

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

A lifestyle is a person's patterns of living in the world that expresses in their activities, interests and opinions. Lifestyle describes "the whole person" in interacting with the environment. Lifestyle also shows how people live, how to spend money, and how to allocate time in their lives, it can also be seen from their daily activities and what interests are their needs in life. (Kotler, 2002:192)

One of the interesting lifestyles is fashion. Fashion is very important and influences the lifestyle in every century. Clothes are things that must be owned by every human being. Every human being needs clothes to protect himself from heat, cold, and also to protect the parts of the body that must be covered. Fashion cannot be separated from the development of the world, over time fashion increasingly has many variations and trends in every century. "Clothing is a symbol of the soul. Clothing cannot be separated from the historical development of human life and culture." (Thomas Carlyle)

Etymologically, fashion is related to the Latin *factio* which means "to make". Therefore, fashion is associated with a person's activity. However, now it has experienced a narrowing of meaning because now fashion is more towards the fashion worn by humans such as clothes and accessories. Fashion is not only to be enjoyed but can also be a means of communication. "Fashion and clothing existing in the gaps or spaces between conceptual oppositions, are themselves undecidable in terms of these oppositions. They are not simply decidable in terms of

public/private, subject/object, appearance/concealment, modesty/seduction, individual/group and so on.” (Malcolm Barnard)

Fashion according to western society is a term to show a style, various forms of clothing, and grooming. Therefore, fashion is considered a trend that focuses on people's physical appearance. This is reinforced by labeling several major cities as world fashion centers and places where famous designers hold their fashion shows such as New York, Milan, Paris, and London. (Polhemus and Procter)

The 20th century is a time when one of the developing American fashion trends. The trend that emerged in the 20th also called the Roaring Twenties or Jazz Age is very distinctive and full of luxury. Social and economic changes occurred in this century. Between 1920-1929 there was rapid economic growth and made American society at that time a consumptive society. There are some symbols that stand out the most in roaring twenties. The emergence of flappers is women who dress in bob hair, wear short skirts, drink alcohol, and smoke cigarettes. The emergence of mass production, one example is the production of Ford cars with light credit so that it attracts people to buy it. The emergence of jazz music that accompanied the luxurious life of the people at that time. The emergence of a prohibition on alcoholic beverages which caused people to stockpile on alcohol before the ban was implemented. The emergence of "Culture Civil War", is the war between the inhabitants of big cities and residents of small towns, Protestants and Catholics, white and black people, and "New Women" with advocates of old-fashioned family values. (History.com)

Besides the film version which successfully depicts the life and atmosphere of the roaring twenties, the earlier version of the novel is equally impressive. There are five reasons why *The Great Gatsby* became the great American novel. First, it's the most American stories. Because the story in *The Great Gatsby* depicts the events during the roaring twenties and the unique storyline. Second, the romance of the roaring '20s. During the roaring twenties, there were lots of drastic changes like flappers, cars, sex, glamorous parties, hedonism. The third is it remains relevant, characters that are complicated but can convey the story in a way that is fresh and easily accepted by new readers. Fourth is crazy love, for Gatsby, daisy is not a married woman. Rather a daisy is an object, something that is missing, and Gatsby wants it back. Fifth is imperishable prose, according to Nilsson, Fitzgerald has a perfect ear and not a single sentence is soft. (Donahue, Deirdre. USA Today. 2013)

Apart from being called the Jazz Age during the Roaring Twenties, the term flapper also appeared. People are starting to have a modern perspective and like practical things. The form of women's clothing, which was in the form of a long and very impractical dress, slowly shifted to short knee-length dresses, clothes that emphasized the feminine side, and short bob hair that was simple and easy to manage. It was also in the 1920s that the trend for women to wear men's clothing was first seen, such as tuxedos and suits. In the 1920s, women also began to have equal rights with men, namely that women could work and have careers as they wanted. The 1920s also became one of the most influential eras to this day. Because with the emergence of changes that occurred in that era, there are still things that

continue, namely a form of fashion that is still inspiring today. (Baker, Lindsay. BBC Culture. 2018)

In this research, American Fashion Trend in Roaring Twenties as Reflected in the Movie “*The Great Gatsby*” the researcher choose on subject, is fashion trend in America in the 20th century or also called the Roaring Twenties. In the film *The Great Gatsby* displays the style of dress that characterizes that century.

### **B. Scope of the Study**

In this occasion, the researcher would explain about the economic conditions of the American people during the Roaring Twenties and what kind of clothes they wore as seen in the movie “*The Great Gatsby*”.

### **C. Problem of Formulation**

1. What were the fashion trends of the Roaring Twenties in the 1920s as seen in the movie “*The Great Gatsby*”?
2. How was the economic condition of the people during the Roaring Twenties as seen in the movie “*The Great Gatsby*”?

### **D. Objective of the Study**

1. To explain the fashion trend of the Roaring Twenties in the 1920s as seen in the movie “*The Great Gatsby*”.
2. To explain the economic conditions of society in the 1920s as seen in the movie “*The Great Gatsby*”.

## **E. Reviews to the Related Study**

Review of related study probably has some similar works. The works can be similar but there is a difference that can be compared by the look on what is the focuses of each work. This part is written to avoid any plagiarism and this paper is a new work from the researcher with the sources for this part is from some books, journals and internet networks.

The first journal is from Sharon Harrison and Mark Weder (2009) entitled “*Technological change and the roaring twenties: A neoclassical perspective. Journal of Macroeconomics*”. In this journal, Sharon and Mark discuss the rapid economic development during the Roaring Twenties in the United States. They discuss to a more specific thing, namely the development of technology. Extraordinary productivity growth has become a supporting factor for technological advances in manufacturing and electricity. This is one of the factors in the advancement of the economy in the United States in the 1920s.

Second, journal from Yoanita Yuselvira Br Sitepu (2019) entitled “*Ethical Hedonism in F. Scott Fitzgerald’s the Great Gatsby*”. In this journal, Yoanita discusses the hedonism that occurred in *The Great Gatsby*. Although Yoanita uses the novel as a reference for her research, what happens in the film and the novel is the same. This hedonism made the lifestyle and attitudes of people in the 1920s different from before and brought about significant changes. The hedonism that occurred in *The Great Gatsby* had a bad impact on people at that time, namely being selfish,

consumptive, and only thinking about pleasure without paying attention to the resulting impact.

Third, is the bachelor thesis from Christine Czechová (2018) entitled “*The Great Gatsby as a Portrayal of American Society during the Roaring Twenties*”. In this thesis, Christine discusses about the description of what it was like during the Roaring Twenties and the depiction of the people at that time. *The Great Gatsby* describes the impact of World War I. F. Scott Fitzgerald not only describes the American Dream in *The Great Gatsby*, but also talks about the dark side of the prohibitions at that time through the main character, Jay Gatsby. The Roaring Twenties or also called Jazz Age is a form of rapid economic development. However, not everyone gets the benefits and prosperity. Only the upper classes can feel this economic progress. The Roaring Twenties was also a time of changing aspects of women, namely the term "New Woman" and the emergence of flappers.

Fourth, is the undergraduate thesis from Sebastian Falth (2013) entitled “*Social Class and Status in Fitzgerald's The Great Gatsby*”. In this thesis, Sebastian discusses about social class that happened in *The Great Gatsby*. According to Fitzgerald, the American Dream is real. There is an emphasis on the importance of social class and the difficulty of ignoring people's backgrounds. Even though Gatsby is very rich just like Tom Buchanan, Gatsby's social status cannot be equalized with Tom. Tom got the wealth inherited from his parents and he can use it for anything he wants including women. Tom is the representative of all negativity which is

selfish. While, Fitzgerald depicts Gatsby as the embodiment of the American Dream that started from a peasant boy become to the rich man and full of luxury. Fitzgerald pointed out the importance of social class in society and background in everyone.

Fifth, is the undergraduate thesis from Garbine Maruri Perez (2019) entitled "*The Great Gatsby: An Analysis of American Dream*". In this thesis, Garbine discusses about the American Dream concept. This concept continues to evolve over time. Various challenges exist and are interrelated such as time, space, class, and gender in Fitzgerald's bestselling novels. In *The Great Gatsby*, social class is very important. Therefore, *The Great Gatsby* classifies people in three levels, namely the rich (old and new rich), the middle class, and the workers as the lower class. *The Great Gatsby* shows it is not money that makes you the highest in social class, but family background and heritage. Daisy and Jordan described the women's fashion style at that time, where short clothes above the knee were new and became a trend at that time. However, over time the understanding of the concept of the American Dream is growing and adapting to time.

Two journals and three undergraduate theses above have similarities with this undergraduate thesis which discusses about the influence of the Roaring Twenties in *The Great Gatsby* movie and economic development of the society. There is also a difference, namely, that this undergraduate thesis will discuss changes in fashion trends caused by the economic

conditions of American society during the Roaring Twenties as seen in the movie *The Great Gatsby*.

## **F. Research Method**

The researcher explains 3 points that included the method of research. The first is the source of data that contains main data and supporting data, the second is the technique of collecting data, and the last is a technique of analyzing.

### **1. The Source of Data**

#### a. Main Data

The main data of this research is a movie as object research. The movie that the researcher used are “*The Great Gatsby*” from Google.

#### b. Supporting Data

The supporting data that support the main data are taken from some books, journals, internet sources, the other undergraduate thesis, and Google.

### **2. Technique of Collecting Data**

1. Watch the movie “*The Great Gatsby*” on Google
2. Download the movie from Google
3. Watch the movie repeatedly and paused in every important scene
4. Screenshot the important scene and dialog
5. Write the required information or dialog from the movie



### **3. Technique of Analysis Data**

In analyzing the data, the researcher uses qualitative research method. The technique of analyzing data is an important stage in a research, because it will be used to conclude the results of this research. The researcher used screenshot of images taken from the movie to explain fashion trends and economic conditions. After collecting the data, the data will be analyzed using two theories from two disciplines.

### **G. Theoretical Approach**

The theoretical approach contains a summary of the approach used. aims to make it easier for researchers to determine the purpose and direction of this research. The researcher will use two different approach. The researcher uses cultural and economic approach. This chapter explains about the construction of some appraoch to support and frame the data to get conclusions as the goal. It is clear that theoretical approach is important.

#### **1. Cultural Approach**

Culture is the characteristics of knowledge of a particular group of people including language, food, social customs, music and art. Culture is the development of a particular groups identity which is supported by social patterns that are unique to that group. The word “culture” means cultivating and nurturing, or caring for and growing, which comes from the Latin word “colere.”.(LiveScience 2022)

Culture also influences fashion trends from time to time. Culture influences clothing styles and traditions that come from history and heritage.

Culture also influences the materials used. The use of materials in each region throughout the world is of course different depending on access to obtain these materials. Culture also influences accessories, make-up and hairstyles.(Yellowbrick. 2023)

The researcher will use fashion theory from James Laver. This theory will be used to discuss fashion trends in the 1920s in the film *The Great Gatsby*.

## **2. Economic Approach**

Economics is the study of human behavior aimed at managing and obtaining limited resources. Economics is also defined as an effort to create alternative goods and services to satisfy unlimited human needs. With economics we can predict future human actions. (Karim, Ridwan. 2021)

Changes in the money supply will result in a proportional change in price. This means that if the quantity of money is doubled, the price level will also double. (Fisher, Irving)

Economics is the science of investigating the circumstances and causes of a country to become rich. A country can be prosperous and powerful if it stands alone and manages its natural resources independently. (Smith, Adam. 1776)

The researchers uses the theory of Walt Witman Rostow, an economist and former United States National Security Adviser. The theory used is economic growth. This theory will be used to discuss the economic

conditions of society during the Roaring Twenties in the 1920s as seen in the film *The Great Gatsby*.

#### **H. Significance of Studies**

This research is expected to be useful and become a good reference for people who are analyzing the same topic and theory. The researcher hopes that through this research, readers will gain broader knowledge about fashion trend and economic developments in a film. Specifically, this research is expected to be useful for:

- a. Theoretically, for English Literature students, especially for English Literature students at Ahmad Dahlan University. This research helps them to find out about the development of fashion trends and economic conditions in a film by applying an interdisciplinary approach.
- b. Practically, for the researcher, this research is expected to be a good reference for readers who want relevant topics and theories to research about fashion trends. It can also compare with other research using similar theories and topics. So, this research can improve better.

#### **I. Presentation**

This undergraduate thesis is presented in four chapters. The first chapter is the introduction consisting of the background of choosing the subject, the scope of the study, the problem of formulation, objectives of the study, review on the related study, theoretical approach, method of the research, significance of studies, and presentation. The second chapter contains the theoretical

framework, the third chapter is discussion, and the fourth chapter is the conclusion.