

**HEDONISM IN CONFESSIONS OF A SHOPAHOLIC NOVEL
BY SOPHIE KINSELLA**

SKRIPSI

*Submitted in Partial Fulfillment of the Requirments
for the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By :

RENDI NURINDAH SARI
NPM : 1402050324



**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
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**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Kamis, Tanggal 29 Maret 2018, pada pukul 09.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Rendi Nurindah Sari
NPM : 1402050324
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Hedonism in Confessions of A Shopaholic Novel by Sophie Kinsella

Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

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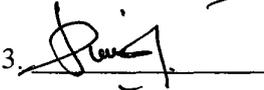

Dr. Elfrianto Nasution, S.Pd, M.Pd


Dra. H. Syamsuurnita, M.Pd

ANGGOTA PENGUJI:

1. Erlindawaty, S.Pd, M.Pd
2. Fatimah Sari Siregar, S.Pd, M.Hum
3. Dra. Diani Syahputri, M.Hum







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Jalan Kapten Muktar Basri No. 3 Medan 20238 Telp 061-6619056 Ext.22,23,30
Website: <http://www.fkip.umsu.ac.id> E-mail : fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI



Skripsi ini diajukan oleh Mahasiswa di bawah ini :

Nama Lengkap : Rendi Nurindah Sari
NPM : 1402050324
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Hedonism in Confessions of a Sophaholic Novel By Sophie Kinsella

Sudah layak disidangkan

Medan, Maret 2018

Pembimbing

Dra. Diani Syahputri, M.Hum



Dr. Efranto Nasution, S.Pd, M.Pd

Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum

SURAT PERNYATAAN



Saya yang bertandatangan dibawah ini :

Nama Lengkap : Rendi Nurindah Sari
N.P.M : 1402050324
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Hedonism in Confessions of A Shopaholic Novel by Sophie Kinsella

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Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



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Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Rendi Nurindah Sari
N.P.M : 1402050324
Program Studi : Pendidikan Bahasa Inggris
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	Review of Literature	
	Research Methodology	
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Ketua Prodi

(Mandra Saragih, S.Pd, M.Hum)

Dosen Pembimbing

(Dra. Diani Syahputri, M.Hum)

ABSTRACT

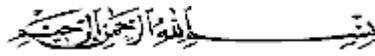
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This research deals with the hedonism in ‘Confessions of A Shopaholic’ novel by Sophie Kinsella. The objectives are to find out the hedonism, the kinds of hedonism from the main character of the novel, which the researcher wants to convey to the readers. The study was conducted by applying qualitative research. Data that uses this study are primary data: the data were reached from the ‘Confessions of A Shopaholic’ novel. Then, secondary data were reached from literature review, and other sources information that related to object of this research. The technique for collecting the data was documentary technique. After analyzing the novel, it was found four of kinds Hedonism, they are: (1). Aesthetic Hedonism 31 cases, (2) Ethical Hedonism 1 cases, (3) Piety Hedonism 1 cases, (4) Egoistic Hedonism 17 cases. The main character is the character plays the most role important in a story. The criterion of hedonism in the main character is everything including physical, wealth, consumption, or anything that can be judge by money. in other words: Happy is the same with pleasure.

Based on the result above, readers that can develop and increase knowledge about all the aspect of hedonism and the kinds of hedonism in the novel. This study is also useful in teaching learning process such as studying in literature as a references, to get information about novel and the aspect of novel

Key Words: Hedonism, Qualititative, Novel “Hedonism in Confessions of A Shopaholic” by Sophie Kinsella.

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The Researcher

Rendi Nurindah Sari
NPM : 1402050324

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CHAPTER I

INTRODUCTION

A. The Background of the Study

Literature as a human creation that has characteristic, original, and was written in beautiful words to give some knowledge about social, humanity and intellectual. Literature is defined as writing in which expression and form, in connection with ideal of permanent and universal interest. On the other hand literary work is an aesthetics written to tell readers to comprehend the values of a creation and intended the suggestion value from the author to the readers. This statement was support with the opinion of Klarer, (2004) said that literary works or fictions are written by the author to offer an ideal lifestyle and there is value application in the attitude, behavior of the character of human being. It is also applied authority and human prestige. The author creates the literary works is not only using the skill and creation ability at all, but also based on the vision, inspiration and struggle.

From the statement above, we can find something in literary works that related with everything about life such as behavior, attitude and social interaction. Literary works is also viewed psychological phenomena because the writer thinks that literary works uses feeling, thought and idea. Literature has some function. First, literature gives us knowledge. Literature provide some information in which the reader can access. Second, literature give us some entertainment. Third, literature as moral education. Of course literature provides the reader some

knowledge about what the differences of good and bad thing in our life. And the last is literature has a power. Literature can be a media to persuasion, argue and criticism to society or government and so on.

For instance prose is a kind of literary work that has free composition. This literary work ignores the rule of writing like the amount of syllables of line of sentences. According to Culler (1997:20) there are three literary genres namely prose, poems, and play (drama). In this case, the researcher takes prose in the form of novel as the object of research because novel is a kind of literary work that presenting many kinds value and view. In this study, the researcher intended to analyze the novel by using main character to find out the hedonism lifestyle.

Subandi (1997:56) says that Hedonism is a lifestyle whose activities to seek life pleasure, such as spending more time at home, playing more, being happy in the crowds of the city, happy to buy expensive goods which she likes, Lifestyle concerns between individuals with each other will be different. although for a variety of things must be legalized in different ways.

In fact many students or readers did not understand what is hedonism and what kinds of hedonism. The lifestyle aspects of hedonism include: Activities, interests, opinion. Hedonism can be divided into two factors derived from the individual self (internal) and from outside the individual self (external). In the modern era, this hedonism behavior involves several examples of widespread consumption, such as alcohol, smoking, drugs, recreation, and sex. There are several types of hedonism, namely: Aesthetic hedonism, ethical hedonism, piety, egoistic hedonism, universal hedonism.

This research is qualitative design use the case study type. this research using interview method, the aspects studied are the factors that can lead to hedonism lifestyle behavior to the students. The results of the data obtained from the source of informants who numbered five people. The informants are male and female students can be seen in Table 1.

Table 1

<i>Profile of Subject Involved in Hedonism Lifestyle</i>						
No	INFORMATION	I	II	III	IV	V
1	NAME	AR	RN	MH	RG	NA
2	GENDER	MALE	MALE	FEMALE	MALE	FEMALE
3	AGE	20	19	20	19	20

1. AR is currently twenty years old, When interviewed AR is interested in the lifestyle of hedonism which according to him according to the circumstances of parents who are able to meet the material needs. Wearing branded goods make it more confident so that AR does not miss the existing trend.
2. RN nineteen years, RN initially began to be interested in lifestyle hedonism because of seeing friends. Lifestyle of hedonism is done until now. For RN hedonism lifestyle is already a matter of course and a fun part.
3. MH twenty years old, MH hedonism style with the pleasure to buy the latest products, and follow the trend so as not to say old school,

4. RG aged nineteen years, Beginning happy with the lifestyle of hedonism because according to RG it can make happy and can release temporary problems.
5. NA aged twenty years old, NA fascinates the hedonism lifestyle because the parents are too excessive attention to be wrong in its application. NA is happy to go out at night to forget time with her friends. Sometimes NA went to cafe or to the mall for shopping items up to date so as not to miss the others. NA became interested in hedonism lifestyle with happy spree, going out at night, happy to go to night club until early morning or even never until morning and not follow lecture.

Based on research analysis can be concluded that individuals who have a hedonism lifestyle always consider about the pleasure and enjoyment of life as the main goal in human life. The researcher as hope, the result of this research is expected to give information to students about hedonism lifestyle, besides the result of this research can assist students in behavior to live hedonism.

To over come this problem, there are several ways can be conducted.

Such as :

1. Building a Good Consciousness
2. Resisting the Desire of Hedonism
3. Utilizing Wealth Becomes More Qualified
4. Processing in Life

Hedonism is not only attacking working adults, from children to the elderly did not escape the hedonism lifestyle. Hedonism lifestyle is now a lot happening to students in Indonesian, this phenomenon becomes a threat, considering the students is the successor of the nation that is expected to provide the best for the nation is also able to unite and convey thoughts and conscience to lead the nation in education. if the behavior of hedonism is left, it will be toxic to the world of education, especially higher education. Allowing toxic nest within campus equates to providing intellectual character killers to college students. This negative culture has eroded the younger generation against the various problems of the nation. Never mind the state, notices at the campus level are rarely responded.

In this case the researcher wants to introduce one of American novel, it is "*Confessions of a Shopaholic*". It is the one of edition of Secret Dream World by Sophie Kinsella. This novel was a good story because Sophie Kinsella made the story with a background of modern lifestyle. Shopie's plays some characters as Rebecca Bloomwood, Luke Brandon, Suze Cleath-Stuart, and Derek Smeathe in the novel. But in this study, the researcher focused on one of the character Sophie as Rebecca Bloomwood because Rebecca always shown her Hedonism lifestyle, such as shopping in Danny and George, Louis Vuitton, Chanel. Brax (2009:199) states that hedonism about the good says that pleasure is the only thing that is good in it self. Hedonism known and have a big impact for the society. The influence of culture hedonism highly immersive seen in "*Confessions of a Shopaholic*" during reading the novel. When the characters of the novel living in

a globalization era and an identity crisis about good and bad, or right or wrong second stimulated by the influence of hedonism.

“*Confessions of a Shopaholic*” novel (Sophie Kinsella :2001) has been chosen because it reflects of student about hedonism lifestyle. In this novel, the kinds of hedonism can be found in event or action in this story. the kinds of hedonism can be seen directly or indirectly from it. In this case, the unique of the main character of the novel makes the researcher wants to analyze more about the hedonism value, kinds of hedonism and the possibilities of other influence that can occur.

Based on the example above as preliminary data that want to find out the hedonism lifestyle in “*Confession of a Shopaholic*” novel by Sophie Kinsella. It seems also important to know about hedonism, because many readers have difficulty and do not understand about hedonism, many readers who do not know what kinds of hedonism and factors that can influence the readers in the hedonism lifestyle

B. The Identification of the Problem

The problems of this study are identified as follows :

1. Many readers have difficulties in understanding the hedonism
2. Many readers cannot distinguish kinds of hedonism
3. Many readers did not know the factors that influence the lifestyle of hedonism

C. The Scope and Limitation

The scope of this research to describing how the main character of the novel "*Confessions of a Shopaholic*". This research is limited to analyze the Hedonism and Kinds of Hedonism in "*Confessions of a Shopaholic*".

D. The Formulation of the Problem

In relation to the background of the study, the problems of the study are formulated as follows:

1. What kinds of hedonism found in the main character in "*Confessions of a Shopaholic*" novel?
2. How the use hedonism of the main character in "*Confessions of a Shopaholic*" novel?

E. The Objectives of the Study

In relation to the problem of the study, the objectives of the study are:

1. To describe kinds of hedonism in the main character in "*Confessions of a Shopaholic*" novel.
2. To describe hedonism in the main character in "*Confessions of a Shopaholic*" novel.

F. The Significances of the Study

a. Theorically :

The result of this research findings add up new for risen in theories of literary studies. This analysis can be made useful as references for further especially about novel and the hedonism lifestyle or matters.

b. Practically :

1. For all readers that can develop and increase their knowledge about all the aspect of kinds hedonism in the novel.
2. For Lectures named as reference materials and conducting research
3. For students, especially studying in literature as a references, to get information about novel and the aspect of novel.
4. For the next researcher named as references and guidelines for further research in order to become better future research.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Literature

Literature comes from word *litteratura* which derived from word *littera* (latter), which is the smallest element of alphabetical writing. Based on the definition above seems like can be conclude that all writing works are include in literature. Klarer, (2004:1) states that definition, usually include additional adjective such as “aesthetic” or “artistic” to distinguish literary works from text of everyday use such as magazine, latter, or even educational writing. Based on the brief description above, any kind of written works which has artistic value can be included into the characteristics of literary works.

According to Long, (2003:3) literature is simply written records of the race, including its history and sciences, as well poems an novel. Its means that literature is not only about the artistic value but also the story of the literary work it self.

Literature created by authors to share ideas and thoughts that are expressed in the literary work. Wellek and Werren, (1997:110) explains that a literature is thought of as a form of philosophy, as “ideas” wrapped in form and it is analyzed to yield “leading ideas”. It means that readers are encouraged to summarize and to abstract works art in terms of such generalization.

Thomson, (2010:5) said that the idea of literature is fiction can be most clearly seen in the ways we distinguish between literary and non-literary works. When we try to explain how a novel differs from a cookery book. One tells a story, but the other gives us recipes, instructions on how to create a tasty dish. One is drawn from the imagination of the author, but the other is drawn from practical experience of cooking. So when explain our assumption that the novel is literature but the recipe book is not, we are not saying that there is anything wrong with the recipe book compared with the novel.

Nurgiyantoro (2007:332) also states that literature as the symbol of critic. This means that the critic can be delivered by literature. It reminds that in literature someone can express her/his feelings freely, there will not any limitation to make improvisation. Literary work that contains critical message will usually comes up when something goes wrong in the society. The word literature has different meanings depending on who is using it, but in narrower sense the term could mean only text composed of letters. The literature simply another way we can experience the world us through or imagination. Literature is the result of imagination of people. Generally, literature can be classified in to three major types, drama, poetry and prose.

Based on the quotation, literature is the creation or author's record of experience, thoughts or other ideas of criticism and art that has value of life

2. Prose

Prose comes from a latin word which means straight forward, and that is what prose writing is like. Gill (2006:8) defines prose are stories that have been made up. There is always a writer and reader, or teller and hearer. The events of the story occur in particular places and together they form a special world. Moreover, this world adds up to something it has a meaning.

As a form language prose has no formal metrical structure. It applies a natural flow of speech, and ordinary grammatical structure rather than rhythmic structure, such as in the case of traditional poetry. Daily speech is spoken in prose and most people think and write in prose form. Prose comprises of full grammatical sentences which consist of paragraphs and forgoes aesthetic appeal in favor of clear, straight forward language. It can be said to be the most reflective of conversational speech. Types of literature that usually fall into the prose category include most essays, short stories, and novelette (novella)

Prose also applies on ordinary grammatical structure and natural flow of speech rather than rhythmic structure (as in traditional poetry). According to Robert, (1995) prose is anything made up, crafted, or shaped based in the imagination of author. There are some types of prose : they are novel, short story, novella, romance, drama and etc.

3. Novel

The word “Novel” comes from Italian “Novella” and in German “Novelle”. Literally, the meaning of Novella is a new small thing, and then translated as short stories in prose. Novel is one of literary works that describes the event or experience. A novel should be interpreted if it completely. The interpretation of a novel is generally done through the examination of the aspects of the novel itself. By reading the novel, one is interested to understand the life through investigating characters of human beings in the world behind the story. Kokasih, (2008:54) states that in the novel, the reader can analyze the work of art by theme, plot, setting, character, point of view, and style in the novel or short story, they are fictions, deal with truths, problems and conflict.

3.1. Title: title will give information first to the reader about the novel, and the author should use an

interesting word in order to interest the readers to read the novel.

3.2. Plot : plot is arrangement of the events in the story

3.3. Characterization: characterization is the depicting of clear images of a person.

3.4. Style: style is a writer's characteristic way of saying things.

3.5. Situation : situation is what gives the reader information she needs for an intelligent reading of the story

4. Hedonism

Hedonism is about our life's goal should be to minimize pain and maximize pleasure, this fact of Hedonism are not only happened in reality. However, some writers also use hedonism in their literary work. Hedonism is a worldview style that describe by willing for happiness in order to make some people fell free and forget their bad days or moreover to avoid them from being sad and lonely. Hedonism is the doctrine or the view that pleasure or enjoyment is the purpose of life and human action. There is so many definitions of hedonism. This is due to the term of hedonism in social life has developed until this day. Both teens and society in general. So there are many statements in the field of sociology, especially in discussing this issue hedonism.

Hedonism appears at the beginning of the history of philosophy around the year 433 BC. The history of hedonism started from the philosopher named Aristippus that build of the Cyrenaic school of hedonism with his theory about the ethic of pleasure. He believed that the good life rests upon the belief that among human values pleasure is the highest and pain the lowest - and pain that should be avoided. His theory emphasizes that human should dedicate their lives to the pursuit and enjoyment of pleasure, but he also thinks that they should use good judgment and exercise self-control to temper powerful human desires. His motto was, "*I possess, I am not possessed*".

In the development of this theory, then the term of 'hedonism' nowadays is used in several contexts, such as in moral philosophy that states a good life should be a pleasurable life, or in psychology which stands for the theory that

pleasure seeking is a main motivator of human behavior. Veenhoven, (2003:437) defines Hedonism is a way of life, characterized by openness to pleasurable experience. There are many qualms about hedonism.

Flocker, (2003) in the *Hedonism Handbook* says, “Hedonism is considered a lifestyle in which pleasure and happiness are the ultimate goals in life. A hedonist is one who seeks pleasure and avoids pain above all else.” From these definitions, we can say that hedonism deals with individual or society way of life which pleasure plays an important role for them. Veenhoven (2003:5) states that hedonism manifests it self in two ways, in a general mind-set and in specific behaviors. There are data about the relationship with happiness of these two manifestations, both individual and societal levels. In modern era, these hedonistic behaviors involves in some few examples of pleasure consumption that already spread widely, such as alcohols, smoking, drugs, leisure, and sex. There are several kinds of hedonism, those are :

4.1. Aesthetic Hedonism.

Aesthetic Hedonism is a way to get pleasure with emphasis on appearance. What is meant by Aesthetic Hedonism is someone will feel a pleasure if he looked beautiful. This type will put everything to make his appearance looks very perfect. The satisfaction of this type is when others praised his appearance. If we find someone who feels proud when he was accused of being a good man apparently, the pride is considered as a form of pleasure of Aesthetic Hedonism.

For example: A girl who is always shopping for clothes and other things for each week. The goal is to make his friends saw the appearance who always new and fashionable. Habits like these are often said as *Shopaholic*. Another example is the people who love to plastic surgery until they get what they want.

4.2. Ethical Hedonism

Ethical hedonism, point of view is about what is expressed / talks by an individual. Any kind of opinion was expressed aims to show how high levels of education. Satisfaction achieved was feeling satisfied and happy with ourselves because we feel smart and genius. The purpose of this attitude is trying to get an important place in a work group or groups of society.

For example: if there is a claim to someone in a speech event that what is being said that it was a good speech and the people who speech will feel proud, then he is among those who embrace the attitude of Ethical Hedonism.

4.3. Piety Hedonism

Talking about Piety Hedonism then viewpoints is seen that religious or spiritual aspects of a person. For example: someone who has this characteristic will feel pleasure when he claimed to be someone who pious or devout in his religious. The original concept of Piety Hedonism actually is a truth which the calmness of worship is an invaluable comfort. However, at this time that the meaning of Piety in Hedonism is already shift. People compete for seen by others.

4.4. Egoistic Hedonism

Egoistic Hedonism aims to get maximum pleasure. The Pleasure here was telling that it is can be enjoyed with a long time and deep. For example: eating riches food, amount and a lot of type, provided a long time enough to enjoy it all, as in the Roman-style banquet. When the stomach is full, there is provided a tool to bite the throat, so entrails in stomach can thus spewed out, then can be refilled other foods, until satisfied. Along the development of the era, this character was modified where people always wasting money in a place which provide a fast food while hang out.

4.5. Universal Hedonism

Universal hedonism almost similar with utilitarianism. The kind of make priority to maximum pleasure for all, for many people. For example: if dancing, must dance together, all night time, there should be no one was absent, or other pleasures that can be shared by everyone.

5. Factors of Hedonism

According to Kotler (1993) outline the factors that affect the lifestyle of one's hedonism can be divided into two factors derived from the individual (internal) and from outside the individual (external).

5.1. Internal

Internal factor is a factor that arises from the individual self that is built on self-belief for lifestyle according to his desires. What are internal factors such as

attitudes toward the lifestyle of hedonism, someone who considers the attitude to be done is luxurious, majestic, and likes to be the center of attention of others. one observes others who are competent in themselves to perform better. From the observations are realized from the experience that has been passed so that someone wants to behave similarly to what is observed and from experience

5.2. External

individuals hedonism will direct its activities on pleasure, and choose the upper middle social group (lavish, bourgeois). Lifestyle of hedonism derived from external factors that arise from outside the individual self that is influenced by the reference group. Groups of reference groups that give influence directly or indirectly to the behavior and attitude of an individual. In the reference group, there are five ways that reference groups use to influence individual choice and behavior, namely utilitarian (normative), expressive, information, family, and social class.

B. Relevant Studies

In this study, it will be related to previous research. There are two previous research which relevant to this study, such as:

Aprillia (2014) the research was meant to focused on the *Hedonism Reflected in The Beautiful and Damned Novel by F.Scott Fitzgerald*. She used hedonism theory and sociological approach because the aspect such as group's lifestyle and the division of social layers based on economy. The research shows

that hedonistic lifestyle is reflected in the main characters and becomes a habit. It also brings some effects to themselves and people around them.

Kusnadi (2016) the research was focused on *The Analysis of Hedonism Tendency in Wilde's The Pictures of Dorian Gray novel*. The context of this paper is to analyze the hedonism tendency of the major characters in the novel. He used Freytag's pyramid theory as a foundation of the research, meanwhile to analyzed the theme Kusnadi used Shipley's theory. The writer also used descriptive qualitative approach in order to answer the research question. The conclusion shows that the hedonism tendency of the novel appear in three elements of theme that are Egoist theme, Organic/Morality theme and Phsychal theme.

The previous studies mentioned above are relevant to this study since the theories and the result of those researchers can give some insight and contribution for better understanding on the values of hedonism.

C. Conceptual Framework

Literature is simply written records of the race, including its history and sciences, as well as poems and novels. It means that literature is not only about the artistic value but also the story of the literary work itself. In this study the writer interest to analyzing about hedonism, while many novel talked about hedonism. Hedonism it self has a big influences and values for the society. One of the literary work that influenced by the culture of hedonism is novel. Novel as a literary work usually portrays the main character and presents an organized series of events and settings.

The researcher also used hermeneutics interpretation to analyze the literary work which is interpretation and analyze the text or utterances. With this hermeneutics interpretation, the analyzing of hedonism in a novel can be done by interpret the text in that novel, so that we can found about kinds of hedonism in 'Confessions of a Shopaholic' novel.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

Descriptive qualitative was applied in this research in order to get appropriate data. the research was conducted by qualitative approach because the result of the data analysis in descriptive phenomenon such narration and dialogue in the main character. in this research, the researcher was to investigate the Hedonism and kinds of Hedonism in novel "*Confessions of a Shopaholic*" by Sophie Kinsella.

B. The Source of Data

The subject of this research is primary data: the data was taken from the "*Confessions of a Shopaholic*" novel. The data analysis focused on the narration and dialogues of the main character. The researcher collects data on hedonism and the kinds of hedonism "*Confessions of a Shopaholic*" novel.

C. The Techniques for Collecting Data

In collecting the data for analyzing this research, the research gathered references that support the subject matter of the data and apply some steps. The techniques for collecting data is conducted to get information which needed to support the goals of research. The technique for collecting the data were documentary technique. The steps of data collecting are follows:

1. Read the whole story of novel entitled '*Confessions of a Shopaholic*' several times in order to get full understanding about what the story is.

2. Select some quotation as the data to prove analysis to be true.
3. Identifying the work sheet the cases of hedonism and the kinds of hedonism.
4. Select the quoted text from the novel for the analysis. The selection will be taken consecutive and selected for is needed in the analysis.

D. The Techniques for Analyzing Data

The data analysis was applied when all the data and information of the subject matter have been collected and selected. Next, the data was analyzed through some steps. In here, researcher decided to apply qualitative research in analyzing the data.

Qualitative research also tends to focus on how people or groups of people can have different ways of looking at reality. The method was applied by using Hermeneutics interpretation which is describing the data and analyze them through some steps that related to the focus of analysis. The reason why the researcher chooses this method is to explain the problem and its analysis through the theory and show the quality through the finding.

The processes data analysis started by:

1. In the first step, researcher read the novel entitled '*Confessions of a Shopaholic*' by Sophie Kinsella
2. Select the quotations text related to the subject matter of hedonism phenomena.

3. Analyze the data related to hedonism phenomena in "*Confessions of a Shopaholic*" novel.
4. Use the extrinsic approach to analyze the text which related to the hedonism phenomena in the novel "*Confessions of a Shopaholic*" by Sophie Kinsella
5. Interpret the analysis by theory and qualitative method to describing the data.
6. Make the conclusion, as the last step.

CHAPTER IV

DATA ANALYSIS

A. Data Collecting

The source of the data in this study was the American novel entitled “*Confessions of A Shopaholic*” by Sophie Kinsella . This study was focused on analyzing the data of narration and dialogues from main character that contained hedonism to portrayed people lives nowadays. Based on data collected, there are 50 data from 4 kinds of hedonism that exist in the novel “*Hedonism in confessions of a Shopaholic*.”

The data can be seen from the appendix:

B. Data Analysis

In this chapter, the analysis of the topic was explored deeply through the example of the narration and dialogue from main character that have negative attitudes. The main purpose was to find the kinds of hedonism, Each of narration and dialogues from the novel represents every social condition. However, the writer has their own point of view to explain, interpretating and express their describes the reasons hedonism portrayed in the main character “*Confessions of A Shopaholic*” novel.

1. Kinds of Hedonism in “*Confessions of A Shopaholic*” Novel By Sophie Kinsella.

1.1 Aesthetic Hedonism.

Aesthetic Hedonism is a way to get pleasure with emphasis on appearance. What is meant by Aesthetic Hedonism is someone will feel a pleasure if he looked beautiful. This type will put everything to make his appearance looks very perfect. In this type of hedonism there are 31 sentences of this type of Hedonism. among which is, to be more clear and complete can be seen in the appendix.

1. *“I casually close my eyes and start to tot up. There was that suit in jigsaw, and there was dinner with suze at Quaglinos” (Kinsella, 2001:1)*
2. *“And there was that gorgeous red and yellow rug. The rug was £200, come to think of it. But it was definitely worth every penny-everyone’s admired it” (Kinsella, 2001:1)*
3. *“And the jigsaw suit was on sale-30 percent off” (Kinsella, 2001:1)*
4. *“I’ll get that swirly coat in whistles. And some black high-heeled boots from pied a terre. Maybe I’ll go on holiday” (Kinsella, 2001:12)*
5. *“My eyes sweep the room. I can see rows of scarves, neatly folded, with dark green “50 percent off” sign above them. Printed velved, beaded silk, embroidered cashmire, all with the distinctive “Denny and George” signature. They’re everywhere. I don’t know where to start. I think I’m having a panic attack. “ (Kinsella, 2001:15)*

1.2 Ethical Hedonism

Ethical hedonism, point of view is about what is expressed / talks by an individual. Any kind of opinion was expressed aims to show how high levels of education. Satisfaction achieved was feeling satisfied and happy with ourselves because we feel smart and genius. The purpose of this attitude is trying to get an important place in a work group or groups of society. In this kinds of hedonism there are 1 sentences of the kinds of Hedonism. They are :

“With an FT under your arm, you can talk about the most frivolous things in the world. And instead of thinking you’re an airhead, people think you’re heavyweight intellectual who has broader interests, too” (Kinsella, 2001:13)

1.3 Piety Hedonism

Talking about Piety Hedonism then viewpoints is seen that religious or spiritual aspects of a person. For example: someone who has this characteristic will feel pleasure when he claimed to be someone who pious or devout in his religious. In this kinds of hedonism there are 31 sentences of the kinds of Hedonism. They are :

“Obviously, I’ll do loads for charity. In fact, I’ll probably set up a charitable foundation. I’ll support all those unfashionable charities that get ignored, like skin diseases and home helps for the elderly” (Kinsella, 2001:42)

1.4 Egoistic Hedonism

Egoistic Hedonism aims to get maximum pleasure. The Pleasure here was telling that it is can be enjoyed with a long time and deep. For example: eating riches food, amount and a lot of type, provided a long time enough to enjoy it all, as in the Roman-style banquet. Along the development of the era, this character was modified where people always wasting money in a place which provide a fast food while hang out. In this kinds of hedonism there are 17 sentences of the kinds of Hedonism. Among which is, to be more clear and complete can be seen in the appendix.

1. *“Belaa pasta (supper with Caitlin), oddbins (bottle of wine-essential), esso (petrol doesn’t count), Quaglino’s (expensive-but it was a one-off)”*
(Kinsella, 2001:7)
2. *“A waiter offers me a glass of champagne and I take two”* (Kinsella, 2001:17)
3. *“Lunch at Harvey Nichols. I mean, what could be better than that? We go straight up to the fifth floor restaurant, and luke orders a bottle of chilled white wine and raises his glass in a toast”* (Kinsella, 2001:179)
4. *“It’s just about the most delicious wine I ever tasted”* (Kinsella, 2001:179)
5. *“There’s also a white envelope with the ticket to the Barclays Champagne Reception inside”* (Kinsella, 2001:193)

2. The use Hedonism of The Main Character in “*Confessions of A Shopaholic*” by Sophie Kinsella

Aesthetic Hedonism.

Aesthetic Hedonism is a way to get pleasure with emphasis on appearance. What is meant by Aesthetic Hedonism is someone will feel a pleasure if he looked beautiful. This type will put everything to make his appearance looks very perfect. In this kinds of hedonism there are 31 sentences of the kinds of Hedonism. They are :

1. Data 1

“I casually close my eyes and start to tot up. There was that suit in jigsaw, and there was dinner with suze at Quaglinos” (Kinsella, 2001:1)

The above narrative describes the condition hedonism of the main character, when Rebecca remembers the “*Jigsaw brand*” suit. In this sentence clearly shows how the life of the main character with the style hedonism of Rebecca, this hedonism is included in the value of materialism, and includes the kind hedonism is aesthetic hedonism. Because the main character says that she remembers the suit of clothes from Jigsaw and the possibility he will buy the clothes.

2. Data 2

“ My eyes sweep the room. I can see rows of scarves, neatly folded, with dark green “50 percent off” sign above them. Printed velved, beaded silk, embroidered cashmire, all with the distinctive “Denny and George” signature. They’re everywhere. I don’t know where to start. I think I’m having a panic attack. “ (Kinsella, 2001:15)

The above narrative describes the lifestyle condition of the main character's hedonism, Rebecca goes to Danny and George just to shop for a scarf, as it is written in the novel that Danny and George is a well-known brand at an expensive price. The author says that she is trying to look into stylish looks with the Danny and George brand that will make her appearance look beautiful. The sentence has a materialism value and includes the kind of aesthetic hedonism.

3. Data 3

Oh God, yes. I remember this one. It's made of silky velvet, overprinted in a paler blue and dotted with iridescent beads. As I stare at it, I can feel little invisible strings, silently tugging me toward it. I have to touch it. I have to wear it. It's the most beautiful thing I've ever seen." (Kinsella, 2001:15)

In the above quote she explained that Rebecca is also interested in other scarves. The scarf is a long scarf she wants. In the quotation it is told that Rebecca is still in the store of Danny and George, and she has already said in the previous sentence, it see that Rebecca is does not to buying a scarf but instead she would buy a scarf she has long wanted. In this quotation Rebecca explain the lifestyle of hedonism and is included in the kinds of aesthetic hedonism and there is a materealism value in it.

4. Data 4

" There is no question. I have to have this scarf. I have to have it. It makes my eyes look bigger, it makes my haircut look more expensive, it makes me

look like a different person. I'll be able to wear it with everything. People will refer to me as the Girl in the Denny and George scarf.” (Kinsella, 2001:15)

The above narrative describes the condition of materialism, the author assumes that she is trying to look into stylish appearance with the Danny and George brand that will make her appearance look beautiful. this hedonism will make people earn a lot of money and then they will spend all the money to buy all the stuff they want. They will not feel enough to buy until they can not buy anymore.

5. Data 5

“And there was that gorgeous red and yellow rug. The rug was £200, come to think of it. But it was definitely worth every penny-everyone’s admired it” (Kinsella, 2001:1)

The above narrative explains that the main character bought a "yellow red carpet for 200 pounds". The sentence explains the main character is willing to spend her money just to buy a carpet. The above narrative clearly shows the lifestyle of hedonism on the main character and has the value of materialism and included in the kind of aesthetic hedonism.

6. Data 6

“And the jigsaw suit was on sale-30 percent off” (Kinsella, 2001:1)

The above quotation explains the main character bought the jigsaw suit that has been described in the previous quotation. The above narrative explains that Rebecca buys “*the jigsaw suit at a 30% discount*”, explained in the novel that it is an austerity. When noticed, shopping is not an austerity. So in this narrative clearly contains the style of hedonism with the kind of aesthetic hedonism and there is materialism value.

7. Data 7

“I’ll get that swirly coat in whistles. And some black high-heeled boots from pied a terre. Maybe I’ll go on holiday” (Kinsella, 2001:12)

Rebecca shows the hedonism lifestyle in the above narrative quotation. Because the quotation says “*I’ll get that swirly coat in whistles. And some black high-heeled boots from pied a terre*”. The sentence clearly leads to a hedonism lifestyle because Rebecca wants to buy the item without thinking about the credit card bill she has. This sentence is included in the kind of aesthetic hedonism and there is a value of materialism in the quotation.

8. Data 8

“It’s beautiful. It’s even more beautiful here than it was in the shop. I drape it around my neck and grin stupidly at suze” (Kinsella, 2001:35)

Rebecca is hedonism lifestyle kept her out of control, she very likes the scarf she bought in Danny and George. She really thinks about her appearance to look fashionable. according to what has been described in the aesthetic hedonism

type, Rebecca always looks at her appearance, By draping the scarf around her neck she thinks that she looks beautiful and very stylish.

9. Data 9

“ So I buy it. The most perfect little cardigan in the world. People will call me the Girl in the Gray Cardigan. I’ll be able to live in it. Really, it’s an investment.” (Kinsella, 2001:68)

Rebecca does not enough with a scarf for her appearance, the above quote explains Rebecca bought a cardigan to perfect her dress style to make it perfect, so *“People will call me the Girl in the Gray Cardigan The world”* lifestyle of hedonism in the main characters explains the kind of hedonism is aesthetic hedonism which always look the appearance. Hedonism has materialism value, because human loves shop like Rebecca, will can not stop until she is satisfied with what she wants.

10. Data 10

“And at the end of every year I’ll splash out on one classic investment like an Armani suit. Or maybe Christian Dior. Something really classy, anyway.” (Kinsella, 2001:61)

In the above quotation Rebecca says that buying expensive goods is an investment. *“investment like an Armani suit. Or maybe Christian Dior. Something really classy, anyway”*. By buying a luxury item as in the above quotation explains this hedonism refers to the style of women's clothing who want to look stylish and classy.

11. Data 11

*“Eighty pound. That’s nothing for a timeless piece of style like this”
(Kinsella, 2001:51)*

Rebecca does not care about her financial condition, she just keeps buying things she wants. He take out 80 pounds to buy an item she wanted. In this case the value of Rebecca's materialism is clearly visible, she prefers what she wants rather than the amount of money she has spent on the item.

12. Data 12

*“I arrive at the cosmetics department of barkers and suddenly I know.
Make up! That’s what I need. A new mascara, and maybe a new lipstick”
(Kinsella, 2001:72)*

Rebecca does not just thinking about her dress performance, Rebecca also full attention with her appearance of her face. In the quote Rebecca go to cosmetics department of barkers and she bought makeup like mascara and lipstick. Her quotation above describes the appearance on Rebecca as it has been described in the kind of hedonism that is aesthetic hedonism.

13. Data 13

“At the clarins counter, my attention is grabbed by a big promotional sign” (Kinsella, 2001:72)

When Rebecca is at the counter Clarins, she can not help herself for shopping. Especially with the big promotional she see. Promotional is already a mainstay of women to shop much less for a Rebecca blomwood whose hobby is to

shop, with the promotional in Clarins counter Rebecca can buy whatever she wants. In that sentence there is materialism value.

14. Data 14

“And I’ve had to buy loads of new clothes” (Kinsella, 2001:128)

In the above quotation Rebecca explains that she is very like *“buy loads of new clothes”*. Because clothing is included in the kind of hedonism that is aesthetic hedonism and the materialism value in hedonism. Shopping is something that Rebecca loves, including in buying new clothes.

15. Data 15

“I went into Karen millen and practically bought it out, spent about a thousand quid” (Kinsella, 2001:128)

In the above narrative Rebecca bought whatever she wanted while in Karen millen, even she almost bought all the stuff that is there. She spent a thousand quid just to shop at Karen Millen. The materialism value in the quotation above is very see clearly.

16. Data 16

“And £90 is nothing for a pair of really good jeans” (Kinsella, 2001:142)

In a quotation she describe the lifestyle of Rebecca's hedonism by buying a jeans for 90 dollars. She considers that £ 90 is nothing for a pair of really good jeans. This sentence is included in the kind of aesthetic hedonism and there is a materialism value.

17. Data 17

“If you were in Gucci, you’d be paying at least £500. Oh God, I want them. I want them” (Kinsella, 2001:142)

Rebecca also says the jeans are also in the store Gucci. And at the Gucci store for £500, and that is a high price for a pair of jeans. And Rebecca is so excited and desperate for the jeans. Lifestyle hedonism Rebecca can not be in control by her when knowing the jeans.

18. Data 18

“Oh, why couldn’t she have liked the black skirt instead?” (Kinsella, 2001:145)

In the dialogue, Rebecca sees women *“liked the black skirts”*. because in the novel that Rebecca also likes the black skirt, and because the skirt Rebecca fuss with someone to fight over the black skirt. The hedonism lifestyle that existed on Rebecca could affect her with an act of getting her to get what she wanted, including the black skirt on the quotation above.

19. Data 19

“In fact I really need some new boots-and I’ve seen some really nice ones in hobbs with square toes and quite a low heel. I’ll go there after my coffee, and look at the dresses, too” (Kinsella, 2001:152)

In that sentence explains that Rebecca “*need some new boots-and I've seen some really nice ones in hobbs*”. this sentence explains that Rebecca's appearance is not only from top to body only. But she also noticed the legs. Shoes will buy in store Hobbs will make his appearance to be perfect. Lifestyle of hedonism is the materialism value and also included in the kind of hedonism, namely aesthetic hedonism.

20. Data 20

“The assistants wear emporio Armani! So whats jill herself? Going to be in? couture dior? God, I love this place already” (Kinsella, 2001:162)

in the above quotation explains the hedonism lifestyle is not only in itself, but it can also affect others. Like Rebecca, she sees an “*assistant wear emporio Armani (she name Amy)*. And he also saw his friend named Jill using *couture dior*”. The sentence can affect Rebecca Because she also has a high hedonism lifestyle.

21. Data 21

“Maybe I should buy a white coat, too. I'll wear nothing but white all winter. A snowy white coat and a white fur hat. People will start calling me the girl in the white coat” (Kinsella, 2001:172)

Rebecca is someone who is dissatisfied with the style of her appearance, she will continue to give her a new and perfect style for her appearance, as the quotation above explains that she should buy a white coat. She wants “*People will*

start calling me the girl in the white coat". The lifestyle of hedonism is very seen in the quotation, where Rebecca wants to shop white coat.

22. Data 22

"He hasn't told to me what we're here to buy. Clothes? A new aftershave?" (Kinsella, 2001:175)

In the sentence said Rebecca go with her friend, in that sentence Rebecca tried to guess where they were going. Will they *"buy Clothes or new aftershave"*. But clearly in the sentence Rebecca could not wait to go shopping with her friend.

23. Data 23

"Luggage! Suitcases and holdalls and stuff like that. As I wander round the department, looking at Louis Vuitton suitcases and calfskin bags, I'm quite thrown. Quite shocked by myself. Luggage. Why on earth have I never considered luggage before?" (Kinsella, 2001:175)

Rebecca at store, the Louis Vuitton store. The first item is Luggage and calfskin bags. not just clothes, she completes her style of appearance with bags and luggage from the Louis Vuitton brand, a well-known brand with expensive and classy prices. In this case it is explained this is a hedonism lifestyle and has a materialism value.

24. Data 24

“I feel quite shaky as I realize the opportunities I’ve just been throwing away over the years. Suitcase, week and bags, monogrammed hatboxes” (Kinsella, 2001:177)

In the above quotation Rebecca says that many things she has missed over the years, such as *“week and bags, monogrammed hatboxes”*. In fact Rebecca has spent her time just to spend money for shopping. The hedonism is clearly seen that during this time she is not satisfied with what she wants like shopping

25. Data 25

“But, its amazing how quickly £1,000 can start to seem like a very reasonable sum for a suitcase-especially since the Louis Vuitton monogrammed trunk costs about ten times as much” (Kinsella,2001:177)

In the above quotation it is clearly a hedonism lifestyle, wasting money just to buy a suitcase-especially since the *“Louis Vuitton worth £ 1,000”*. Luois Vuitton is a famous brand with a high price and classy. In this sentence hedonism is very clearly visible.

26. Data 26

“And get quite hysterical trying to decide if she should wear Chanel or Prada when she goes to meet the queen” (Kinsella,2001:189)

In the narrative explains that “*wear Channel or Prada*” is to be one style of hedonism. Because the Channel and Prada is a well known brand among the top. Hedonism in this text is clearly visible, and belongs to aesthetic hedonism.

27. Data 27

“God, I love new clothes. If everyone could just wear new clothes every day, I reckon depression wouldn’t exist anymore” (Kinsella, 2001:193)

In the above quotation describes the hedonism seen in it, the sentence says that shopping for a “*new clothes will not depress people*”, as Rebecca puts it. She really loves new clothes. Because with clothes she will always look fashionable and not old.

28. Data 28

“I look up, and I’m in front of octagon. My favorite shop in the whole world. Three floors of clothes, accessories, furnishing, gifts, coffee shops, juice bars, and a florist which makes you want to buy enough bouquets to fill your house” (Kinsella, 2001:236)

Rebecca at octagon store, the place is she likes. When she got there Rebecca could not help but spend her money by shopping for all the stuff that is there. Even in the sentence she “*want to buy enough bouquets to fill your house*”, In this sentence hedonism is clearly.

29. Data 29

“Fine,” I say, my eyes widening as I take in Chloe’s collection of makeup. There’s about a zillion brushes, pots and tubes littered over the counter in front of us, all really good brands like Chanel and MAC” (Kinsella, 2001:287)

In the above quotation explains that with the appearance of makeup on the face can also affect the style. As Rebecca did, she used a makeup tool from her well known and expensive brand using Chloe's collection of makeup and good brands like Chanel and MAC. Hedonism is seen when Rebecca using makeup tool from the famous brand. she spent money just to buying makeup.

30. Data 30

“This is an absolute dream come true. NK Malone sunglasses. I can’t quite believe it. And three pairs! I’ll never have to buy sun glasses again. People will call me the Girl in the NK Malone Shades.” (Kinsella, 2001:346)

Not only clothes, bags, and shoes can make Rebecca's appearance perfect. The hedonism lifestyle is also seen in the above sentence, where Rebecca bought “NK Malone sunglasses”. To make her appearance perfect, in the sentence she not only bought one glasses, but she bought three glasses for her. Hedonism is clearly seen in the sentence and has a materialism values and included in aesthetic hedonism.

31. Data 31

“This is turning into perfect day. Shopping at harrods” (Kinsella, 2001:179)

In the sentence above explains the hedonism lifestyle, where Rebecca says she is shopping at harrods. Harrods is a famous shopping place in America. In this sentence there is materialism values in it.

Ethical Hedonism

Ethical hedonism, point of view is about what is expressed / talks by an individual. Any kind of opinion was expressed aims to show how high levels of education. Satisfaction achieved was feeling satisfied and happy with ourselves because we feel smart and genius. The purpose of this attitude is trying to get an important place in a work group or groups of society. In this kinds of hedonism there is 1 sentences of the kinds Hedonism. They are :

1. Data 1

“With an FT under your arm, you can talk about the most frivolous things in the world. And instead of thinking you’re an airhead, people think you’re heavyweight intellectual who has broader interests, too” (Kinsella, 2001:13)

Based on the above sentence explain that Rebecca wants to show people that she is an intellectual as in this sentence *“people think you’re heavyweight intellectual who has broader interests, too”*. The sentence explains is included in the kind of hedonism is Ethical hedonism. Where Rebecca gets satisfaction when

she is considered smart or genius by others. One's satisfaction is not only to be able to spend money by shopping, but can also be viewed as someone important in a group or organization.

Piety Hedonism

Talking about Piety Hedonism then viewpoints is seen that religious or spiritual aspects of a person. For example: someone who has this characteristic will feel pleasure when he claimed to be someone who pious or devout in his religious. In this kinds of hedonism there is 1 sentences of the kinds Hedonism. They are :

1. Data 1

“Obviously, I’ll do loads for charity. In fact, I’ll probably set up a charitable foundation. I’ll support all those unfashionable charities that get ignored, like skin diseases and home helps for the elderly” (Kinsella, 2001:42)

Based on the above quotation Rebecca wants to spend her money on charities like this *“I’ll do loads for charity”* and also want to set up a foundation *“I’ll probably set up a charitable foundation”*. Hedonism is in accordance with the kind of hedonism that has been described that Piety Hedonism, which actually this hedonism explains about piety or proximity to God. The writer considers above sentence is also included in piety hedonism, Because charity and foundation is an act that is loved by God, and get pleasure in this way. Because people will think she is a good person or a generous.

Egoistic Hedonism

Egoistic Hedonism aims to get maximum pleasure. The Pleasure here was telling that it is can be enjoyed with a long time and deep. For example: eating riches food, amount and a lot of type, provided a long time enough to enjoy it all, as in the Roman-style banquet. Along the development of the era, this character was modified where people always wasting money in a place which provide a fast food while hang out. In this kinds of hedonism there are 17 sentences of the kinds Hedonism. They are :

1. Data 1

“Belaa pasta (supper with Caitlin), oddbins (bottle of wine-essential), esso (petrol doesn’t count), Quaglino’s (expensive-but it was a one-off)”
(Kinsella, 2001:7)

In the dialogue it is clear that there is another kind of hedonism is egoistic hedonism, which hedonism explains about what it enjoys. In the above sentence Rebecca spends money not only on looks but also on what to consume or to enjoy. As in the above sentence all explained about food and drink, especially in *“Quaglino’s (expensive-but it was a one-off)”*. The restaurant is a four stars restaurant with an expensive list of prices. Rebecca is willing to spend her money just to eat in a classy and luxurious place like the one in the sentence.

2. Data 2

“A waiter offers me a glass of champagne and I take two” (Kinsella, 2001:17)

In the above narrative also describes of the hedonism lifestyle. Where the main character drinks a glass of champagne. In this novel, the main character will continue to consume champagne, as we know that champagne is an expensive alcoholic. If in rupia's the champagne ranged from the price of 1 million to 7 million. In other words just to drink champagne Rebecca willingly spent her money.

3. Data 3

“Lunch at Harvey Nichols. I mean, what could be better than that? We go straight up to the fifth floor restaurant, and luke orders a bottle of chilled white wine and raises his glass in a toast” (Kinsella, 2001:179)

In the narrative Rebecca says that she go with a friend named Luke. They go to a place called Harvey Nichol's, Harvey Nichol's is a classy and luxurious place. Hedonism is clearly visible because There they spend money just to eat in a classy and luxurious place.

4. Data 4

“It's just about the most delicious wine I've ever tasted” (Kinsella, 2001:179)

Rebecca says that she describes the wine so deliciously, the researcher assume that it also includes hedonism. Because wine is an alcoholic drink, and drinking alcohol is one of the lifestyles of today's hedonism. Where by consuming wine they will get their own pleasure and satisfaction.

5. Data 5

“There’s also a white envelope with the ticket to the Barclays Champagne Reception inside” (Kinsella, 2001:193)

The writer considers that the above sentence is included in hedonism, because in the above quotation explains the “*Barclays Champagne Reception*”. The quotation explains that Rebecca received an invitation to a champagne reception or a champagne party. In this case the authors assume that the sentence is included in the kind of hedonism is egoistic hedonism

6. Data 6

“Who knows where? The Savoy? Claridges ? dancing at Annabels? Tarquin hasn’t told me yet where we’re going” (Kinsella, 2001:214)

In the above quotation explains that Rebecca go with a friend called Tarquin, in the sentence that Rebecca guess where they will go like to “*The Savoy? Claridges? dancing at Annabels?*” As it is known that the Savoy is a five star hotel, Claridge is a sumptuous and classy restaurant, and also dancing in Annabels which is a five star place. In this case explains that this is included in hedonism, because all the places mentioned in the sentence are luxurious and

classy places. lifestyle hedonism or one's satisfaction can also be felt by going to the plush and classy place.

7. Data 7

“Wow. How classy is that? Dinner at the Lanesborough. But naturally. Where else would one go on a first date?” (Kinsella, 2001:215)

Rebecca explains that she goes to a five-star restaurant called Lanesborough just for dinner as in the sentence *“Dinner at the Lanesborough”*. In this incident, she explains that the lifestyle of hedonism is seen in it. Because they will spend the money just to eat at a five-star restaurant, and this is included in the kind of egoistic hedonism.

8. Data 8

“ We walk straight past the entrance to the Lanesborough, but I’m not fazed by that. Everyone knows VIPs always go in through the back to avoid the paparazzi” (Kinsella, 2011:215)

The above quote explains that money can change everything easily and can give you everything you want. In the above narrative, the main character named Rebecca went with a friend named Tarquin to a five-star restaurant called *“Lanesborough and used a VIP class at the restaurant”*.

Happiness becomes the part that every human being wants, no matter how it is. Thus, the main character uses consumptive behavior to give a lot of satisfaction to them. Actually, many people regard this behavior as a symbol of their happiness and completely forget that they have been driven by money.

9. Data 9

“Well, “ I falter, feeling sick. God , I could do with a cigarette” (Kinsella, 2001:229)

In the quotation above shows there is sentence explains about other hedonism lifestyle, pleasure or satisfaction of a person can also be in just by spending cigarette. In some people assume smoking is something can relieve stress and can get pleasure. In addition to wasting money by burning money, smoking also wastes time and leads to dangerous diseases. In fact in the current condition, teenagers are more often seen holding a cigarette, because it is considered more visible cool and also mature.

10. Data 10

“I found the half bottle of malt whisky which Scottish prudential once give me, still sitting on my dressing tale, I opened it up” (Kinsella, 2001:234)

In this sentence says that Rebecca consumes whisky. Where whisky is alcohol. The writer considers this is also included in the hedonism lifestyle, because today people consider consume alcohol as a lifestyle. For some people brandishing with a hangover they can forget the problem for a moment and get a temporary pleasure, and they do not realize with a hangover they waste time to do the useless.

11. Data 11

“I enclose a ticket for Die Meistersinger at the Opera House. I shall be attending in any case and if you were able to join me, I would be delighted” (Kinsella, 2001:330)

In the narrative explains the hedonism lifestyle is also seen, because to get one's satisfaction can also by spending money in other ways as contained in the above sentence by *“buying ticket for Die Meistersinger at the Opera House”*. The researcher considers this also included in hedonism lifestyle.

12. Data 12

“ Sometimes, when we're very drunk, we make pacts that if we're not somewhere more exciting in three months, we'll both leave our jobs.” (kinsella, 2001:18)

In this narrative, the main character says that she is drunk and consumes alcohol which means the smell of alcohol clings to his body. The above narrative clearly shows the main characters performing unimportant activities, wasting time and money, and all aim to have fun and forget the events that have happened for a moment. In this case also described hedonism in people's lives. The negative effects of hedonism are currently expanding and people today are not concerned with their health and personality.

13. Data 13

“Well, a huge party to begin with. Somewhere smart but cool, with loads of champagne and dancing and taxi service so no one has to drive.”
(Kinsella, 2001:41)

In the above sentence explains that the main character will make a big party as in the sentence *“big party to begin with. Somewhere smart but cool”* and there is also a sentence that she will add champagne to her party *“with loads of champagne”*. The writer assumes the sentence is also included in hedonism, where the satisfaction of a person in can in her own way such as holding a party and consume champagne. the main character performs unimportant activities, wastes time and money, and all aims to have fun and forget the events that have occurred for a moment.

14. Data 14

“Which ones are flagstafflife? Oh yes! They’re the ones who threw a champagne party at soho soho. That’s right. And elly got incredibly pissed and told David Salisbury from The Times that she loved him. It was a bloody good party, come to think of it. One of the best.” (Kinsella, 2001:54)

The quotation says that hedonism not only comes from ourselves but also from friends and the environment, in the above sentence shows the lifestyle of

hedonism in the present, by way of alcohol party they will feel their own pleasure, and they spend money and waste time only for things that are not important.

15. Data 15

“But the two of us had fun of a time sloshing back wine until the early hours.” (Kinsella, 2001:34)

The main character shows she consumed wine with a friend and spent time just to get drunk, the researcher also assumed this also included in the hedonism values, because spending money just to consume alcohol is not good action that can damage health.

16. Data 16

“I take a sip of champagne, lean back, and prepare to relax” (Kinsella, 2001:22)

For Rebecca to consume champagne is what pleases her. Remember Rebecca's uncontrolled financial condition, she is still willing to waste her money just to consume champagne. In this case the researcher considers the sentence is also included in the hedonism lifestyle with the kind of egoistic hedonism.

17. Data 17

“And some flowers and champagne for suze’s birthday” (Kinsella, 2001:85)

In the above sentence explains that Rebecca give some flowers and champagne to her best friend. The researcher assume this is also included in the hedonism value, for spending money only to buy champagne. Considering champagne is a expensive alcoholic . The above sentence also includes the kind of egoistic hedonism.

C. Research Findings

After analyzing the data of “*Confessions of A Shopaholic*” novel, then there are some findings that can be found related to the kinds of hedonism. The findings are presented as followed:

1. Aesthetic Hedonism.
2. Ethical Hedonism
3. Piety Hedonism
4. Egoistic Hedonism

From the narration and dialogues of the main character, the writer find the reason of hedonism above. It clearly shows from the story of “*Confessions of A Shopaholic*” the hedonism as a lifestyle, because they want to get more happiness and satisfaction on her self regardless of anything. The main characters of the novel want to get the freedom to express the happy feeling. They consider that they are doing a right way of getting a pleasure even they always spend their money and wasting all time they had. It means that the cases of hedonism in that story also describes the way people lives because it takes from the habit of the people lives today.

D. Discussion

1. After collecting and analyzing the data, it showed that all the kinds of hedonism interpret by the writer. From the data of the narration and dialogues “*Confessions of A Shopaholic*” novel, the research found the kinds and the reasons of hedonism delivered by the main character of ‘*Confessions of A Shopaholic*’ by applying hermeneutics we can see the phenomena can be found as the negative influences for the readers or even society.

Flocker, (2003) said that “Hedonism is considered a lifestyle in which pleasure and happiness are the ultimate goals in life”. The pleasure here was telling that it can be enjoyed deeply and for a long time. It could be proved that the influences of hedonism actually had already affected in the past until now days and give us a bad behavior and personalities, especially for the teenagers which also called ‘new generation’. Thus, these social phenomena happens because people also do their habits today just to get their happy.

2. These habits also affect then moral values of the society that can not be separated from our life. As it was discussed before, why the hedonism influence as a reason portrayed of to the readers is having a bad personalities and behavior. From the data above, the researcher also might said that the influences of hedonism can be seen by the main characters descriptions with the cases of a narration and dialogue that imitates the real condition of having hedonistic behavior.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Having analyzed the data completely, it can be concluded that “*Confessions of A Shopaholic*” novel by Sophie Kinsella illustrates the social phenomena of hedonism in nowadays. From the analysis, there are four kinds of hedonism they are:

1. Aesthetic Hedonism.
2. Ethical Hedonism
3. Piety Hedonism
4. Egoistic Hedonism

1. Hedonism can be seen by the main characters descriptions with the cases of a narration and dialogues that imitates the real condition of having hedonistic behavior. The researcher conclude kinds of hedonism that have a bad behavior and personalities to the readers and society.
2. The reason hedonism portrayed by the main character was found from the cases of hedonism by reading a narration and dialogues of the novel it can be influence by their own surroundings such as a friends, social condition or environments, even it comes from themselves. As the data the researcher found 50 cases of hedonism they are: (1). Aesthetic Hedonism 31 cases, (2) Ethical Hedonism 1 cases, (3) Piety Hedonism 1 cases, (4) Egoistic Hedonism 17 cases.

B. Suggestion

Revering to the results of the analysis, there are some suggestions as follows:

1. The students who has the same idea with the writer can develop this research to get more understanding about the hedonism it self. The English Literature students may study more about this problem because this research also reflects the real condition from the people today. The student must be able to understand the narration and dialogues that indicate hedonism in this novel.
2. The lecturer can explain and improve learning about Hedonism and the way to analysis Hedonism, especially about high sense of negative sides in Hedonism, so all student are able to interpret the positive or negative of the hedonism.
3. This study can be a reference for student who wants to analyze the Hedonism lifestyle and also for the readers in enriching their knowledge who are interested in this kind of topic.

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APPENDICES

Biography of Sophie Kinsella

Madeleine Sophie Wickham (12 December 1969), also known under the pen name Sophie Kinsella, is an English author of chick lit. The first two novels in her best-selling Shopaholic series, *The Secret Dreamworld of a Shopaholic* and *Shopaholic Abroad*, were adapted into the film *Confessions of a Shopaholic* (2009). Her books have been translated into over 30 languages.

Sophie was born on 12 December 1969, the eldest daughter of David R. and Patricia B. (née Kinsella) Townley. The eldest sister of fellow writers Gemma and Abigail Townley, Sophie Kinsella was educated at Putney High School, St Mary's School, Shaftesbury, Sherborne School for Girls, and New College, Oxford, where she initially studied Music, but after a year switched to Politics, Philosophy and Economics (PPE). Wickham worked as a financial journalist (including for *Pensions World*) before turning to fiction.

While working as a financial journalist, at the age of 24, Wickham wrote her first novel. *The Tennis Party* was immediately hailed as a success by critics and the public alike and became a top ten best-seller. She went on to publish six more novels as Madeleine Wickham: *A Desirable Residence*, *Swimming Pool Sunday*, *The Gatecrasher*, *The Wedding Girl*, *Cocktails for Three* and *Sleeping Arrangements*.

Wickham's first novel under the pseudonym Sophie Kinsella (taken from her middle name and her mother's maiden name) was submitted to her existing publishers anonymously and was enthusiastically received. She revealed her real identity for the first time when *Can You Keep a Secret?* was published in December 2005

Kinsella is best known for writing the *Shopaholic* novels series of chick lit novels, which focus on the misadventures of Becky Bloomwood, a financial journalist who cannot manage her own finances. She is also known for her relationship with Luke. The series focuses on her obsession with shopping and its resulting complications for her life. The first two *Shopaholic* books were adapted into a film and released in February 2009.

The most recent addition to the *Shopaholic* series, "Shopaholic to the Rescue" was released on 22 October 2015. Her most recent standalone novels have been *Twenties Girl*(2009), *I've Got Your Number* (2012) and *Wedding Night* (2013). In 2015, she branched into Young Adult writing with her first YA book, *Finding Audrey*, published in June 2015

A musical adaptation of Kinsella's novel 'Sleeping Arrangements' by Chris Burgess was premiered on 17 April 2013 in London at the Landor Theatre.

The Summary of ‘*Confessions of a Shopaholic*’

Rebecca Bloomwood, a journalist from a Successful Saving financial magazine in London, is in deep turmoil. The bills began to pile up and haunt the days before it settled down. Indeed, the pseudo-quiet days, waiting for a bomb to explode at the right time. The joy of shopping-issues using credit card facilities-which dragged them on the bill of the bill. Before he was completely absent, his creative and imaginative mind was always ready with a myriad of justifications for his behavior. A false imagination about a sudden rich, humble sustenance out of nowhere, the future through appearance, increasingly plunging it into deeper problem.

On the other hand, Luke Brandon, a successful young entrepreneur with his public relations company, often encounters Rebecca both intentionally and accidentally because Brandon Communications represents many clients in the financial world. Rebecca who dislikes Luke's cynical, cold, and rigid character is involved in an unpleasant incident.

At the same time. A collector from a bank named Derek Smeath persistently requested a meeting with Rebecca to settle arrears on credit card payments. Rebecca is a cunning survivor of the unwanted meeting, especially considering the financial condition that has not been possible to pay off debt. Ironically, instead of the shopping madness, Rebecca kept falling back and forth in the same mistaken hole. Two great efforts by reducing the flow and falling failed. Rebecca also chose a shortcut by buying lottery tickets. But, that also leads to zero.

Hedonism from Main Character of ‘Confessions of a Shopaholic’ Novel

No	Data Collecting	Kinds of Hedonism
1	<p><i>“I casually close my eyes and start to tot up. There was that suit in jigsaw, and there was dinner with suze at Quaglinos” (Kinsella, 2001:1)</i></p>	Aesthetic Hedonism
2	<p><i>“And there was that gorgeous red and yellow rug. The rug was £200, come to think of it. But it was definitely worth every penny-everyone’s admired it” (Kinsella, 2001:1)</i></p>	Aesthetic Hedonism
3	<p><i>“And the jigsaw suit was on sale-30 percent off” (Kinsella, 2001:1)</i></p>	Aesthetic Hedonism
4	<p><i>“I’ll get that swirly coat in whistles. And some black high-heeled boots from pied a terre. Maybe I’ll go on holiday” (Kinsella, 2001:12)</i></p>	Aesthetic Hedonism
5	<p><i>“ My eyes sweep the room. I can see rows of scarves, neatly folded, with dark green “50 percent off” sign above them. Printed velved, beaded silk, embroidered cashmire, all with the distinctive “Denny and George” signature. They’re everywhere. I don’t know where to start. I think I’m having a panic attack. “ (Kinsella, 2001:15)</i></p>	Aesthetic Hedonism
6	<p><i>Oh God, yes. I remember this one. It’s made of silky velvet, overprinted in a paler blue and dotted with</i></p>	Aesthetic Hedonism

	<i>iridescent beads. As I stare at it, I can feel little invisible strings, silently tugging me toward it. I have to touch it. I have to wear it. It's the most beautiful thing I've ever seen." (Kinsella, 2001:15)</i>	
7	<i>" There is no question. I have to have this scarf. I have to have it. It makes my eyes look bigger, it makes my haircut look more expensive, it makes me look like a different person. I'll be able to wear it with everything. People will refer to me as the Girl in the Denny and George scarf." (Kinsella, 2001:15)</i>	<i>Aesthetic Hedonism</i>
8	<i>"Its beautiful. Its even more beautiful here than it was in the shop. I drape it around my neck and grin stupidly at suze" (Kinsella, 2001:35)</i>	<i>Aesthetic Hedonism</i>
9	<i>" So I buy it. The most perfect little cardigan in the world. People will call me the Girl in the Gray Cardigan. I'll beable to live in it. Really, it's an investment." (Kinsella, 2001:68)</i>	<i>Aesthetic Hedonism</i>
10	<i>"And at the end of every year I'll splash out on one classic investment like an Armani suit. Or maybe Christian Dior. Something really classy, anyway." (Kinsella, 2001:61)</i>	<i>Aesthetic Hedonism</i>
11	<i>"Eighty quid. That's nothing for a timeless piece of style like this" (Kinsella, 2001:51)</i>	<i>Aesthetic Hedonism</i>

12	<i>"I arrive at the cosmetics department of barkers and suddenly I know. Make up! That's what I need. A new mascara, and maybe a new lipstick" (Kinsella, 2001:72)</i>	<i>Aesthetic Hedonism</i>
13	<i>"At the clarins counter, my attention is grabbed by a big promotional sign" (Kinsella, 2001:72)</i>	<i>Aesthetic Hedonism</i>
14	<i>"And I've had to buy loads of new clothes" (Kinsella, 2001:128)</i>	<i>Aesthetic Hedonism</i>
15	<i>"I went into Karen millen and practically bought it out" (Kinsella, 2001:128)</i>	<i>Aesthetic Hedonism</i>
16	<i>"And £90 is nothing for a pair of really good jeans" (Kinsella, 2001:142)</i>	<i>Aesthetic Hedonism</i>
17	<i>"If you were in Gucci, you'd be paying at least £500. Oh God, iwant them. I want them" (Kinsella, 2001:142)</i>	<i>Aesthetic Hedonism</i>
18	<i>"Oh, why couldn't she have liked the black skirt instead?" (Kinsella, 2001:145)</i>	<i>Aesthetic Hedonism</i>
19	<i>"In fact I really need some new boots-and I've seen some really nice ones in hobbs with square toes and quite a low heel. I'll go there after my coffee, and look at the dresses, too" (Kinsella, 2001:152)</i>	<i>Aesthetic Hedonism</i>
20	<i>"The assistants wear emporio Armani! So whats jill herself? Going to be in? couture dior? God, I love</i>	<i>Aesthetic Hedonism</i>

	<i>this place already” (Kinsella, 2001:162) Aesthetic Hedonism</i>	
21	<i>“Maybe I Aesthetic Hedonism should buy a white coat, too. I’ll wear nothing but Aesthetic Hedonism white all winter. A snowy white coat and a white fur Aesthetic Hedonism hat. People will start calling me the girl in the white coat” (Kinsella, 2001:172)</i>	<i>Aesthetic Hedonism</i>
22	<i>“He hasn’t told to me what we’re here to buy. Clothes? A new aftershave?” (Kinsella, 2001:175)</i>	<i>Aesthetic Hedonism</i>
23	<i>“Luggage! Suitcases and holdalls and stuff like that. As I wander round the department, looking at Louis Vuitton suitcases and calfskin bags, I’m quite thrown. Quite shocked by myself. Luggage. Why on earth have I never considered luggage before?” (Kinsella, 2001:175)</i>	<i>Aesthetic Hedonism</i>
24	<i>“I feel quite shaky as I realize the opportunities I’ve just been throwing away over the years. Suitcase, weekend bags, monogrammed hatboxes” (Kinsella, 2001:177)</i>	<i>Aesthetic Hedonism</i>
25	<i>“But, it’s amazing how quickly £1,000 can start to seem like a very reasonable sum for a suitcase—especially since the Louis Vuitton monogrammed trunk costs about ten times as much”</i>	<i>Aesthetic Hedonism</i>

	<i>(Kinsella,2001:177)</i>	
26	<i>“And get quite hysterical tryingto decide if she should wear Channel or Prada when she goes to meet the queen” (Kinsella,2001:189)</i>	<i>Aesthetic Hedonism</i>
27	<i>“God, I love new clothes. If everyone could just wear new clothes every day, I reckon depression wouldn’t exist anymore” (Kinsella, 2001:193)</i>	<i>Aesthetic Hedonism</i>
28	<i>“I look up, and im in front of octagon. My favorite shop in the whole world. Three floors of clothes, accessories, furnishing, gifts, coffee shops, juice bars, and a florist which makes you want to buy enough bouquets to fill your house” (Kinsella, 2001:236)</i>	<i>Aesthetic Hedonism</i>
29	<i>“Fine,” I say, my eyes widening as I take in Chloe’s collection of makeup. There’s about a zillion brushes, pots and tubes littered over the counter in front of us, all really good brands like Chanel and MAC” (Kinsella, 2001:287)</i>	<i>Aesthetic Hedonism</i>
30	<i>“This is an absolute dream come true. NK Malone sunglasses. I can’t quite believe it. And three pairs! I’ll never have to buy sun glasses again. People will call me the Girl in the NK Malone Shades.” (Kinsella, 2001:346)</i>	<i>Aesthetic Hedonism</i>
31	<i>“This is turning into perfect day. Shopping at</i>	<i>Aesthetic Hedonism</i>

	<i>harrods</i> ” (Kinsella, 2001:179)	
32	“ <i>Belaa pasta (supper with Caitlin), oddbins (bottle of wine-essential), esso (petrol doesn’t count), Quaglino’s (expensive-but it was a one-off)</i> ” (Kinsella, 2001:7)	<i>Egoistic Hedonism</i>
33	“ <i>A waiter offers me a glass of champagne and I take two</i> ” (Kinsella, 2001:17)	<i>Egoistic Hedonism</i>
34	“ <i>Lunch at Harvey Nichols. I mean, what could be better than that? We go straight up to the fifth floor restaurant, and luke orders a bottle of chilled white wine and raises his glass in a toast</i> ” (Kinsella, 2001:179)	<i>Egoistic Hedonism</i>
35	“ <i>It’s just about the most delicious wine I’ve ever tasted</i> ” (Kinsella, 2001:179)	<i>Egoistic Hedonism</i>
36	“ <i>There’s also a white envelope with the ticket to the Barclays Champagne Reception inside</i> ” (Kinsella, 2001:193)	<i>Egoistic Hedonism</i>
37	“ <i>Who knows where? The savoy? Claridges ? dancing at annabels? Tarquin hasn’t told me yet where we’re going</i> ” (Kinsella, 2001:214)	<i>Egoistic Hedonism</i>
38	“ <i>Wow. How classy is that? Dinner at the Lanesborough. But naturally. Where else would one go on a first date?</i> ” (Kinsella, 2001:215)	<i>Egoistic Hedonism</i>

39	<i>“ We walk straight past the entrance to the Lanesborough, but I’m not fazed by that. Everyone knows VIPs always go in through the back to avoid the paparazzi” (Kinsella, 2011:215)</i>	<i>Egoistic Hedonism</i>
40	<i>“Well, “ I falter, feeling sick. God , I could do with a cigarette” (Kinsella, 2001:229)</i>	<i>Egoistic Hedonism</i>
41	<i>“I found the half bottle of malt whisky which Scottish prudential once give me, still sitting on my dressing tale, I opened it up” (Kinsella, 2001:234)</i>	<i>Egoistic Hedonism</i>
42	<i>“I enclose a ticket for Die Meistersinger at the Opera House. I shall be attending in any case and if you were able to join me, I would be delighted” (Kinsella, 2001:330)</i>	<i>Egoistic Hedonism</i>
43	<i>“Sometimes, when we’re very drunk, we make pacts that if we’re not somewhere more exciting in three months, we’ll both leave our jobs.” (kinsella, 2001:18)</i>	<i>Egoistic Hedonism</i>
44	<i>“ Well, a huge party to begin with. Somewhere smart but cool, with loads of champagne and dancing and taxi service so no one has to drive.” (Kinsella, 2001:41)</i>	<i>Egoistic Hedonism</i>
45	<i>" Which ones are flagstafflife? Oh yes! They’re the ones who threw a champagne party at soho soho.</i>	<i>Egoistic Hedonism</i>

	<p><i>That's right. And elly got incredibly pissed and told David Salisbury from The Times that she loved him.</i></p> <p><i>It was a bloody good party, come to think of it. One of the best." (Kinsella, 2001:54)</i></p>	
46	<p><i>"But the two of us had fun of a time sloshing back wine until the early hours." (kinsella, 2001:34)</i></p>	<i>Egoistic Hedonism</i>
47	<p><i>"I take a sip of champagne, lean back, and prepare to relax" (Kinsella, 2001:22)</i></p>	<i>Egoistic Hedonism</i>
48	<p><i>"And some flowers and champagne for suze's birthday" (Kinsella, 2001:85)</i></p>	<i>Egoistic Hedonism</i>
49	<p><i>"With an FT under your arm, you can talk about the most frivolous things in the world. And instead of thinking you're an airhead, people think you're heavyweight intellectual who has broader interests, too" (Kinsella, 2001:13)</i></p>	<i>Ethical Hedonism</i>
50	<p><i>"Obviously, I'll do loads for charity. In fact, I'll probably set up a charitable foundation. I'll support all those unfashionable charities that get ignored, like skin diseases and home helps for the elderly" (Kinsella, 2001:42)</i></p>	<i>Piety Hedonism</i>

CURRICULUM VITAE

PERSONAL DATA

Name : Rendi Nurindah Sari
Registered : 1402050324
Place/date of Birth : Cinta Damai, 13 December 1996
Gender : Female
Religion : Moeslem
Partial Status : Single
Nasionality : Indonesia
Address : Dusun I Desa Cinta Damai
Father's Name : Misdi S.Pd
Mother's Name : Mastuti Hairani
Mobile Phone : 082260662297
Email : rendin56@gmail.com

EDUCATION BACKGROUND

1. Elementary school at SD Negeri 104207 Cinta Damai (2002-2008)
2. Junior High School at SMP Negeri 3 Percut (2008-2011)
3. Senior High School at SMK Negeri 1 Percut Sei Tuan (2011-2014)
4. Faculty of Teacher's Training and Education, University of Muhammadiyah Sumatera Utara (2014-2018)