

**AMERICAN FASHION TREND IN THE ROARING  
TWENTIES AS REFLECTED IN THE MOVIE “*THE  
GREAT GATSBY*”**

UNDERGRADUATE THESIS

Submitted as a partial

Fulfillment of the Requirements to achieve Sarjana Sastra

Degree in English Literature Department



By

ELITA DEWANTI

1700026022

SASTRA INGGRIS

**FACULTY OF LITERATURE, CULTURE, AND  
COMMUNICATION UNIVERSITAS AHMAD DAHLAN  
YOGYAKARTA**

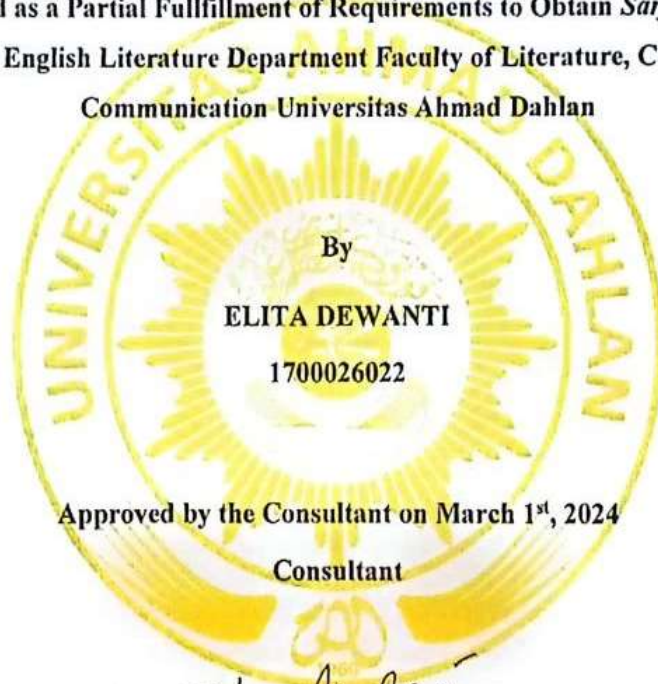
**2024**

**APPROVAL PAGE**

**AMERICAN FASHION TREND IN THE ROARING  
TWENTIES AS REFLECTED IN THE MOVIE “*THE  
GREAT GATSBY*”**

**AN UNDERGRADUATE THESIS**

Submitted as a Partial Fulfillment of Requirements to Obtain *Sarjana Sastra*  
degree in English Literature Department Faculty of Literature, Culture, and  
Communication Universitas Ahmad Dahlan



By

**ELITA DEWANTI**

**1700026022**

Approved by the Consultant on March 1<sup>st</sup>, 2024

Consultant

A handwritten signature in black ink, appearing to read "Ulava Ahdiani".

**Ulava Ahdiani, S.S., M.Hum.**

**NIPM. 19730225 200002 011 0861840**

## RATIFICATION PAGE

# AMERICAN FASHION TREND IN THE ROARING TWENTIES AS REFLECTED IN THE MOVIE “*THE GREAT GATSBY*”

An Undergraduate Thesis

By

ELITA DEWANTI

1700026022

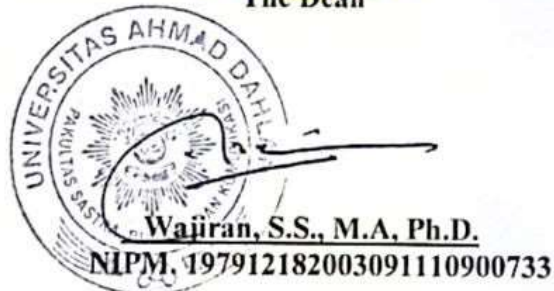
This Undergraduate Thesis has been examined on March 19<sup>th</sup>, 2024 and has been accepted as one of the requirements to obtain *Sarjana Sastra* Degree in English Literature Department Faculty of Literature, Culture, and Communication Universitas Ahmad Dahlan

The Board of Examiners Consists of

1. Chairperson : Ulaya Ahdiani, S.S., M.Hum.
2. First Examiner : Dr. Kasiyarno, M.Hum.
3. Second Examiner : Dr. Didik Murwantono, M.Hum

Yogyakarta, March 19<sup>th</sup>, 2024

English Literature Department Faculty of Literature, Culture, and  
Communication  
The Dean



## STATEMENT OF WORK ORIGINALITY

Name : Elita Dewanti  
Student Number : 1700026022  
Department : Sastra Inggris  
Faculty : Literature, Culture, and Communication  
University : Universitas Ahmad Dahlan

Herewith, I state that all these opinions, statements, analysis, that I have written in this graduate thesis entitled AMERICAN FASHION TREND IN THE ROARING TWENTIES AS REFLECTED IN THE MOVIE "THE GREAT GATSBY" are my original work. During the process, I optimal conducted my own research with the help of some references and suggestions. Every word and statement taken from these references are treated as quotation and experts in which the names of the authors and publishers are stated. If any claim related to this analysis that I made persists in the future, I would be fully responsible for my clarification.

Yogyakarta, March 19<sup>th</sup>, 2024

The Researcher

  
METERAN  
TEMPEL  
063ALX063691188  
Elita Dewanti



### PERNYATAAN

Nama : Elita Dewanti  
Nim : 1700026022  
Program Pendidikan : Sastra Inggris  
Fakultas : Sastra, Budaya, dan Komunikasi  
Universitas : Universitas Ahmad Dahlan

Dengan ini menyatakan bahwa karya ilmiah berjudul AMERICAN FASHION TREND IN THE ROARING TWENTIES AS REFLECTED IN THE MOVIE "*THE GREAT GATSBY*" ini adalah hasil pekerjaan saya sendiri, dan sepanjang pengetahuan saya, tidak berisi materi yang telah ditulis oleh orang lain sebagai persyaratan penyelesaian studi di perguruan tinggi ini atau perguruan tinggi lain kecuali pada bagian-bagian tertentu yang saya ambil sebagai acuan dengan mengikuti tata cara dan etika penulisan karya ilmiah yang lazim. Apabila ternyata bahwa pernyataan ini tidak benar, hal tersebut sepenuhnya menjadi tanggung jawab saya dan saya bersedia mendapatkan sanksi akademis apabila di kemudian hari penulisan karya ilmiah ini merupakan hasil plagiarisme.

Yogyakarta, 19 Maret 2024

Peneliti

  
6ACB2ALX063691193 Elita Dewanti

*Lampiran 1*

**PERNYATAAN TIDAK PLAGIAT**

Saya yang bertanda tangan di bawah ini:

Nama : ELITA DEWANTI  
NIM : 1700026022  
Email : elita1700026022@webmail.uad.ac.id  
Fakultas : Sastra, Budaya, dan Komunikasi  
Prodi : Sastra Inggris

Judul tugas akhir : AMERICAN FASHION TREND IN THE ROARING  
TWENTIES AS REFLECTED IN THE MOVIE "THE GREAT GATSBY"

Dengan ini menyatakan bahwa:

1. Hasil karya yang saya serahkan ini adalah asli dan belum pernah diajukan untuk mendapat gelar kesarjanaan baik di Universitas Ahmad Dahlan maupun di institusi pendidikan lainnya.
2. Hasil karya saya ini bukan saduran/terjemahan melainkan merupakan gagasan, rumusan, dan hasil pelaksanaan penelitian/implementasi saya sendiri, tanpa bantuan pihak lain, kecuali arahan pembimbing dan narasumber penelitian.
3. Hasil karya saya ini merupakan hasil revisi terakhir setelah diujikan yang telah diketahui dan disetujui oleh pembimbing.
4. Dalam karya saya ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang lain kecuali yang digunakan sebagai acuan dalam naskah dengan menyebutkan nama pengarang dan dicantumkan dalam daftar pustaka.

Pernyataan ini saya buat dengan sesungguhnya. Apabila di kemudian hari terbukti ada penyimpangan dan ketidakbenaran dalam pernyataan ini maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya sastra ini, serta sanksi lain yang sesuai dengan ketentuan yang berlaku di Universitas Ahmad Dahlan.

Yogyakarta, 19 Maret 2024



Elita Dewanti

*Lampiran 2*

**PERNYATAAN PERSETUJUAN AKSES**

Saya yang bertanda tangan di bawah ini:

Nama : ELITA DEWANTI  
NIM : 1700026022  
Email : elita1700026022@webmail.uad.ac.id  
Fakultas : Sastra, Budaya, dan Komunikasi  
Program Studi : Sastra Inggris

Judul tugas akhir : AMERICAN FASHION TREND IN THE ROARING TWENTIES AS REFLECTED IN THE MOVIE "THE GREAT GATSBY"

Dengan ini saya menyerahkan hak *sepenuhnya* kepada Perpustakaan Universitas Ahmad Dahlan untuk menyimpan, mengatur akses serta melakukan pengelolaan terhadap karya saya ini dengan mengacu pada ketentuan akses tugas akhir elektronik sebagai berikut

Saya **mengizinkan** karya tersebut diunggah ke dalam Repository Perpustakaan Universitas Ahmad Dahlan.

Demikian pernyataan ini saya buat dengan sebenarnya.

Yogyakarta, 19 Maret 2024



Elita Dewanti

Mengetahui,  
Pembimbing



Ulaya Ahdiani, S.S., M.Hum.

## ACKNOWLEDGEMENT

All praises are due to Allah SWT, the Most beneficent, and the Most Gracious. The researcher testifies there is no God but Allah, and testifies that Muhammad SAW is His messenger. Without His power and help, the researcher is not able to accomplish this undergraduate thesis.

In accomplishing this thesis, the researcher is grateful to many people who have helped her. Therefore, she would like to say her great thanks to:

1. Prof. Dr. Muchlas, M. T., as the Rector of Universitas Ahmad Dahlan.
2. Wajiran, S.S., M.A, Ph.D., as the Dean of Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan.
3. Drs. Maftukhin, M.Hum., as the Head of English Literature Department of Universitas Ahmad Dahlan.
4. Ulaya Ahdiani, S.S., M.Hum. as my thesis supervisor who has been patient and willing to spend time, thoughts, energy and provide support until this thesis has been completed.
5. All the lecturers of English Letters Department, Faculty of Literature, Culture, and Communication of Universitas Ahmad Dahlan for the guidance and direction in her study.
6. All employes of Universitas Ahmad Dahlan who helped her in administration affairs.
7. Her friends of English Literature Department class of 2017.
8. Her beloved parents for their infinite love, support and prayers.

Finally, the researcher is aware that this thesis is far from perfection. Therefore, any suggestions to this thesis better are welcomed. The researcher hopes that this research will give contribution to develop English studies and can be continued in the future.



Yogyakarta, March 19<sup>th</sup>, 2024

The researcher

A handwritten signature in black ink, appearing to be 'Elita Dewanti', written in a cursive style.

Elita Dewanti

## TABLE OF CONTENTS

<b>COVER .....</b>	<b>i</b>
<b>APPROVAL PAGE .....</b>	<b>ii</b>
<b>RATIFICATION PAGE.....</b>	<b>iii</b>
<b>STATEMENT OF WORK ORIGINALITY .....</b>	<b>iv</b>
<b>PERNYATAAN.....</b>	<b>v</b>
<b>PERNYATAAN TIDAK PLAGIAT .....</b>	<b>vi</b>
<b>PERNYATAAN PERSETUJUAN AKSES.....</b>	<b>vii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS .....</b>	<b>x</b>
<b>LIST OF PICTURES .....</b>	<b>xii</b>
<b>LIST OF TABLES .....</b>	<b>xiii</b>
<b>ABSTRACT .....</b>	<b>xiv</b>
<b>INTISARI.....</b>	<b>xv</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
<b>A. Background of the Study .....</b>	<b>1</b>
<b>B. Scope of the Study .....</b>	<b>4</b>
<b>C. Problem of Formulation .....</b>	<b>4</b>
<b>D. Objective of the Study.....</b>	<b>4</b>
<b>E. Reviews to the Related Study .....</b>	<b>5</b>
<b>F. Research Method.....</b>	<b>8</b>
<b>1. The Source of Data.....</b>	<b>8</b>
<b>2. Technique of Collecting Data .....</b>	<b>8</b>
<b>3. Technique of Analysis Data .....</b>	<b>9</b>
<b>G. Theoretical Approach .....</b>	<b>9</b>
<b>1. Cultural Approach.....</b>	<b>9</b>
<b>2. Economic Approach.....</b>	<b>10</b>
<b>H. Significance of Studies .....</b>	<b>11</b>
<b>I. Presentation .....</b>	<b>11</b>

<b>CHAPTER II THEORETICAL FRAMEWORK.....</b>	<b>13</b>
<b>A. Fashion Theory.....</b>	<b>13</b>
1. <b>Women’s Fashion Trends in 1920s.....</b>	<b>16</b>
2. <b>Men’s Fashion Trends in 1920s .....</b>	<b>18</b>
<b>B. Economic Growth.....</b>	<b>19</b>
1. <b>The Traditional Society.....</b>	<b>20</b>
2. <b>The Preconditions for Take-off.....</b>	<b>20</b>
3. <b>The Take-off.....</b>	<b>21</b>
4. <b>The Drive to Maturity.....</b>	<b>22</b>
5. <b>The Age of High Mass Consumption .....</b>	<b>23</b>
<b>CHAPTER III ANALYSIS.....</b>	<b>24</b>
<b>A. Fashion Trends In Roaring Twenties.....</b>	<b>24</b>
1. <b>Women’s Fashion Trends in 1920s.....</b>	<b>25</b>
2. <b>Men’s Fashion Trends in 1920s .....</b>	<b>34</b>
<b>B. Economic Condition During Roaring Twenties.....</b>	<b>37</b>
1. <b>The Traditional Society.....</b>	<b>37</b>
2. <b>The Preconditons for Take-off.....</b>	<b>38</b>
3. <b>The Take-off.....</b>	<b>39</b>
4. <b>The Drive to Maturity.....</b>	<b>41</b>
5. <b>The Age of High Mass Consumption .....</b>	<b>42</b>
<b>CHAPTER IV CONCLUSION AND SUGGESTION.....</b>	<b>45</b>
<b>A. Conclusion.....</b>	<b>45</b>
<b>B. Suggestion .....</b>	<b>46</b>
<b>APPENDIX .....</b>	<b>47</b>
<b>REFERENCES.....</b>	<b>48</b>

## LIST OF PICTURES

Picture 3. 1 Day Dresses.....	25
Picture 3. 2 The Details of the Dress.....	26
Picture 3. 3 Evening Dress.....	27
Picture 3. 4 Flapper Dress.....	28
Picture 3. 5 Other Styles of Flapper Dresses.....	28
Picture 3. 6 Fancy Diamond Ring.....	29
Picture 3. 7 Diamond Bracelets.....	30
Picture 3. 8 Cloche Hat.....	31
Picture 3. 9 Day Shoes.....	31
Picture 3. 10 Evening Shoes.....	32
Picture 3. 11 Bob Hairstyles.....	33
Picture 3. 12 Short Curly Hairstyles.....	33
Picture 3. 13 1920s Makeup.....	34
Picture 3. 14 Men's Clothes.....	34
Picture 3. 15 Scarf Usage.....	35
Picture 3. 16 An Example of the Shoes that Jay Gatsby Wears.....	36
Picture 3. 17 Straw Boater Hat.....	36
Picture 3. 18 Men's Hairstyles.....	37
Picture 3. 19 Gatsby's Family Home When He Was a Child.....	38
Picture 3. 20 The Immigrants.....	39
Picture 3. 21 The Rapid Rise in Shares.....	40
Picture 3. 22 Mining Activities.....	40
Picture 3. 23 Development of the Railroad Network.....	41
Picture 3. 24 Use of the Telephone as a Work Support Tool.....	42
Picture 3. 25 Use of Cars as a Means of Personal Transportation.....	42
Picture 3. 26 Mass Production of Alcohol.....	43
Picture 3. 27 Mass Production of Cars.....	44



## **LIST OF TABLES**

<b>Table 2. 1 The Cycle of Changes in Fashion Styles .....</b>	<b>15</b>
--	-----------

## ABSTRACT

This research is entitled American Fashion Trend in Roaring Twenties as Reflected in the Movie “*The Great Gatsby*”. This research aims to find out the fashion trends and economic conditions in America in the 1920s or also called the Roaring Twenties through the movie *The Great Gatsby*. In this research, the researcher explain what fashion trends were happening during the Roaring Twenties and how the economic conditions of American society during the Roaring Twenties.

This research uses qualitative research methods because the research results emphasize meaning, are descriptive, and focus on the process. This research uses two theories: fashion theory and economic growth theory to explain fashion trends and economic conditions in America in the 1920s through the movie *The Great Gatsby*.

The research results are as follows: Fashion trends in men and women have changed shape from the previous era. These changes occur in clothes, jewelry, accessories, shoes, hairstyles, hats, and makeup. Economic growth conditions are divided into 5, namely: The traditional society, the preconditions for take-off, the take-off, the drive to maturity, and the age of high mass consumption. However, America did not experience the preconditions for take-off because the majority of Americans are immigrants. So there is no change in its traditional society.

Keywords: Fashion Trends, Economic Conditions, Roaring Twenties, Qualitative, Immigrants.

## INTISARI

Penelitian ini berjudul Tren Mode Amerika Pada Tahun Dua Puluhan Seperti Yang Tercermin Dalam Film “*The Great Gatsby*”. Penelitian ini bertujuan untuk mengetahui tren mode dan kondisi ekonomi di Amerika pada tahun 1920an atau disebut juga Roaring Twenties melalui film *The Great Gatsby*. Dalam penelitian ini, peneliti menjelaskan tren mode apa saja yang sedang terjadi pada masa Roaring Twenties dan bagaimana kondisi ekonomi masyarakat Amerika pada masa Roaring Twenties.

Penelitian ini menggunakan metode penelitian kualitatif karena hasil penelitian lebih menekankan pada makna, bersifat deskriptif, dan fokus pada proses. Penelitian ini menggunakan dua teori yaitu: teori fashion dan teori pertumbuhan ekonomi untuk menjelaskan tren mode dan kondisi ekonomi di Amerika pada tahun 1920an melalui film *The Great Gatsby*.

Hasil penelitian sebagai berikut: Tren mode pada pria dan wanita mengalami perubahan bentuk dari era sebelumnya. Perubahan bentuk tersebut terjadi pada baju, perhiasan, aksesoris, sepatu, gaya rambut, topi, dan make up. Kondisi pertumbuhan ekonomi dibagi menjadi 5 yaitu: Masyarakat tradisional, prasyarat untuk lepas landas, lepas landas, dorongan menuju kematangan, dan era konsumsi massal yang tinggi. Namun, Amerika tidak mengalami prasyarat untuk lepas landas karena mayoritas masyarakat Amerika adalah imigran. Sehingga tidak terjadi perubahan pada masyarakat tradisional.

Kata Kunci: Tren Mode, Kondisi Ekonomi, Roaring Twenties, Kualitatif, Imigran.