

**SOCIAL IDENTITY CONSTRUCTION OF ADAM  
CASSIDY IN JOSEPH FINDER'S *PARANOIA***

**UNDERGRADUATE THESIS**

**Submitted as a Partial Fulfillment of the Requirements to achieve Sarjana  
Sastra Degree in English Literature Department**



**By**

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**APPROVAL PAGE**

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**This Undergraduate Thesis has been examined on June 21<sup>st</sup>, 2024  
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Herewith, I state that all these statements, opinions, analysis, that I have written in this undergraduate thesis entitled SOCIAL IDENTITY CONSTRUCTION OF ADAM CASSIDY IN JOSEPH FINDER'S *PARANOIA* are my original work. During the process, I optimally 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 name of the author and publisher are stated. If any claim related to this analysis that I made persist in the future, I would be fully responsible for my clarification.

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6. His friends from the English Literature Department class of 2020.

The researcher realized that this thesis is still far from perfection. However, I hope it can provide some advantages for its reader and the researcher welcomes any development suggestions. The researcher really appreciates the opinions and criticism you give, then it can be improved by other people in the future with better study.

Yogyakarta, June 21<sup>st</sup> 2024



Jalba Barriel Fawwaz



## **MOTTO**

“ Mama used to be on disability but gave me this ability, and now she walkin’  
with her head high and her back straight”

**( Drake )**

## **DEDICATION**

Hereby, I would like to convey my respect and gratitude to :

- The one and only my beloved Mom, no one can take her place in my life. Though the sentence may stretch, thank you for everything you've accomplished on my behalf. I swear to God, I love you in my life. God Bless Ya.
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***SOCIAL IDENTITY CONSTRUCTION OF ADAM CASSIDY IN JOSEPH  
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**ABSTRACT**

The choice of Joseph Finder's *Paranoia* for this study is grounded in several key considerations. Firstly, its notable success as a New York Times bestseller during the 2000s underscores its literary significance, particularly within the thriller-espionage genre. What sets *Paranoia* apart is Finder's unique portrayal of Adam Cassidy, whose focus on navigating social identity amidst corporate espionage differs from the common emphasis on suspense. Cassidy's struggle to maintain an essential position within the corporate hierarchy while concealing his true identity serves as a rich narrative background for exploring social identity construction.

This research employs a descriptive analysis method, drawing its primary data from Joseph Finder's *Paranoia*. The theoretical underpinning guiding this analysis is Henri Tajfel's Social Identity Theory, offering a framework to understand the dynamics of social identities within groups. By combining descriptive analysis with Tajfel's theory, the research seeks to provide an understanding of the social identity construction depicted in *Paranoia*.

The findings revealed a structured progression in Cassidy's social identity construction within *Paranoia*, aligning with the principles of Social Identity Theory. Initially, Cassidy engages in Social Categorization by aligning himself with Trion. Subsequently, he proceeds to Social Identification, wherein he internalizes Trion's values. Finally, the stage of Social Comparison emerges as Cassidy evaluates the distinctions between his roles at Trion and his previous workplace.

**Keywords** : Paranoia, Adam Cassidy, SIT, Trion, Social Identity Construction

## ***SOCIAL IDENTITY CONSTRUCTION OF ADAM CASSIDY IN JOSEPH FINDER'S PARANOIA***

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### **INTISARI**

Pemilihan *Paranoia* karya Joseph Finder untuk penelitian ini didasarkan pada beberapa pertimbangan. Pertama, keberhasilannya yang luar biasa sebagai buku terlaris di New York Times pada tahun 2000-an, terutama dalam genre thriller-spionase. Yang membedakan *Paranoia* adalah penggambaran unik Finder tentang Adam Cassidy, yang fokusnya pada penelusuran identitas sosial dalam spionase korporat yang berbeda dari penekanan umum pada ketegangannya. Perjuangan Cassidy untuk mempertahankan posisi penting dalam perusahaan sambil menyembunyikan identitas aslinya menjadi latar belakang untuk mengeksplorasi konstruksi identitas sosial.

Penelitian ini menggunakan metode deskriptif analisis, dengan mengambil data primer dari *Paranoia* karya Joseph Finder. Landasan teori pada analisis ini adalah Teori Identitas Sosial dari Henri Tajfel, yang menjelaskan sebuah kerangka untuk memahami dinamika identitas sosial di dalam kelompok. Dengan menggabungkan metode tersebut dengan teori Tajfel, penelitian ini memberikan pemahaman tentang konstruksi identitas sosial yang digambarkan dalam *Paranoia*.

Hasilnya menunjukkan perkembangan dalam konstruksi identitas sosial Cassidy dalam *Paranoia*, sesuai dengan prinsip Teori Identitas Sosial. Awalnya, proses Kategorisasi Sosial ketika Cassidy menyelaraskan dirinya dengan Trion. Selanjutnya Identifikasi Sosial, di mana ia menginternalisasi nilai-nilai Trion. Terakhir, tahap Perbandingan Sosial muncul saat Cassidy mengevaluasi perbedaan antara perannya di Trion dan tempat kerja sebelumnya.

**Kata Kunci** : Paranoia, Adam Cassidy, Trion, SIT, Pembentukan Identitas Sosial