objectives of Study	6
1.4 Significance of The Study	6
1.5 Scope and Limitation	7
CHAPTER II	8
REVIEW OF RELATED LITERATURE	8
2.1 Literature and Psychology	8
2.2 Social Psychology	9
2.3 Cognitive Dissonance Theory	13
2.3.1 Forced Compliance Behaviour	14
2.3.2 Consequence of Decision	15
2.3.3 The Role of Social Support	16
2.3.4 Voluntary and Involuntary Exposure to Information	17
2.3.5 The Reduction of Dissonance	18
2.3.5.1 Changing a Behavioral Cognitive Element	18
2.3.5.2 Changing an Environmental Cognitive Element.	19
2.3.5.3 Adding New Cognitive Element	19
2.4 Previous Study	20
CHAPTER III	23

RESEARCH METHODOLOGY	23
3.1 Research Approach	23
3.2 Data and Source of Data	23
3.3 Research Instrument	24
3.4 Technique of Collecting Data	24
3.5 Technique of Analyzing Data	24
CHAPTER IV	26
FINDING AND DISCUSSION	26
4.1 The Factors of Mae's inconsistent cognition	26
4.1.1 Forced compliance behaviour	27
4.1.2 Consequence of Decision	33
4.1.3 Mae's Disagreement with the Social Supports.	37
4.1.4 Voluntary and Involuntary Exposure to Information	39
4.2 How Mae Solves Her Inconsistent Cognition.	46
4.2.1 Changing a Behavioral Cognitive Element	46
4.2.2 Changing an Environmental Cognitive Element	49
4.2.3 Adding New Cognitive Element	55
CHAPTER V	58
CONCLUSION AND SUGGESTIONS	58
5.1 Conclusion	58
5.2 Suggestion	60
References	62