

CHAPTER I

INTRODUCTION

A. Background of Research

Charlie and the Chocolate Factory is one of the greatest children's novels that was written in 1964 by Roald Dahl, a British novelist, short story writer, poet, fighter pilot, and screenwriter who is best known for his children's books for its unsentimental theme. He writes the stories which often have dark humours such as *James and the Giant Peach*, *Matilda*, *the Witches*, *Fantastic Mr. Fox*, and *Charlie and the Chocolate Factory*. Most of his works consist of particular moral values such as disadvantages of television, argumentation about children's happiness and advice to read more books.

Charlie and the Chocolate Factory discusses the most controversial issue in society. It is the social gap between proletariats or poor people and bourgeoisie or rich people. The term is proposed by Karl Marx. It happens to capitalism which generates the different classes in society. They are the passive owner (bourgeoisie) and the proletariats. Dahl depicted that money will always be defeated by the true happiness. It also can be seen in his novel entitled *Charlie and the Chocolate Factory* where the social gap becomes a really big issue. The relationship between upper class and lower class has never become a direct relationship because they just can be related to each other by by-products. In *Charlie and the Chocolate Factory*, the society has the same interest in one product which is chocolate.

Charlie and the Chocolate Factory focused on the idea that the happiness is nothing but the family. In other words, good things may come in small packages. The story contains contrary characters between Charlie (a poor kid) and Willie Wonka (an owner of the chocolate factory). The contra-indication can be seen in the lives of both. While Willie lives so wealthy, on the other hand, Charlie has to survive in a rough world. Actually, Dahl deals

with many issues in this novel, but one of the important issues is utopia depiction represented by proletariats on the social gap.

By seeing the social issue which is clearly stated in the novel entitled *Charlie and the Chocolate Factory*, the research deals to focus on the issue to be discussed. There is a social gap in the society that is shown by contrast between bourgeoisie and proletariat' lifestyle, their situation and condition and contrasting values between them both will be examined the utopian aspects. The term of bourgeoisie and proletariat actually is used in Marxist theory to name the social class which is presented by Karl Marx. Marxism uses that two terms to determine two conflicting positions about wages in which workers or proletariats wish their wages to be as high as possible, while owners or bourgeoisie wish for wages to be as low as possible. Then in the novel, the relationship between family members in the bourgeois' life happens because of something conditionally. The bourgeois seems like isolate themselves to people around and there is no direct social contact between both sides. Here the bourgeois develops alienation to the outside though Willie as the bourgeois hiring people around to work in the factory.

Different from bourgeois' life, the proletariat's life has a pure interaction which gives the readers a view of the real situation of a household. The family has many values of what a family should be. It barely means that Charlie's family brings the message of a utopia where all of the good things appear. The social issue in Charlie's family delivered in a classic case of a family struggling to cope with mental illness. Such as Charlie's grandparents, despite lacking any physical infirmity has not left their bed in years. While Grandpa Joe's depression appears to go into remission following Charlie's receipt of the Golden Ticket, there is a considerable chance of a relapse. In addition, from the novel *Charlie and the Chocolate Factory*, some evidence for the effect of capitalist values can be seen by examining their impact on his family; Grandpa Joe's 'explosion' of 'excitement' that occurred after Charlie

broke the news of his winning ticket reinforces the idea that winning big is good. Because of some facts above it is quite interesting to make a research about this work.

In relation to the above, this research deals with the work *Charlie and the Chocolate Factory* by Dahl and the writer is interested in analyzing how the story shows the utopia depiction through the social gap in the society that is shown by the contrasting condition and contrasting values.

B. Identification of the Problem

Dahl's novel *Charlie and the Chocolate Factory* shows a clear issue on the social gap. Social gap is shown by different classes as the result of capitalism between Charlie Bucket and Willie Wonka. The first class is the passive owner or bourgeoisie which is shown by Willie Wonka and secondly the proletariat's life shown by Charlie Bucket. From the different classes, they show the prosperity of bourgeois such as the image of the building of chocolate manufacturing and the image of poverty of proletariat such as the image of Charlie's hut. The research focuses on the contrasting condition and contrasting values between proletariat and bourgeoisie in *Charlie and the Chocolate Factory* story which shows a clear gap between poverty and wealth based on the Marxist criticism, especially the theory proposed by Fredric Jameson named Political Unconscious.

C. Scope of the Research

In this research, the writer focuses on the social gap between proletariat and bourgeoisie issue, concentrating on the following research problems:

1. The contrasting life condition in the struggle between proletariat and bourgeoisie in *Charlie and the Chocolate Factory*.

2. The contrasting life values between proletariat and bourgeoisie in Charlie and the Chocolate Factory.

D. Objectives of the Research

This study is aimed to examine how the capitalism affects people in society, especially the social gap between proletariats and bourgeoisie to make a clear separation between poverty and wealth through the contrasting conditions and contrasting values of proletariat and bourgeoisie in Dahl's novel Charlie and Chocolate Factory through the concepts of political unconscious proposed by Fredric Jameson.

E. Review of Previous Studies

Charlie and the Chocolate Factory is a great novel written by Roald Dahl. These researchers below have analyzed this novel from various perspectives. In conducting the research, references from some previous studies will be used as sources. Such as an article entitled "An Analysis of the Children's Characters In Roald Dahl's Novel: Charlie And The Chocolate Factory" (2012) from Indonesian Journal of Applied Linguistics written by Wan Syakira Meor Hissan from UTM Penang. He discusses children psychology which is shown by children's characters in the novel. It can be seen by behaviors represented by all of children characters, except Charlie, parents are failed to run the parenting. Those children stuck in excessive spoiling. Augustus Gloop with his overeating hobby, Violet Beauregarde with her obsession with the record of chewing gum, Veruca Salt with the overdemanding hobby, and Mike Teavee with his bad temperament. All of those characters must be experience bad parenthood during their childhood with wrong treatments done by their parents.

Chryl Corbin from the department of African American studies sees this novel differently. In his article entitled “Deconstructing Willy Wonka’s Chocolate Factory: Race, Labor, and the Changing Depictions of the Oompa-Loompas” (2012) which is published in Berkely McNair Research Journal, the researcher explores that the character Willie Wonka built the capitalist system. He believed that within the economic model of capitalism, Wonka’s chocolate remains as the hierarchical apex of the commodity within the factory and the power dynamic between Wonka and the Oompa-Loompas as one identified as the colonizer and the colonized. And the most things which are pointed out by Corbin is about capitalism in Dahl’s novel. This article focuses on the character of Wonka’s workers, Oompa-Loompas as a tool of Wonka industries. It shows us how an industry can treat the worker as a tool, not merely as a human being.

The sociology of literature of Dahl novel is discussed by Sharon E. Royer in his article “Roald Dahl and Sociology 101” (1998) that published in Electronic Journal of Virginia University. He argues that there are so many portray of Dahl himself in some novels that he wrote, and also in *Charlie and the Chocolate Factory* novel. The researcher discusses Dahl conveyed his cynical view on society in his literature (social gap especially capitalism build by Wonka), beastly people must be punished (viewed when Charlie refused to stay with Wonka in the factory, it broke Wonka’s desire to throw away his lonesome). And the main idea in his writing, Royer shows there is a suitable thing stated in the novel for children reader and he believed Dahl failed in to write the novel for adult readers. Writing seems like a ‘place’ where he can be himself. He can write down all story of his life but of course in fiction form.

After reading and examining previous studies related to the subject of this study, the writer found that the imagery of Charlie Bucket’s family as a utopian family is something new in various researches of this novel. By using Marxist criticism especially political

unconscious theory, the writer wants to explore the other side of the novel, focusing on the utopia depiction through the social gap in the society that is shown by the contrasting condition and contrasting values.

F. Theoretical Framework

Marxist Literary Criticism

This research will apply Marxist literary criticism focusing on the concepts of the political unconscious proposed by Fredric Jameson. Actually, Marxism is known as a revolutionary critique of capitalist society and it discusses the socialistic in its nature and the critical toward capitalism or other economic systems with class divisions and it is also known as historical materialism. The most important philosopher in Marxist named Karl Marx who believes that the society's base shapes or determines the society's superstructure and superstructure then function to legitimate the base. In the base, the economy of society there is a society's mode production that consists of forces of production and relations of production.

According to Lois Tyson in his book entitled Critical Theory Today, Marxist concepts can be discussed in many fields and as in every field, there is a great deal of disagreement among Marxist theorists and literary critic concerning (Tyson 2006: 65). It also includes the formation and role of class solidarity among the proletariat. Actually, Marxist critics believed that a literary text is a product of particular socio-economic system and it can reflect directly through the content or indirectly through the techniques and its genre. In the case of this research, it will apply the indirectly one, because it touches the symbolical side.

Relating to applying Marxist criticism, works can be divided into two, based on how it sees ideology. Ideology is a way of thinking-perpetuated by society's culture. In Marxism it is divided to non-progressive which shows ideologies positively such as the theory proposed

by Christopher Caudwell and progressive text which shows ideologies negatively such as the ideas and theories proposed by several philosophers like Georg Lukacs, Theodore Adorno, Pierre Macherey, Fredric Jameson, and others.

Utopia

Actually, Jameson's theory of the postmodern provides a critical context to understand new movements and counter-movements in philosophy itself. One of the main interests of Jameson is called utopia. His writings entitled Archaeologies of the Future: The Desire Called Utopia and Other Science Fiction (2005), a study of utopia and science fiction, launched at Monash University in Melbourne, Australia, in December 2005. It would seem to offer the spectacle of one of those rare phenomena whose concept is indistinguishable from its reality. Jameson's concept of utopia is largely owed to Bloch, who "posits a Utopian impulse governing future-oriented in life and culture; and encompassing everything from games to patent medicines, from myths to mass entertainment, from iconography to technology, from architecture to eros, from tourism to jokes and the unconscious" (Jameson 2005: 2). Thus, immanent in even the commodified artifacts of the culture industry, one could find the human impulse to transcend its circumstances and reach towards a better world. This concept of utopia contained something of Adorno's self-undermining art in that the soundness of a utopian text always emerged in its ability to undermine its own possibility.

Focusing on Utopia, Jameson asserts that there is no Utopian writer who has been quite so forthright in confronting the great empiricist maxim. In addition, on the social level, it means that our imaginations are hostages to our own mode of production. It suggests that at best Utopia can serve the negative purpose of making us more aware of our mental and ideological imprisonment and that therefore the best Utopias are those that fail the most comprehensively (Jameson 2007: xiii).

Political Unconscious

Fredric Jameson's theory called The Political Unconscious. It is the theory that unveils the Marxist literary criticism and structural theory. He discusses his theory in a book entitled The Political Unconscious: Narrative as a Socially Symbolic Act which is published in 1981 and shows that narrative, from whatever critical perspective, should be first and foremost a political and "socially symbolic act".

Political unconscious itself is defined as an approach that proves that every literary work must contain certain critique to reality which occurs naturally, although it is not the main idea of the work. The critique to reality happens because people think that the world they live full of mistakes which are not merely what they want. Various ideas about a better life, world, and society create people's desire for another world called Utopia which is different from reality. The assertion of a political unconscious proposes that people undertake just such a final analysis and explore the multiple paths that lead to the unmasking of cultural artifacts as socially symbolic acts. In other words, Jameson defines literature as a "socially" "symbolic" "act" (1981: 5).

Political unconscious also opposes the view that literary creation can take place in isolation from its political context. This idea relates to the priority of the political interpretation of literary texts, claiming it to be at the center of all reading and understanding. As similar to Jameson stated in his book The Political Unconscious: Narrative as a Socially Symbolic Act (1981) that political unconscious works through all texts as destabilizing force that reveals a disjunction between a text's meaning (as defined by any given interpretation) and the repressed and buried reality of the fundamental history of class struggle (Jameson 1981: 20). It means that Jameson's work addresses textual analysis and interpretation, rather than directly speaking of the human subject. It is related to the research which reveals the unconsciousness of an author in writing to bring the utopian aspect through the fiction.

G. Methods of the Research

The first step is collecting the data. There are two kinds of data that used in this research, the primary data, which is taken from the literary work itself, Roald Dahl's novel Charlie and Chocolate Factory, and the secondary data which are taken from other books and articles related to this study. The data is collected by using library research methods; reading the books, articles, and journals and browsing the internet.

The second step is analyzing the data. In analyzing the data, the referential method will be used to identify the social gap issue, especially focuses on the utopia aspect by contrasting conditions and contrasting values between proletariat and bourgeoisie in Charlie and the Chocolate Factory story which shows a clear gap between poverty and wealth based on the Marxist criticism. It applies Marxist Criticism theory proposed by Fredric Jameson named Political Unconscious. To do the analysis, the writer applies the qualitative method.

The last step is presenting the result of the analysis. Here, the descriptive analysis or method will be applied since the research is a qualitative one. As Bogdan states in his book Qualitative Research for Education: An Introduction to Theory and Method that "Qualitative research is descriptive: the data collected in the form of words or picture rather than numbers. The written result of research contains quotation from the data to illustrate substantiate the presentation..." (Bogdan, 28). So, the writer uses the qualitative method and the result of the analysis is presented descriptively.