

## CHAPTER V

### CONCLUSSION AND SUGGESTION

#### 5.1 Conclusion

*Individutopia* present the concept of an individualist society within London in 2084. The government intentionally forces this individualism as a scenario to undermine society. The oligarch reorganized the workforce, terminated the contract, and compelled people to find new employment daily. Alienation occurs as a means to maintain the oligarch's domination in the market and society. The oligarch reinforces their power in society by monopolizing society's assets and converting them into private assets. Therefore, the exploitation of workers happens easily.

The alienation in London in 2084 successfully disconnected the workers not only from their society but also from their production process, the output of their production, and their feelings as human beings. The Oligarch, with a new working system, breaks down the barriers between workers' professional life and personal existence. The workers must do the monotonous job that the Oligarch provides with a high standard of perfection. The worker only earns a low salary, which barely covers their life needs. The workers lose their creativity; they are only busy, not productive. The Oligarch also brainwashed the workers into being individualists. Renee is also alienated from human beings. Renee, as an individualist, should be unique in her fashion style. However, the fashion store is already dominated by a single brand. Renee's style is not her personal preference but rather a means to meet the standard of the Oligarch. As Karl Marx believed, man's relation to work, to the act of production,

and as a human being impacted their relation to other people, society, and as an object of labor. Marx created a society where man was separated from other people. Social interaction disappeared, the Oligarch brainwashed society into becoming individualistic, and the ambition to be the best eroded cooperation between men.

The neoliberal society removed the collective asset. The Oligarch exploited the asset into private property. They have monopolized everything in London, not only in economics by eliminating the competitors, but also basic things such as the streets where humans walk and the fresh air to breathe. The Oligarch has no competitors in controlling the market. This condition encourages them to behave tyrannically. The irrational system was created only to increase their benefit. Removed the working hours, paid a low salary to the worker, forced the worker to do meaningless jobs, reduced their creativity, established the competition, and trapped them in a consumptive lifestyle.

In contrast to London, at the end of the novel, Sheldon compares the dystopian society of London with the utopian society of South Mimms. Through Renee's character, Sheldon presents the willing society in South Mimms, the socialist society. Sheldon portrays the ideal society in South Mimms, where people support one another, work only 20 hours a week, and pursue any job they desire. That job does not burden them. People in South Mimms enjoy collaborating with others. South Mimms is a comparison to Sheldon that highlights the severity of the dystopian society in London. With the current condition in South Mimms, Sheldon states that

London is alienated due to the system imposed by the oligarch, and the only way to recover society is by returning to a socialist society, as seen in South Mimms.

## 5.2 Suggestion

This research argues that London's dystopian society, as shaped by oligarchic systems, uses enforced individualism to alienate its citizens and maintain control through an irrational working structure and monopolized assets. The study, using Marx's concept of alienation, demonstrates how these mechanisms transform society into one that is both exploited and disconnected. For future research, the psychological impact of being an individualist under such a system, as exemplified by Renee, will be further explored.

