CHAPTER I

INTRODUCTION

1.1 Background to the Study

People–attending a formal occasion such as wedding–would fit themselves, for example, by wearing the suitable outfit–most commonly stylish and branded. Wearing a stylish and branded outfit is believed to demonstrate someone's social status, and his or her existence in certain social classes. Besides that, people must act and behave in accordance with their social environment and values, especially in upper class environment. The action and behavior can be accepted as part of the environment where they live. Related to that condition, the upper class society has its ideology in order to make a relation between one another both among upper class and lower class. The ideology is created by dominant social order in society. Therefore, to be a part of the environment, people need to adjust their appearance and performance based on how the society performances which are based on a norm, value, and rule existing in their neighborhood. Such adjustments cause people to feel accepted and proper in the upper class environment. Basically, people unconsciously follow the ideology without knowing who made it, and they willingly participate in it, this situation is called false consciousness.

This phenomenon is appropriate with the statement of Louis Althusser as quoted by Leitch (2001:1477), false consciousness is the misinterpretation of what

a person believes and what he or she feels because he or she are led by rules and values made by the dominant social belief. People willingly participate in the popular belief, without knowing who made it and the reason behind the creation of the popular belief. Based on the statement, it can be assumed that human consciousness is determined by social being. Thus, the way they act and behave are mostly determined by how the society act and behave, and it is led and regulated by the dominant social belief. That action and behaviour are constructed by ideology existing in the environment and the society.

The issue of false consciousness constructed by ideology mentioned above can be seen in the novel entitled *The Hunger Games* by Suzanne Collins. *The Hunger Games* novel tells about the future North America after being obliterated, yet it has risen again in the form of new country which is called Panem. There are separated regions in Panem. The rich lives in the big city called Capitol and the poor lives in thirteen separated districts. Furthermore, this research is focused on the ideology existing in Panem, especially in Capitol environment which is seen through Capitol fashion workers appearances and lifestyle.

The Capitol city is full of opulence and prosperity such as a big glistening buildings, shiny cars, the wide paved streets, etc (Collins, 2008:59). Everything that shines and is glamorous can be found in the Capitol. Moreover, the Capitol is the Capital City of Panem and also the center of Panem's governments. Therefore, the life in Capitol is very striking and filled with splendor. Even though Capitol is a place for rich people, there are workers work under Capitol society rules in order to fulfill their needs. Thus, there are many different types of jobs that appear in the

story, such as newscaster, reporter, fashion designer, fashion stylist, etc. Those profession are important, so that every workers has duties and responsibilities in their respective fields. The workers are given a salary by the owner, a person or people who have the power and authority, and they must comply with the rules in which they work. It is categorized the workers as labor or lower class.

The workers who work in the Capitol also live in Capitol region, therefore they have to mingle with the Capitol community in order to be accepted as a part of the Capitol community. Because of that, the workers have followed the life style of Capitol containing the ideas and values made by the institution in the Capitol environments. The ideas and values can be called as ideology. Ideology's working principle is to build the belief of the world. It is accepted and considered as natural, it is not changed, and repeated. According to Althusser (1968), a structuralized account of the social mechanism that inculcate such consent, as well as psychoanalytic account of how ideology make individuals into a "subject" of the dominant social order. Based on the statement, it can be assumed that ideology transforms people as individuals who turn into subjects, by making them accepted the social mechanism containing with norm, rules, values, action and behaviour created by the dominant social belief. The people who changed into individual subject regulate and comply with the rules made by the dominant social order. In other words, the Capitol workers who are also individual subjects in Capitol society must follow the rules made by the dominant social order in the Capitol. It makes Capitol workers unconsciously follow the idea in order to make them assume that they have already accepted by the Capitol society.

Related to this research, there are several previous studies discussing about different phenomena in the same novel. In the previous research by Moh. Arifin (2012) entitled *"Social class struggle in Suzanne Collins's The Hunger Games"*, he only discusses about social class which is depicted in the novel and also finds the factors that rises the class struggle within the story. Other research of Jennifer Cristy Rimun's (2013) titled *"A Marxist Analysis of Social Classes and Exploitation of the Lower Class in Suzanne Collins' The Hunger Games"*, gives an explanation of the different life style between the upper class (The Capitol) and the lower class (The District), and how the capitalistic mindset can lead to the exploitation of the poor. The similarity between this research and those previous researches is the distinction of classes. Furthermore, the different of this research with the previous research is the false consciousness issues that have not been analyzed in the novel *The Hunger Games.*

Another previous research is Agma Gerryaldo Sulaksana (2015) entitled *"The False consciousness in Branded Objects as Andrea reflection of Existence in The Devil Wears Prada"*. Agma's previous research has the same topic with this research, yet it uses different novels. In this his research, Agma discusses about indicating aspect that represents the existence of false consciousness experienced by the main characters Andrea in novel entitled *The Devil Wears Prada.* Even though the topic of Agma Gerrialdo Sulaksana's research is similar with this research which is false consciousness, he only discusses about false consciousness experienced by one character in the novel *The Devil Wears Prada*. In comparison,

this research analyzes the false consciousness that is experienced by fashion workers in the novel *The Hunger Games*.

The previous studies above influence this research to add false consciousness issues created by ideology that is found in the novel *The Hunger Games*. Therefore, this research contains the issues about false consciousness which was constructed by the ideology from the novel entitled *The Hunger Games* by Suzanne Collins is conducted, and is entitled **Ideology Apparatuses on False Consciousness of Capitol Fashion Workers in Suzanne Collins's "*The Hunger Games*": A Study of Marxism.**

1.2 Research Question

Based on the cases described in introduction, the writer limits the topic on the following research question:

1. What kind of ideology apparatuses cause false consciousness of the Capitol fashion workers?
2. In what way false consciousness is represented by Capitol fashion workers?

1.3 Objectives

As suggested by research question, the objectives of this research are:

1. To describe the ideology that cause false consciousness to Capitol fashion workers in Capitol environment.
2. To identify the false consciousness which is represented by the Capitol fashion workers in the novels.

1.4 Significant to Knowledge

Theoretically, this research is aimed to observe that false consciousness phenomenon caused by ideology can actually happen in daily live. For instance, when people especially working class believe that certain policies of government are beneficial for working class, yet in fact the policies are only beneficial to the ruling elite (Ratner, 2013). Practically, the significance to knowledge of this research is to develop knowledge about the issue of false consciousness which happens because of the ideology to the readers and deepen the writer's comprehension about the ideology and false consciousness theories.

1.5 Framework of the Theories

This research uses the Marxism theory as its main ground of analysis which focuses on ideology, class consciousness and false consciousness. This research also uses aspects of narrative; character and characterization.

According to Marx and Engels theory about class (1848:2), "*society as a whole is more and more splitting up into two great hostile camps, into two great classes directly facing each other—bourgeoisie and proletariat"*. It is clear that Marx wants to propose the existence of a major class in all forms of society. The two classes which Marx and Engels have mentioned before are the bourgeoisie as the major class in the society and the proletariat as the minor class of the society. The quote shows that in the society, especially in the capital society they are two classes; bourgeoisie and proletariat which are connected to each other. The bourgeoisie has ideas and values and the owner of the means of social production and social style. On the other hand, the proletariat class has no means of production of their own, and only work as labor.

In this case, class consciousness appears in Capitol fashion workers who work and live in Capitol, they also a part of the Capitol community. However, they are the workers who work for the government to dress and style the tribute. They have to follow the circumstances in Capitol social live, so with that they can be accepted and considered as the Capitol community. It makes them unconsciously follow the ideology which was made by the institution in the Capitol.

Althusser (1971) proposes that there are two devices of ideologies, RSA (Repressive State Apparatuses) and ISA (Ideological State Apparatuses). RSA is the institution which can enforce behavior directly, such as the police, and criminal justice and prison system which can force people physically to behave. On the other hand, ISA is the institution generating ideology which people as

individuals (and group) then internalize and act in accordance with. The institutions include schools, religions, family, legal systems, politics, arts, sports and etc.

The ideology is created to determine how society reproduce basic social relation to each other, thereby, they can ensure their continuing existence. The ISA organization generate system of ideas and values, which people as individuals believe (or do not believe). Althusser also examines the structure of ideology to the idea of the unconscious or false consciousness, as the ideology is a system inhabited and constructed by the environment which people (as an individual) accept it and believe in it without any rejection or wondering about where the idea and values was created and who created it.

Besides using Marxism theory, this research also uses aspects of narrative to describe the phenomena within the story. In order to find out the existence of false consciousness experienced by Capitol fashion workers, this research uses character and characterization. Characters is a thing or agent that can make the narrative happen, characters is usually human, but character can also described by any other thing such as animal, robot, wind, etc. Furthermore, characterization is how the author reveals what a character is like and how they change throughout the story. The characters may be characterized in a variety of ways. The most obvious is the narrator telling the reader about the characters directly. Another characterization device is the trait-naming of one character by another characters (Chatman, 1978:59-61).

Both Marxism theory and aspect of narrative within the story are seen through showing and telling method. Showing mode is when the narrative evokes in readers the impression that they are shown the events of the story or that they somehow witness them. Telling mode is when the narrative evokes in readers the impression that they are told about the events (Chatman, 1978). Showing and telling method is used to describe how the theory of ideology, class consciousness and false consciousness are correlated with the aspect of narrative; Character, characterization and setting that found in the novel.