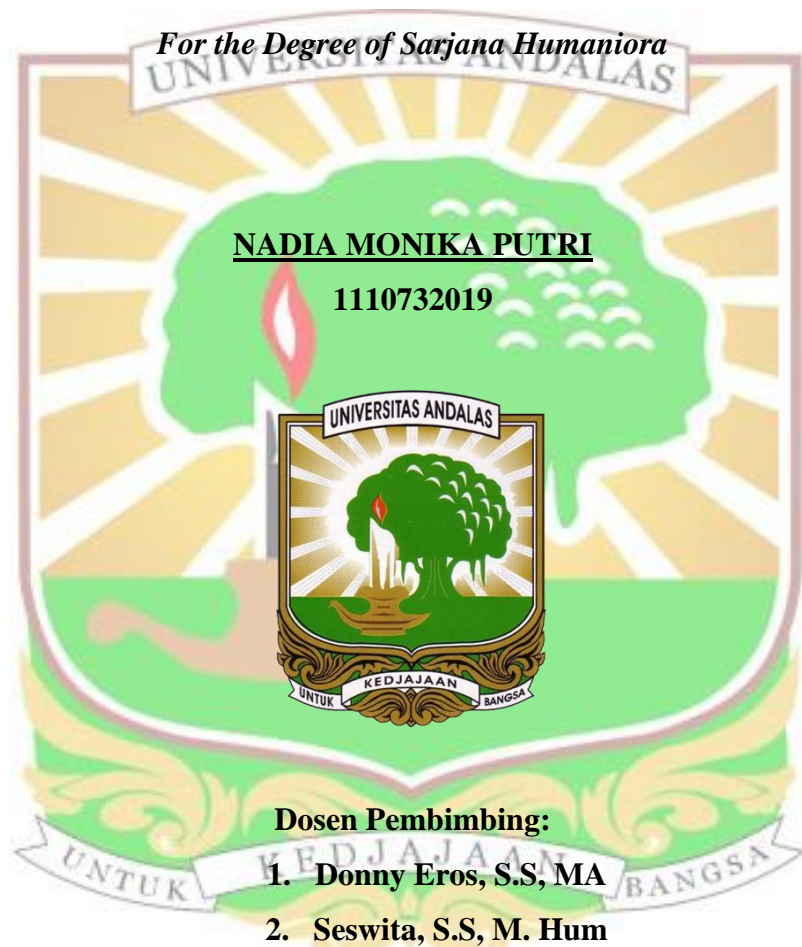


**THE EFFECT OF TECHNOLOGICAL DEVELOPMENT TO AMERICAN  
SOCIETY AS REFLECTED IN *DANDELION WINE* BY RAY BRADBURY**

**A THESIS**

*Submitted in Partial Fulfillment of The Requirement*

*For the Degree of Sarjana Humaniora*



**ENGLISH DEPARTMENT - FACULTY OF HUMANITIES**

**ANDALAS UNIVERSITY**

**PADANG**

**2018**

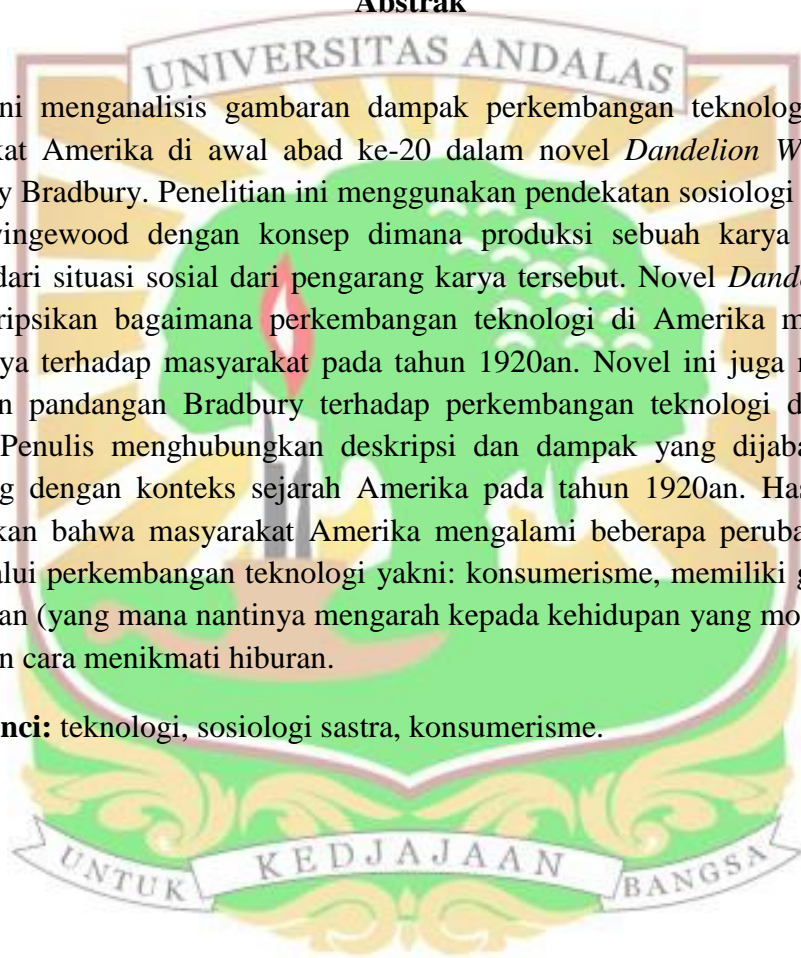
**EFEK DARI PERKEMBANGAN TEKNOLOGI TERHADAP  
MASYARAKAT AMERIKA DALAM NOVEL *DANDELION WINE*  
KARYA RAY BRADBURY**

**Nadia, Donny, Seswita**

**Abstrak**

Skripsi ini menganalisis gambaran dampak perkembangan teknologi terhadap masyarakat Amerika di awal abad ke-20 dalam novel *Dandelion Wine* (1957) karya Ray Bradbury. Penelitian ini menggunakan pendekatan sosiologi sastra oleh Alan Swingewood dengan konsep dimana produksi sebuah karya sastra tak terlepas dari situasi sosial dari pengarang karya tersebut. Novel *Dandelion Wine* mendeskripsikan bagaimana perkembangan teknologi di Amerika muncul dan dampaknya terhadap masyarakat pada tahun 1920an. Novel ini juga merupakan kritik dan pandangan Bradbury terhadap perkembangan teknologi di Amerika 1920an. Penulis menghubungkan deskripsi dan dampak yang dijabarkan oleh pengarang dengan konteks sejarah Amerika pada tahun 1920an. Hasil analisis menemukan bahwa masyarakat Amerika mengalami beberapa perubahan sosial saat melalui perkembangan teknologi yakni: konsumerisme, memiliki gaya hidup yang instan (yang mana nantinya mengarah kepada kehidupan yang monoton) dan perubahan cara menikmati hiburan.

**Kata kunci:** teknologi, sosiologi sastra, konsumerisme.



# **THE EFFECT OF TECHNOLOGICAL DEVELOPMENT TO AMERICAN SOCIETY AS REFLECTED IN *DANDELION WINE* BY RAY BRADBURY**

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## **Abstract**

This thesis discusses the effects of technological developments on American society in early 20th century, in Ray Bradbury's *Dandelion Wine* (1957) novel. This research uses Alan Swingewood's literary sociology with explore the production of a literary work cannot be separated from the social situation of the author of the work. *Dandelion Wine* novel describes how the development of technology in America emerged and its effect on society in the 1920s. This novel is also presents Bradbury's view and critique against technological developments in the 1920s America. The author attributes the description and effects portrayed by Bradbury to the American historical context in the 1920s. The results of the analysis found that American society experienced some social changes as it progressed through technological developments: consumerism, an instant lifestyle which later led to a monotonous life, and a change in the way entertainment was enjoyed.

**Keyword:** technology, literary sociology, consumerism

