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# **A REAL PORTRAIT OF THE UPPER CLASS IN PAULO COELHO'S THE WINNER STANDS ALONE: A MARXIST READING**

## **A THESIS**



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### Abstrak

Analisa ini membahas bagaimana novel The Winner Stands Alone karya Paulo Coelho merefleksikan kehidupan orang di dunia fashion dan film secara kritis. Pada dunia ini terlihat ambisi orang-orang yang ingin mencapai kehidupan mewah dan mempunyai kekuasaan itu, serta manipulasi yang dilakukan orang-orang tersebut agar ambisinya dapat tercapai dan mempertahankan posisinya, seperti model atau artis terkenal yang sudah terkenal tapi usianya sudah mulai tua melakukan operasi plastik agar mereka tetap menjadi muda dan cantik.

Dalam menganalisa novel ini, penulis menggunakan teori refleksi dari George Lukacs karena novel ini memperlihatkan keadaan sosial-ekonomi pada zamannya. Melalui sudut pandang teori refleksi Lukacs, penulis memperlihatkan keadaan masyarakat secara objektif dan melihat sisi negatif kaum kelas atas dan kaum kelas menengah yang ingin juga menjadi bagian dari kelas atas seperti terefleksi di dalam teks. Menurut George Lukacs, sebuah karya yang beraliran realis mampu mengkritik kapitalis dengan melihat totalitas kehidupan di dalam masyarakat.

Dari hasil analisa penulis terhadap novel ini, penulis menyimpulkan bahwa novel ini merefleksikan kehidupan mewah yang ada di dunia fashion dan film dalam masyarakat kelas atas. Di dalam novel The Winner Stands Alone ini terdapat juga beberapa kritikan terhadap sisi negatif kaum kelas atas yang direfleksikan di dalam teks melalui beberapa karakter, seperti manipulasi dan obsesi yang dilakukan oleh orang-orang yang terlibat dalam dunia fashion dan film tersebut.

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## CHAPTER 1

### INTRODUCTION

#### 1. 1 The Background of the Research

Cannes is one of famous city in the world, where this city is a center of film festival. There are so many hard competitions in this city. It is caused by the people are never satisfied and they want to get more and more. These competitions are showing the capitalist system in society. The capitalist system is looking for private benefit only and there is no public benefit. Thus, this makes the negative impacts of the social condition. These competitions and negative impacts can be seen through the novel The Winner Stands Alone by Paulo Coelho.

Paulo Coelho is one of the best selling famous authors, he was born in Brazil. The Winner Stands Alone is his latest novel; it is like his bestselling The Alchemist, but with a murderer on the loose. It is published May 1st 2009 by Harper (first published 2008). Book data on internet 495 ratings, 3.31 average rating, 146 reviews. In addition he has sold more than 100 million books worldwide (<http://www.paulocoelho.com.br/engl/bio.shtml>).

The Winner Stands Alone sees Coelho keep from his usual theme. As Coelho describes in The Alchemist, one of recurring themes of his work is “paying the price for following your dreams”, but The Winner Stands Alone is different from his other works. The following dream in this novel is showed negatively, this people dreams become something negative that is an ambition,

the characters in this novel; the people who want to be the upper class will do anything to get the chances. They will do anything to reach their dream.

### **1. 3 The Scope of the Research**

In this research, the writer focuses on the upper class' lifestyle by using reflection theory proposed by George Lukacs. In order to make the analysis more understandable and specific, the writer emphasizes the analysis into these following statements;

1. The obsession and manipulation as individualism in the world of film and fashion
2. Commodity fetishism toward the upper class in the world of fashion

### **1. 4 The Objective of the Research**

The objective of this research is to expose the real portrait of upper class' life style through the characters in the novel and the reflection in the era of the novel at that time. In this novel the writer can find how the lifestyle of upper class vividly and what they feel about their life.

### **1. 5 The Review of Previous Study**

In conducting this research, the writer does a library research and internet browsing. The writer finds some review and critiques of some literary works that using Marxist criticism. In this subchapter, the writer provides the previous research related to this analysis. The writer takes some examples from the previous thesis and article. Hopefully, it can enrich the writer's knowledge in analyzing this novel.

There are many researchers using Marxist; the writer finds a research about Marxism as well. There is Chandra Rudjianto (2007), a student of English Department. In his thesis "Cultural Phantoms Upon the 19th century American Capitalism in Harriet Beecher Stowe's *Uncle Tom's Cabin*: a Marxist Reading". It talks about the class struggle of the slaves in early 19th century. According to the analysis, the slavery is another kind of economic capitalism in America in the early 19th century. He assumes that capitalism happened as the impact of industry at the time. The capitalism phenomenon is also related to the changing of people material condition and relate to the individuality.

Another student in English Department who also discusses Marxist perspective is Coryna Yolanda (2009), her thesis is "The Reflection of Social Condition in 19<sup>th</sup> Century England in Charles Dickens' *Great Expectations*". Cory talks about one of the writers who came from Victorian era that shows the influence of economic system toward the lives of the people. The novel tells many things about socio-economic condition of its time. She sees the motivations of characters in this novel (e.g. how a person from working class struggle to get high position like the upper class). This is the basic idea of Marxist approach that sees the economic base of society as the determining factor of other aspects in society such as culture, or literature in particular.

In addition, because of *The Winner Stands Alone* by Paulo Coelho is categorized as a new book, the writer difficult to find the analysis of *The Winner Stands Alone* using Marxist, but the writer found some comments about this book. Smith said that this novel is a rant against the so-called 'Superclass', the high-



consuming, vain and vapid elite powerbrokers of the world. Jon Arnold said Coelho simply reinforces the simple prejudices those of us who are not rich, famous or powerful might have against those who are. Thus, the writer concludes most people said that this novel focuses on the world of fame, film and power.

## **1. 6 The Theoretical Framework**

### **1. 6. 1 Marxist Approach**

The basic formula of Marx's concept is about critique toward the industrial capitalism which developed rapidly at the time in Europe and America. The formula of Marxism can also be found in literature. Marxism was developed by Karl Marx (1818-1883) and Engels with some influences of ideas from the socialists before such as Hegel and Feurbach. The concept of Marxism appears as the resistance toward the complicated condition in the society. Marx sees the difference of prosperity between the capitalist and the worker class happens roughly. Poverty, misery, and grief were befalling the labor class. Marx comes with some idea that full of critic toward the social condition and hopes it gives a contribution toward the worker class (Prawironegoro 2007: 14-15).

Marx, in Prawironegoro's Karl Marx: Ekonomi Politik dan Aksi-Revolusi, states that human being is alienated in their job and in economic condition. The alienation may be caused by the competition with other people (especially with the capitalist). Marx thinks that job is the symbol of human's dignity. It is because when they work, human can realize their self as human being. They are called social creature, because the result of their work is advantageous for them and for

the other people as well. Therefore, human being should be satisfied and happy in doing the job. But, it cannot be found in the capitalist system because there are so many competitions occur among the people. Then, the alienation can be caused by money, constraint, and the interest of other people. Prawironegoro states that:

“Seharusnya manusia harus puas dan senang dalam pekerjaan, karena ia dapat merealisasikan dirinya dan dapat bekerja sama dengan manusia lain. Tetapi dari zaman masyarakat pemilikan budak sampai zaman masyarakat kapitalisme, pada kenyataannya manusia itu terasing dalam pekerjaan, karena ia bersaing dengan manusia lain. Di samping itu pula keterasingan manusia dalam pekerjaan itu juga diakibatkan oleh uang, paksaan, dan kepentingan manusia lain (2007 :25-27).”

A Marxist critic typically undertakes to explain the literature in any historical era, not as works as created in accordance with timeless artistic criteria, but as “products” of the economic and ideological determinants specific to that era. It means it shows the life and what ideology that appears in that time. In the book Theory for Classic: A Student’s Guide by A. Louise Hitchcock states that:

From a Marxist view, then, religious, economic, and political structures (which were sometimes one and the same) in the ancient world can be adequately understood only when we take into account how texts, rituals, art, trade, organization and division of labor, and social relations are implicate in a culture’s material conditions, especially the dominant economic modes of production (2008:18).

In accordance with the theory, the writer applies a more specific theory proposed by George Lukacs, a Hungarian theorist. He is the most widely influential of Marxist critics, represents a flexible view of the role of ideology. Tyson in a Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition says; for Marxism, “an ideology is a belief system, and all belief systems are products of cultural conditioning” (2006:56). Lukacs thought that literary works can be a tool to criticize the capitalist system, it can fight the ideology. Realism is the literary form in Lukacs’ mind; it is characterized by objective depiction of reality and takes on the theme of society and everyday life.

Lukacs has developed a critical theory, that theory is “reflection” theory. The characteristic of reflection theory is that realist work is able to see the wholeness of social existences. A realist novel can lead the readers toward a more concrete insight to reality and it is not reflection of individual phenomenon but the full process life. As stated by Raman Selden in his book, A Reader’s Guide to Contemporary Literary Theory:

Lukacs’ use of the term ‘reflection’ is characteristic of his work as a whole. Rejecting the ‘naturalism’ of the then recent European novel, he returns to the old realist view that the novel reflects reality, not by rendering its mere surface appearance, but by giving us ‘a truer, more complete, more vivid and more dynamic reflection of reality’. To ‘reflect’ is to frame a mental structure transposed into words (1993:76)

The quotation above means that the realist works are able to show the reality as well as the contradiction of social condition. Lukacs’ theory is known as a

supporter of literary realism and argues that realist literary work is a reflection of total social condition. Lukacs believes that realism offers us perspective to see the social condition from a more critical point-of-view. He believes that realism offers a better reflection of society.

Furthermore, Lukacs describes "typicality", as explain in Modern Literary Theory A Comparative Introduction Second Edition by Ann Jefferson and David Robey;

Typicality, or the concept of the *type*, is a central component of Lukacs's reflection model. It is the character or situation in the literary work which brings together the general movement of history and a number of unique, individual traits into a distinctive particularly. (1986: 173)

It means typicality is a concept that describes the whole social existences in the novel; a concept that relates the literary work and the society that it reflects. He describes that realist novels present typical social conflicts through typical characters in a society.

In order to provide the relationship between a text and society, Marxist criticism distinguishes between progressive and non progressive texts. In the book Literary Studies in Action by Alan Duran states that "Progressive texts are those which contribute to social change towards an egalitarian (socialist) society; non-progressive texts are those which do not". (1990; 29) It means the progressive texts show the surface description of society, this texts criticize the way of ruling class (upper class), they reveal the way it is. Meanwhile, the non-progressive texts



show the good images of the ruling class, they show reality the way ruling class wants it.

### **1. 6. 2. Alienation**

The writer also uses theory of alienation and class struggle. In seeing the class struggle, it should start from the analysis of alienation. In this case, the lower class is the most suffered because they cannot master their own product. It is caused by the role of the Capitalist as the capital owner. Therefore, the workers are alienated from the commodity they produce. Then, because of this condition, the workers have to do the class struggle against the capitalists to get the fairer treatment. In the contrary, the capitalists will try to save their prosperity away from the worker class.

Ollman in Alienation: Marx's Conception of Man in Capitalist Society, explains that the theory of alienation is the intellectual construct in which Marx displays the devastating effect of capitalist production on human beings. It can be seen on their physical and mental states and the social processes of which they belong to. Marx claims that one of the manifestations of alienation is that all is under the sway of inhuman power and adds. It applies also to the capitalist. The forms of alienation are different for each class because their position and life style are also different (1976:124-126).

### **1. 6. 3 Capitalist Ideologies**

The writer also add some concepts about the capitalist ideology, as stated in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition by Tyson states; for

Marxism, “an ideology is a belief system, and all belief systems are products of cultural conditioning” (2006:56). It means the society creates the system, the system that they believe is true and then its become the ideology. There are three capitalist ideologies that writer will explain in this sub chapter, the first is classism, based on Tyson in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup>

Edition :

Classism is an ideology that equates one's value as a human being with the social class to which one belongs: the higher one's social class, the better one is assumed to be because quality is “in the blood,” that is, inborn. From a classist perspective, people at the top of the social scale are naturally superior to those below them: those at the top are more intelligent, more responsible, more trustworthy, more ethical, and so on. (2006:59).

It means, there is a class system in a society, and it is a belief system that created by socioeconomic system. The person who has money is better than the people who do not have. And it is naturally accepted in the society the highest social class control everything because the belief system has created that they are more trustworthy, intelligent, and so on, than the people at the bottom. Prawironegoro explains that Marx divides classes in the capitalist society into two. The first is the capitalist (upper class). This class is contained of the rich or the capital owner. Then, the second is the worker class (lower class). This class is contained of the workers who work for the capitalist. These two classes have the different interests that bring them into class conflict. The upper class tends to exploit the worker to

get benefit. In the contrary, the lower class tends to avoid the exploitation by doing rebellion. The class struggle in the society is done without compromise. They have antagonistic relationship (2007:78-80).

The second capitalist ideology is rugged individualism, as Tyson in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition said “Rugged individualism is an ideology that romanticizes the individual who strikes out alone in pursuit of a goal not easily achieved, a goal that often involves risk and one that most people would not readily undertake” (2006:60). Rugged individualism means self interest about the needs, no matter the risk they take they will survive or through it until they get what they want.

The third capitalist ideology is consumerism; Tyson in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition stated “consumerism is an ideology that says I’m only as good as what I buy” (2006:60). It means the people show their economic status by showing how much they spend their money to buy something.

#### **1. 6. 4 Commodity Fetishism**

A commodity is a thing by its properties satisfies human wants of some sort or another. The utility of a thing makes it as use value. Use values become a reality only by use or consumption: they also constitute the substance of all wealth, whatever may be the social form of that wealth. Tyson in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition says; “For Marxism, a commodity’s value lies not what it can do (use value) but in the money or other commodities for which it can be traded (exchange value) or in the social status it confers on its



owner (sign-exchange value)” (2006:62). Exchange value, at first sight, presents itself as a quantitative relation, as the proportion in which values in use of one sort are exchanged for those of another sort, a relation constantly changing with time and place.

### 1. 7 The Method of the Research

In conducting this research, the writer passes several steps. The first step is collecting the data, the writer uses library research method, which is based on two data, the first is primary data, and the second is secondary data. The primary data is the novel itself and by reading the novel the writer focuses on the structure of the novel, while the secondary data is any information that taken from books and article concerning with the novels that are available in the libraries and internet.

After collecting the data, the second step is analyzing the data. In analyzing the data, the structure of the novel is analyzed to find out data, which are related to this analysis. George Lukacs theory is used to conduct this analysis. The writer confines her attention to upper class' lifestyle and the effects of individualism and commodity fetishism to them selves and other people.

The last step is presenting the result of analysis. In presenting the result of analysis, the writer uses qualitative method, Robert C. Bogdan and Biklen said in their book *Qualitative Research for Education* that “Qualitative research is descriptive; the collected data is in the form of words or picture than numbers. The written result of the research contains quotation from the data to illustrate and substantiate the presentation”. (1198:20)



## CHAPTER 2

### PRELIMINARY ANALYSIS OF PAULO COELHO'S THE WINNER STANDS ALONE

The writer uses this chapter to explain the intrinsic elements of the novel. In writing this chapter, the writer focuses on intrinsic elements including theme, setting, character, plot, and point of view of the novel.

#### 2. 1 Characters

Characters can be analyzed through dialogues and actions in the story. The dialogues and the actions form characterization of the characters and let us know what kind of person the character is. William Kenney states in his book How to Analyze a Fiction: “And most of us tend to expect the people – or characters – in fiction to be similar to the people in life (1996:24).

In this analysis, the writer does not put all of the characters. The writer only analyzes the characters that have important and dominant role in Paulo Coelho's *The Winner Stands Alone*. The significant characters are discussed below:

##### 2. 1. 1 Igor

Igor is a successful owner and president of the telephone company in Russia. He is a low profile person, he is not arrogant even though he has much money and can get whatever he wants. As seen in this following quotation;

He doesn't have to wear a particular designer label, go to a particular restaurant, and spend his holiday at a beach where everyone goes, or buy a

watch just because some successful sportsman is promoting it. He can sign major contracts with a cheap ballpoint pen, wear comfortable, elegant jackets, handmade by a tailor who has a small shop next to his office, and which carry no label at all.(9)

The quotation above shows that Igor does not want to show to everyone that he is rich or he has power, he does not like to be another people who like to show their wealth. Igor is an ideal man for woman and he can easily get the woman if he wants, as we can see from this quotation, “He has no difficulty in finding women, regardless of whether they know how much money he has-he’s tested it out on more than one occasion and never failed yet.” (9)

Inside of that, Igor is an egoistic person, he always tries to get what he wants, he does not care whatever the way to get it, is it a right way or a wrong way. It seems when he wants to get his wife back, he killed the people to sent the message to his wife, as seen in this following quotation, “I came to send messages to the woman I love, and in order to do that, I need to destroy a few universes or worlds” (15).

### 2. 1. 2 Gabriela

A model, an ambitious woman who wants to reach fame and glamour life, because she thinks if she becomes an actress and be famous, she can do everything that she wants, but to be famous she need to get a chance, as we can see in this quotation “One day I’ll wear what I like, but right now, I just need to be given a chance, she thinks.....She was born to win and to shine, of that she

has no doubt” (25-26). Moreover, Gabriella thinks that she is different from anybody, she never wants to be like another, as seen from this quotation “I’m different, though. I’ve always been me” (26).

### 2. 1. 3 Hamid

Hamid is a famous designer. He is from Arab, he becomes a famous designer because he wants to prove and to show to another country that his country is not barbarian, as stated in the novel, “I’m convinced that fashion could be one way of breaking down the prejudices the rest of the world has about us. If they could be made to see that we don’t dress like barbarians, they would find it easier to accept us” (83).

Hamid is also a faithful man and love his wife very much. He afraid to lose his wife, but even though he loves his wife very much, he never knows what his wife’s thinking, as we can see in this quotation

Ewa seems bored, either that or nervous. Hamid never really knows what’s going on in his wife’s head, even though they’ve been together for more than two years now.....”Was she always like this or is it that she doesn’t love me as much as she did at first?” A forbidden thought. (80)

Hamid knows that something strange is going on with his wife, but prefers to leave that conversation for another time. He doesn’t want to think about it. He doesn’t want to risk hearing something along the lines of “I’m leaving you.” He is discipline enough to control his feelings. (131-132)

The quotation above shows that Hamid does not want to have negative thinking, if he does that maybe he will lose his beloved wife.

#### **2. 1. 4 Ewa**

Ewa is Igor's ex-wife. She is now Hamid's wife. Ewa is a person who always keeps her problem in her mind; she does not want to show or to tell her problem especially to the person that close with her, her husband Hamid. As seen in this following quotation;

I hope you enjoyed the lunch. They're great collectors of art, and it was very generous of them to provide a helicopter for us." "Yes, I loved it." But what Ewa really means is: "No, I hated it. Worse, I'm feeling really frightened. I've just received a text on my mobile phone and I know who sent it, even though I can't identify the number.

The quotation above shows that Ewa does not want to tell her husband that she is in a big problem, but she can not tell her husband.

#### **2. 1. 5 Javits Wild**

Javits Wild, the man who was revolutionizing the way films reached the wider public, but now he trapped in his job and his life. He gets everything that he wants, he can do anything that he wants, but he does not know what he really wants, and after all he does not know what being normal is, and he always ask the people he meet what normal means, and always take a note of the answer, as seen in following quotation;



the world of cinema, in this world glamour, glory, fame, and power is the main factor in their life.

The festival that takes over this small city in the south of France for twelve days, putting up prices, allowing only authorized cars to drive through the streets, and filling the airport with private jets and the beaches with models, isn't just a red carpet surrounded by photographers, a carpet along which the big stars walk on their way into the Palais des Congres. (58)

### 2.3 Plot

Plot according to William Kenney in his book How to Analyze a Fiction reveals:

In other words, plot reveals events to us, not only in their temporal, but also in their casual relationships. Plot makes us aware of events not merely as elements in a temporal series but also as an intricate pattern of cause and effect. (1996: 13-14)

It means that plot is an ordered sequence of events in the story. It can be divided into introduction, raising action, climax, falling action, and resolution.

The introduction of The Winner Stands Alone begins when Igor, a Russian phone executive with his own private jet, comes to the film festival in pursuit of his ex-wife, Ewa, who has run off with Hamid, an Arab clothes designer also with his own private jet. Igor aims to kill a few people and notify Ewa on her cell phone, hoping this will motivate her to return to him. Over a period of about 24 hours, he does indeed manage to suffocate a young street vendor who sells

craftwork and jewelry, her name's Olivia; he's using the Russian martial art Sambo to kill the girl. After killing a young street vendor, he goes to a party and find another victim, an important movie distributor using a needle soaked in curare, which Igor blows through a cocktail straw, this at a crowded lunch party on the beach.

The raising action is when Igor realizes what he did was wrong, even though he killed two persons, but his wife does not realize it and still does not want to come back to him, then he wants to confess his murderer to a police in Canes, but the police does not believe him, the police said because of Igor likes a rich man who is little bit got stress and then ask Igor to go home. After that Igor start to think again that he should kill another people. He tries to kill another person, an important film distributor, but he still not satisfied then he kills another person by leaving a hermetically sealed envelope filled with hydrogen cyanide under an unknown person's door. Every time he killed his victim Igor always sends a massage to his ex-wife that he has destroyed one world for his ex-wife.

The climax is in a party where there is his ex-wife and her husband, Hamid, Igor tries to talk to his wife, three of them talk in a place where there are no people in there except three of them. Hamid tries to talk with Igor kindly, but Igor does not want to hear anything from him. Igor only wants to ask his ex-wife did she get the message from him. The situation becomes complicated and Ewa knows that Igor can kill Hamid. Ewa has told Hamid that she does want to talk with Igor anymore and wants Igor to leave them, but Hamid does not listen to Ewa. Hamid think he can talk kindly with Igor, but just like Ewa's think Igor kill

Hamid. After killing Hamid, Igor kills his ex-wife Ewa; because now he realizes that his ex-wife is unfaithful woman.

The resolution is Igor leaves the dead body of Hamid and his ex-wife Ewa and then he comes back to his country with his own private jet.

#### 2. 4 Theme

Based on William Kenney in How to Analyze a Fiction, theme is meaning, but it is not hidden, and it is not illustrated. Theme is the meaning the story releases; it may be the meaning the story discovers. Theme is the necessary implication of the whole story, not a separable part of the story (1996 :91).

The general theme in this novel is people will do anything for their ambition. They do not care whether it is right or wrong, they just know that if they do that things they will get what they want, they will reach their dream or ambition, for example Gabriela, a woman who wants to be an actress, she does not do what her parents wants, but she do what she wants to be. She wants to be an actress; she wants to be famous, as stated in this following quotation;

Her mother wanted her to study chemical engineering, and as soon as she finished high school, her parents sent her to the Illinois Institute of Technology. During the day, she studied protein paths and the structure of benzene, but she spent her evenings with Ibsen, Coward, and Shakespeare while attending a drama course paid for with money sent to her by her parents to buy clothes and course books. She received good reviews and

letters recommendation, she performed (without her parents' knowledge) as a backup singer for a rock group.....(30)

The quotation above shows that Gabriela will do anything to be an actress, she do many things that relates to be an actress without her parents' knowledge.

Another example that explain this general theme can be seen Igor. Igor tries to get his wife back by do the murderer, he believes that if he destroy one world to his wife, his wife will back to him, as seen in this quotation: "He is, in fact, prepared to do anything, even to send messages that will mean he has destroyed someone's world, just so that she'll know that not only he is willing to welcome her back, he will gladly bury the past and no questions." (12)

## 2.5 Point of View

Based on the book The Elements of writing about Literature and Film states, "Sometimes the point of view-the manner in which an author chooses to tell what happens-can be crucial to the effectiveness, sometimes event to understanding, of a work of fiction" (7)

When analyzing The Winner Stands Alone the writer finds that this novel uses the omniscient point of view, where the meaning explains in the book The Elements of writing about Literature and Film:

Often the point of view in a fictional work will be straightforward. An *omniscient* (all-knowing) author chooses which details to include, which character's thoughts to reveal, and presents the narrative as if telling a story to the readers (8).



It means the author can get in to every character's thought and explain what they are thinking about. The omniscient point of view in this novel can be seen in this quotation;

At first, he was pestered by actresses, actors, and directors, until he came up with the perfect response for them all:

"Don't speak English, sorry. Polish."

When someone ventured a few words in Spanish, Igor tried another ploy.

He started writing down numbers in a notebook so as to look neither like a journalist.....(6).

The quotation above showed that the author gives the detail of the character's thoughts vividly, the other example, which shows that this novel is using an omniscient point of view can seen in this following quotation;

"Tell the other girl out there she can go," says the woman in the glasses to one of the other people present.

Does this mean what Gabriella thins it means?

"Go to the Marina at the end of Boulevard..... We're going to send him the video now, but he always likes to meet the people he might be working with."

A smile appears on Gabriela's face. (74)

The omniscient point of view is make reader can see each character's thought more clearly and showed the negative or the positive side of the character itself.

### CHAPTER 3

#### CONTEMPORARY WORLD OF FILM AND FASHION

This chapter is the supporting chapter which gives knowledge to the writer and also the readers to make more understand the next chapter. The writer relates the additional chapter to real phenomena which happened in the society. The first the writer will explain the term of upper class it self.

The upper class in a Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition, “members of the upper class and aristocracy are economically privileged: they enjoy luxurious lifestyles, are least affected by economic recessions, and have a great deal of financial security.” (Tyson 55 ; 2006). According to this interpretation, the upper class is composed of any individuals who have exclusive control over the means of production, regardless whether this control comes in the form of private ownership or state power.

Meanwhile, in the capitalist system, Marx admires the freedom and the ability to open the chance for people to do the economic activity. However, Marx sees the two systems as the systems that purpose to heap the prosperity for the upper class only, because the main purpose of the system is the private economic benefit. All of the activity must result the economic benefit. In this chapter, the writer is going to describe the condition among world of film and fashion. This is important since, according to Marxist study, a realist literary work always try to portray the real social condition. Thus, the writer divides this chapter into two sub-chapters, the first is world of film and the second is world of fashion.

### 3. 1 World of Film

Firstly the writer wants to explain the social condition in Cannes, whereas this small city becomes the city that full of glamour since the festival of film, Cannes Film Festival. Year after year, the Cannes Film Festival is a parade of glamorous celebrities. Cannes is the biggest and most famous film festival in the world. Each year, gathering all the most famous stars, actors, producers from all over the world. The Festival has been supporting the evolution of the movie industry, promoting new films, artists. In an article entitled Escapade Cannes by k-webs states that:

Ever thriving, Cannes has played host to the renowned International Film Festival since 1946, and is now the choice location for staging many prestigious events. Nowadays, Cannes, for anyone, is first of all the film capital. It is the city of strass, stars, gold, yachts and show off. It is the paradise of the rich and famous. The city is always vibrant from various congresses, festivals and international events in low season to the summer holidays bring each year tourist from all over the world. (2009)

This city is full of film, the Cannes Film Festival makes this city becomes a glamour city, but in this sub-chapter the writer not only discusses about it, but also how a movie produce. In the world of film there is a film production, the process of making a film, from an initial story idea or commission, through scriptwriting, shooting, editing, directing and distribution to an audience. To released the film to cinemas or, occasionally, to consumer media there is a film distributor. The producer contacts the distributor to release the film that they have

made. In the article about How to Become A Film Distributor by John Yargo states:

A film producer or movie producer is someone who selects a screenplay, initiating the process of film making” and the distributor is “company or individual responsible for releasing films to the public either theatrically or for home viewing (DVD, Video-On-Demand, Download, Television, etc).

A distributor may be contacted at an early stage to assess the likely market and potential financial success of the film. A film distributor is one way to influence the movie industry and helping great movies reach an appreciative public. Distributors are the last link in the movie chain which takes films to the people. In the book The Feature Film Distribution Deal: A Critical Analysis of the Single Most Important Film Industry Agreement by John W. Cones said that:

The distributor is getting a special deal or favored treatment from such persons or entities. In some cases, these special deals or this favored treatment will not benefit the producer or other net profit participants. Quite often the distributor will also insist on a right of first refusal to acquire the net profit participant’s interest.

The quotation above shows that the distributor will get the first benefit from the movie released.

### **3. 2 World of Fashion**

Cannes is a city full of glamour, which means this glamour make this city is full of fashion and models. In fashion world is a very competitive world where



everyone is trying to innovate something through their design that will attract people and in the process trying to outdo each other. According to Occupational Outlook Handbook, 2010-11 Edition states that:

Fashion designers help create the billions of dresses, suits, shoes, and other clothing and accessories purchased every year by consumers. Designers study fashion trends, sketch designs of clothing and accessories, select colors and fabrics, and oversee the final production of their designs.

A small number of high-fashion (*haute couture*) designers are self-employed and create custom designs for individual clients, usually at very high prices. Other high-fashion designers sell their designs in their own retail stores or cater to specialty stores or high-fashion department stores. These designers create a mixture of original garments and those that follow established fashion trends. (December 17, 2009)

It means fashion designers attempt to design clothes which are functional as well as aesthetically pleasing. They must consider who is likely to wear a garment and the situations in which it will be worn. They have a wide range and combinations of materials to work with and a wide range of colors, patterns and styles to choose from.

In the world of fashion the upper class constantly boundary themselves from the lower class by defining and redefining the fashionable. The class immediately under it imitated the fashions that can show the social ladder and this, in turn, propelled the upper class to assert their superiority by show the

branded clothes and jewelry that they wear. This is where the social relationship between people or their relation with nature is expressed as a commercial relationship between things (money, commodities, and capital). It states in article entitled Precious Fashion: Jewelry Today and Forever by Mikhail:

Celebrities and movie-stars, who regularly appear in the news, promote not at all their new song-albums or most-distributed movies, but on the contrary just another jewelry collection. The jewelry world has its own view upon fashion. (10th February 2007)

World of fashion is not about the clothes, but also about the models. Modeling work is being considered as one of the most popular works all over the world but mostly in high fashion industry countries. Becoming a female model is the ultimate dream of tons of young girls. This profession can be quite glamorous, but it is not only about that, the hard work, the endless waiting hours, a lifetime of worrying about food and drinks. Many aspiring models see the world of modeling with a starry-eyed idealism, admiration, hopefulness, but with many misconceptions.

The perfect body of the models is the image of models that created by fashion industry. The fashion industry is continuing obsession with emaciated models; this unrealistic body type creates an impractical standard for the majority of women. In addition, the eating disorders, illnesses and even deaths that are the price of their success. State in Body Image and Advertising in an article entitled Advertising Impact on Your Body Image:

Advertisers often emphasize sexuality and the importance of physical attractiveness in an attempt to sell products, In recent survey by Teen People magazine, 27% of the girls felt that the media pressures them to have a perfect body, women's body image, which can lead to unhealthy behavior as women and girls strive for the ultra-thin body idealized by the media. In fact, today's fashion models weigh 23% less than the average female. Today, super-thin continues to rule.

The fashion industry creates women to fight their own natural bodies by undergoing cosmetic surgery, pushing themselves into tight dresses and skirts, irritating their feet with stiletto heeled shoes and starving themselves into ill health in the name of dieting. In an article by entitled By Rossella E. Frigerio The Dark Side of Fashion states:

While at first, many young adults are drawn to the glamour of the fashion industry, enticed by the easy money and globetrotting life, they soon discover that it involves long hours, grueling schedules and horrifically strict diets. These young boys and girls, coifed and dressed to appear like men and women, find themselves thrown into the deep end of the industry, where competition to reach the top is ruthless and fierce. (28 Oct 2008)

The fashion industry is also using the young models to attract the people, since the young girls still fresh and attractive. In The dark side of modeling by Chloe Tejada states:

The industry is built upon sexualized images to sell their product. And increasingly, the women selling fashion are getting younger and younger. Most of the time they aren't women at all but very young girls, as young as 13 years old.( June 8, 2009).





## CHAPTER 4

### A REAL PORTRAIT OF THE UPPER CLASS IN PAULO COELHO'S

#### THE WINNER STANDS ALONE: A MARXIST READING

As a reflection of its era, Coelho's novel, The Winner Stands Alone, portrays the social condition in the world of film and fashion. In this chapter, the writer will show how The Winner Stands Alone employs what Lukacs called 'critical realism' in portraying life among the world of film and fashion. The novel mirrors the society critically.

This chapter is divided in three sub-chapters, the first is the obsession of some characters, the second is the manipulation in fashion and film world, and the last is the commodity in fashion.

#### **4.1 The Obsession of People to be Famous and Powerful**

There were models, designer, and the owner of Telephone Company creating a huge gap between the people who has power (supper class) and no power (middle class). With this gap, the obsession of middle class to be supper class was common. People consider that at the top of social class scale are more confidence, more trustworthy, more glamour, and the supper class can do anything what they like, while people at the bottom of the social scale can not do anything that they want.

Therefore, it gives the impression that highest of social class hold the position of power and leadership because they are suited to the role. As a logical consequence of this belief, people who are from the bottom of the social scale

tend to feel inferior and have obsession to be like the people who are from the top of social scale. The obsession seems become negative in this novel, some characters that have obsession are shown that they will do anything to get their obsession.

#### 4. 1. 1 Igor's Obsession

Human being should be satisfied and happy in doing the job. But, it cannot be found in the capitalist system because there are so many competitions occur among the people. As stated in the novel

“People are never satisfied. If they have a little, they want more. If they have a lot, they want still more. Once they have more, they wish they could be happy with little, but are incapable of making the slightest effort in that direction (34).”

Just like happened in Igor, he is never satisfied from what he gets, at the past he is not successful, he tried so hard to become rich, “He began to work very hard, getting loans from some very shady people, then lying awake at night, worrying about the risk was taking and wondering how he could ever repay those loans” (87). What Igor has done is the effect of rugged individualism, as writer has explain in the first chapter Tyson in Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition said “Rugged individualism is an ideology that romanticizes the individual who strikes out alone in pursuit of a goal not easily achieved, a goal that often involves risk and one that most people would not readily undertake” (2006:60). Rugged individualism is self interest about the needs, no matter the

risk they take they will survive or through it until they get what they want. Igor tries to get what he wants; even though he knows it will take a risk whether he can repay his loans. He really wants to be the successful in order he can reach his dream and get a peaceful life with his wife: "They made contributions to charities and to associations for ex-soldiers; they lived unostentatiously, dreaming of the day when they could put it all behind them and go and live in a house away from the world" (88).

Igor becomes a successful businessman who own a telephone company, "He continues to earn money in a day than he could spend in a year, even he were to indulge in all possible pleasures, legal and illegal" (9), as explained in the previous chapter as stated in Tyson in a Critical Theory Today A User-Friendly Guide 2<sup>nd</sup> Edition, "members of the upper class and aristocracy are economically privileged: they enjoy luxurious lifestyles, are least affected by economic recessions, and have a great deal of financial security." (2006:55). Now Igor is the part of the upper class, he always work and it seems he never stop working, he afraid to loose what he has got. His obsession to get more and more benefits makes him lose his wife, as seen in this quotation "You're insecure, afraid of losing everything you've achieved: you don't know how to quit once you're ahead. You'll end up destroying yourself. You're killing our marriage and my love" (89).

After he and his wife divorced, Igor is trying to get his wife back, he does not care how the way it is as long as he thought that his wife can back to him, as stated in the novel, "I'd make you come back, and I'm good at getting what I

want, even if that means destroying whole world' (96). He killed the people to send the message to his wife knows that he loves her and his wife wants to be with him again. After killed someone, Igor realizes that he is wrong and he admits to a police that he has killed some one, but the police considered it just a joke and he lets Igor go away:

"I killed the girl who used to work here."

The policeman looks at him and sees a well-dressed man with disheveled hair and dark circles under his eyes....

The policeman doesn't take much notice of him.....

"Oh, come on, money can't be the reason. You have a different diamond on your finger every week."

"Look, it's very hot. Go and lie down for a bit. Cannes has a lot to offer its visitors."....."I don't know where you're from, sir, I don't know if you've got children yourself, but just watch out for drugs."(114-115)

The quotation above shows that the police just thought Igor just drunk, because from the clothes of Igor wears, he knows that Igor is a rich people. And he thought that it can not be a rich people killed a girl who does not have anything. This is show how the classism works in the society, as writer has explained in the first chapter that classism is an ideology that equates one's value as a human being with the social class to which one belongs: the higher one's social class, the better one is assumed to be because quality is "in the blood," that is, inborn. From a classist perspective, people at the top of the social scale are



naturally superior to those below them: those at the top are more intelligent, more responsible, more trustworthy, more ethical, and so on. (2006:59).

What Igor has done describes a typical of a capitalist that the capitalist do not care about the others, they just care about themselves. Lukacs describes typicality is the character or situation in the literary work which brings together the general movement of history and a number of unique, individual traits into a distinctive particularly.

#### **4. 1. 2 Gabriella's Obsession**

The Cannes Film Festival serves as a platform for an exploration of a world obsessed with celebrity and the negative consequences of an insatiable desire for fame and power. The Cannes Film Festival is always filled with glamorous and important people. As we can see in this quotation;

They want to escape from the trap that awaits all women: becoming a housewife, who makes supper for her husband every evening, takes the children to school every day, and tries to dig up some dirt on her neighbors' monotonous lives so as to have something to gossip about with her friends. What these women want is fame, glory, and glamour,...(24)

This quotation shows that many women want to be fame, just like Gabriela, one of a woman who wants to be an actress, she wants to be famous. Her obsession is supported when she was child, she has a bad experienced when she performed a drama in her school, she made a mistake, but it makes her want to show to the world that she will become success and famous actress, as reflected in the novel:

By the following week, the incident at the play had been forgotten by everyone at school, but Gabriella had decided that, one day when she was a world-famous actress, accompanied by secretaries, bodyguards, photographers, and legions of fans, she would go back to that school. She would put on a performance of *Alice in Wonderland* for needy children, she would make the news, and her childhood friends would say:

“I was on the same stage as her once!” (30)

She believes by showing to the world when she becomes a famous artist the people will respect her, people will not underestimated her anymore, as we can see in this quotation: “I’ll be a great actress one day and then you’ll be sorry” (29). This is how the classism work, when a person in a higher status (upper class), no matter what they do they still be respected by the others (lower or middle class).

Her obsession to be an actress is contradiction with her parents, her parents want her to study but she wants to become famous and get higher status. She will do anything to reach her dream to be an actress, although she has to spent her money to become an actress, as we can see in this following quotation;

Her mother wanted her to study chemical engineering, and as soon as she finished high school, her parents sent her to the Illinois Institute of Technology. During the day, sh (Elizabeth McMahan, Robert Funk, Susan Day) (Elizabeth McMahan, Robert Funk, Susan Day) (Elizabeth McMahan, Robert Funk, Susan Day)e studied protein paths and the structure of benzene, but she spent her evenings with Ibsen, Coward, and

Shakespeare while attending a drama course paid for with money sent to her by her parents to buy clothes and course books. She received good reviews and letters recommendation, she performed (without her parents' knowledge) as a backup singer for a rock group.....(30)

The quotation above shows Gabriela's self-interest about her needs, she will do anything does not care about her parents until she get what she wants.

Besides, Gabriela thought if she becomes a famous artist she can do anything that she wants, she can wear any branded clothes, as we can see in this following quotation;

Not any of them could even dream of wearing clothes designed by Elie Saab, Karl Lagerfeld, Versace, or Galliano, but what they have nevertheless takes up most of the apartment: bikinis, miniskirts, T-shirts, platform shoes, and a vast amount make up. "One day I'll wear what I like, but right now, I just need to be given a chance,"....(25)

The quotation above shows that every woman wants to wear clothes designed by famous designer, just like Gabriela's ambitious that she has to get a chance to be famous artist so she can wear what she likes. Gabriella's ambitious to wear branded clothes is a kind of consumerism ideology, as explain in previous chapter "consumerism is an ideology that says I'm only as good as what I buy" (2006: 60). It means Gabriella wants to show to the world after her success and be the famous actress, she can show to the world that she is the part of the upper class if she can purchase what they purchase.

#### 4.1.3 Hamid's Obsession

As explain in chapter 3, a small number of high-fashion (*haute couture*) designers are self-employed and create custom designs for individual clients, usually at very high prices. Hamid knows about haute couture and his obsession is to sell his father clothes become more expensive. His obsession is to show that through the fashion, his father has a cloth shop, he saw many people from another country buy clothes from his father and make it into good clothes and sell it with the expensive price, and he thinks why do not he does the same way, maybe if he makes a good clothes and show to every one in other country his country is not called as barbarian. Hamid believes that fashion can makes a change for him and his country. He does not want people underestimate him or his country where people assume Arab country as a barbarian, but Hamid does not want his country called as barbarian, he wants to show to every one that his country is same like another country.

My father sells much of the clothes he buys to foreigners, who then turn his cloth into designer clothes and earn a hundred times more from it than he does. I'm sure we could do the same here. I'm convinced that fashion could be one way of breaking down the prejudices the rest of the world has about us. If they could be made to see that we don't dress like barbarians, they would find it easier to accept us. (83).

He learned about fashion in French, where French is the centre of fashion, but this ambitious is sacrifice the heritage house from his grand father, he and his



father consent to do it in order Hamid can study about haute couture, as seen in this quotation ;

“I can offer you anything you desire,” said the sheikh.

“I want to study haute couture.”

“Only if you sell me your house”. (82)

This quotation shows the effect of rugged individualism, where some one is willing to take a risk to lose something worth in order he can gets much better. He acquiesces to lose his heritage house and land from his grand father in order he can get the chance to study the haute couture. Furthermore, allowing his land and his house is not ineffectual, he is now a famous designer in the world and now he is the part of upper class. Hamid has success to reach his dream and this is also because the help from the sheikh, the one who has power, as we can see in this quotation;

Two years later, he had opened five or six large shops throughout France and had been accepted by the Federation, not just because of his talent, but through the sheikh's contacts, whose emissaries controlled which French companies could open branches in their country. (144)

The words “,,not just because of his talent, but through the sheikh's contacts,,” have shown that in society the people who has power (upper class) can do anything, sheikh has power to control the people under him to help Hamid to reach his success.

Hamid is also same like Igor, he is never satisfied of his success, even though he has success in fashion world, can do and get anything what he wants, but he still want to get more and more, as we can see in this quotation;

Hamid was now the master of an empire, and all of those who had invested in his dream were richly rewarded with the dividends paid to shareholders. He continued to supervise much of what his business produced, attended the most important photo shoots, still designed most of the clothes, and visited the desert three times a year to pray at his father's grave and give an account of his activities to the sheikh. Now he has taken up a new challenge; he is going to produce a film. (144)

Producing a film means he wants to increase his success, not only in fashion but also in film, if he can succeed in this, people will more respect him since he has much more money. Money in Marxist perspective has great influence; the people who have much money will get higher status, just like Hamid condition.

#### **4. 2 The Negative Sides of World of Fashion as Reflected in The Novel**

The world of fashion is very competitive world. There are some negative sides in this fashion world. The people who want to keep their position have to pushing themselves. Not only that, the people at the bottom can not do anything from the products they made. Furthermore, the writer divides this sub-chapter becomes two, the first is the images of models are the role of ideology and the second is the alienation between famous designer and infamous designer.

#### 4. 2. 1 The Images of Models are the Role of Ideology

The image of models that should be thin, sexy, and young make the models will do anything to keep their career in its own position. The negative side in this fashion world is they do self-manipulation, as seen in this quotation “They want a career in the world of dreams even if they have to borrow money to get silicone breast implants or to buy some newer, sexier outfits.” (24). Another self-manipulation by models is the models that are getting old try to do anything to make them younger, as seen in this quotation “They’re taking off their make up, studying the lines on their faces, and thinking that it’s time for more plastic surgery.....(4).

Sexy body, thin, and young are the tools to make they can reach their dream, this is the demand of market world fashion, the image of women in the world of fashion, as writer has explain in chapter 3, the women must be thin, sexy, beautiful, and young. The fashion industry creates women to fight their own natural bodies by undergoing cosmetic surgery, pushing themselves into tight dresses and skirts, irritating their feet with stiletto heeled shoes and starving themselves, as can seen in the novel “They’re taking the inevitable sleeping pill and drinking the tea that promises easy weight lose” (4).

As explain in previous chapter young boys and girls, coifed and dressed to appear like men and women, find themselves thrown into the deep end of the industry, where competition to reach the top is ruthless and fierce, it shown in the novel;

Then they do a few stretching exercises before setting off in search of work. They're too young to start working out in a gym and, besides, their bodies might start taking on masculine contours. They get on the scales three or four times a day, in fact, most of them always have their own scales with them just in case.....They get depressed each time the pointer on the scales tells them they've gained another ounce. (105)

The quotation above shows that these young girls are pushing them selves to keep their position. It is make the people like a mannequin, where the body of mannequin is hence any kind of clothes, the thin models will use but the fat one is not, and the models will do anything to stick their position or to get higher position.

Not only that, the models who want to reach higher position to be a famous actress trying to approach the producers, they have reconciled themselves to sleep with the producer, as seen in this quotation "Pretty women are waiting for a producer to fall in love with them and give them a major role in their next movie." (4).

All the images that created by the models above are the role of ideology, whereas ideology that created here is not recognized as ideology but are thought to natural ways of seeing world by the people who subscribe to them.



#### 4. 2. 2 The Alienation between Famous Designers and Infamous Designers

The world of fashion is not only about the models or the image of models but also about the branded clothes that they wear. Inside this branded clothes created the alienation between the famous designer and infamous designer, the infamous designers can not get much benefit from the designs that they made, the designs are belong to famous designer who has own label. Alienation can be said as the negative effect of capitalist system. Capitalism is created to keep the upper class in higher position and the lower class in the lower position. The lower class is the most suffered because they cannot master their own product. It is caused by the role of the Capitalist as the capital owner. The alienation in this novel can be seen in the following quotation;

The first deign were made by “misunderstood geniuses” who dreamed of one day having their own label. They worked for approximately six to eight months,,,,,,,,,. The more talented of those who remained would have to rethink their creations several times, aware that, however the successful the design, only the name of label would be mentioned. (140-141).

The quotation above shows the infamous designer are alienates from their own design since they have no their own label. The upper class (the designer who has own label) tends to exploit the worker (infamous designer) to get much benefit. In the contrary, the infamous designer tends to avoid the exploitation, but still they can not do anything, as can see in this quotation;

They all vowed revenge one day. They told themselves that eventually they would open their own shop and get the recognition they deserved. Meanwhile, they smiled and continued working as if they were thrilled to have been chosen. (141).

#### **4. 3 The Manipulation in World of Film as Reflected in the Novel**

In the world of film there is the manipulation by each other. This manipulation happens between the author and the producer, then between the producer and the distributor. The manipulation between the author and producer is about the rights of a book that will be a film is belong to the producer and the author has no right to get along when the movie produce, as seen in following quotation;

The writer explains that he spent five years working on the book and asks to be allowed to help in the writing of the script. "No, really, you shouldn't do that, it's an entirely different medium,"....."The film will be totally true to the book," which, as both of them know, is a complete and utter lie. (50)

Furthermore, the producer will also get more financial benefit from the movie than the author, he tries to manipulates the author by convinced the author that the author will get the right price from the book that he has write, as seen in this quotation,

He buys what is known as an "option," that is, he pays around ten thousand dollars to retain the rights for three years. And then what

happens? “Then we’ll pay ten times that amount and you’ll have a right to two percent of the net profits.” That’s the financial part of the conversation over with, because the writer is convinced he’ll earn a fortune from his slice of the profits. (51)

The movie has made, then the producer tries to distribute it, he finds a distributor. As explain in previous chapter a film distributor is one way to influence the movie industry and helping great movies reach an appreciative public. Distributors are the last link in the movie chain which takes films to the people. Then the manipulation between the producer and the distributor is happen. Javits Wild is a film distributor, he is the famous distributor where in the world of film is a legend. He is one of the upper class and this position makes his words are trustworthy. He distributes the films what he wants, if he said yes, he will distribute the film, then the producer believe that he will get a big favor, as seem in this quotation, “The producer reads only the clause that tells him how much he’s going to earn. He’s pleased with what he sees and so he signs. He doesn’t want to miss the opportunity. (53)”. Javits wild manipulates the producers who want their films are distributed, he manipulates them by his words and his position in the world of film, he said they will get big earn if they films are good and the audiences from all social classes like it, but the real benefit is belong to him, the producer does not really know how much he will get. He gives the contract and his decision is final even though the producer ask to be given time for his lawyer to read it, but Javits does not want to give the time, as seen in this quotation “Javits says he has nothing against him doing that, but the needs to finalize that

season's program now and can't guarantee that by the time the producer gets back to him he won't selected another film" (53). It means Javits does not want waste his time to wait just for one producer who needs his help, because many producers want their film distributed by Javits, and he will not get any loss just because one film, and he will not help this producer again if the producer back to him, it means his decision is final and no one can change it. As explain in chapter 3, the distributor is getting a special deal or favored treatment from such persons or entities. In some cases, these special deals or this favored treatment will not benefit the producer or other net profit participants. Quite often the distributor will also insist on a right of first refusal to acquire the net profit participant's interest.

This condition is happened in capitalist system, the system was designed to keep the upper class on the higher position and the lower class constantly on its position. It is clear that the real victim of the system is the lower class. Producer gets more financial benefit from the author, in this case producer can be said as a capitalist and the author is a proletariat. In other case, Javits as a distributor gets many benefit from the film that he distributes and he keeps on the higher position, meanwhile the producer just get little percents from that, or in other words Javits is a capitalist and the producer is a proletariat.

#### **4. 4 Commodity Fetishism in Fashion as Reflected in the Novel**

As explained in chapter 3, Fashion designers help create the billions of dresses, suits, shoes, and other clothing and accessories purchased every year by consumers. Designers study fashion trends, sketch designs of clothing and



accessories, select colors and fabrics, and oversee the final production of their designs. In this novel shows that fashion becomes everything to the Superclass, as seen in following quotation, “But some people believe that “fashion” is everything. Every six months, they spend a fortune changing some tiny detail in order to keep up their membership in the very exclusive tribe of the rich. 8” It means fashion is a kind of commodity, as explain in the previous chapter, “a commodities value lies not which it can be traded (exchange value) or in the social status it confers on its owner (sign exchange value)” (Tyson 62; 2006). The commodity, through a process Marx calls "commodity fetishism," masks social relations, what are actually human social relations are perceived as relations among things. A commodity appears as being worth a monetary figure, not as a manifestation of social relations.

This fashion also becomes the part of the ideology classism. It shows the who are the part of the upper class and who are not, as explained in chapter 1, classism is an ideology that equates one's value as a human being with the social class to which one belongs: the higher one's social class, the better one is assumed to be because quality is “in the blood,” that is, inborn. (Tyson 59 ; 2006). In the world of fashion the upper class constantly boundary itself from the lower or middle class by defining and redefining the fashionable, the class immediately under it imitated the fashions that can show the social ladder and this, in turn, propelled the upper class to assert their superiority by show the branded clothes that they wear. It seems in this novel, “Fashion is merely a way of saying: I belong to your world. I'm wearing the same uniform as your army, so don't

shoot” (8). The quotation above tells that fashion is a tool to say the class system, if they wear same branded clothes, jewelry, and so on, that shows they are in the same class system.

Within the Marxist description of capitalism, commodities only exist to expand the amount of exchange value in the possession of the upper class. These capitalists are blind to the nature of commodities as objects with specific uses; for the upper class any useful object may be the subject of exchange. In simple terms, they only care about the money and the potential profit; they can get from selling the commodity. As seem in this novel, the useful of the diamond is as an accessory, because it just a piece of a coal that has been worked on by heat and time, but the diamond has sign exchange value; as seem in this quotation “the female put all their trust in the power of their diamonds”. This quotation shows that the use value of the diamond is not only as jewelry, but it has a sign-exchanged value, it is to make the women shows that they are in the high class status or belong to the upper class. As explain in chapter 3, celebrities and movie-stars, who regularly appear in the news, promote not at all their new song-albums or most-distributed movies, but on the contrary just another jewelry collection. The jewelry world has its own view upon fashion.

## CHAPTER 5

### CONCLUSION

After analyzing The Winner Stands Alone, the writer finds critique of capitalism. This proved Lukacs' theory that a realist work does not only reflect society but also can be a critique of a society, its economic system, and its prevailing ideology. Lukacs believes that realism offers us perspective to see the social condition from a more critical point-of-view. He believes that realism offers a better reflection of society.

Through the characters, The Winner Stands Alone succeeds to reflect the upper class' life style among the world of film and fashion under the system of capitalism. This novel shows how money and social status play important role in society. Thus when the people are in top social class, they will be more respectful and more trustworthy, regardless what they do.

The writer finds out four main points in analyzing The Winner Stands Alone. The first is the obsession of people to be famous and powerful, the second is the negative side in the world of fashion, third is the manipulation in world of film, and the last is the commodity fetishism in fashion.

There are three characters that have the obsession, the first is Igor, who wants to get better life, has he got it but he is never satisfied with that and he is afraid of losing it, and it makes him losing his wife. He tries to get his wife back by killing people, this is show the typicality of capitalist, he will do anything no matter with the right way or the wrong way. The second is Gabriella, she believes

that becoming a famous actress can make her more respectful and she will do anything to reach it. The last is Hamid, he believes that through the fashion his country is more respectful and he believes that if he becomes a famous designer he can sell his clothes more expensive. These three obsessions reflect the effect of rugged individualism, which is self interest about the needs, no matter the risk they take they will survive or through it until they get what they want.

Besides those obsessions, the negative sides in the world of fashion are also the main point that the novel criticizes about capitalism. The negative sides in fashion world are the fact that the models will do anything to get sexiest body and try to make them younger than their age to make them stick in their place or to get higher social status. The alienation takes place between the infamous designer and the famous designer, that the infamous designer can not sell their own product by using their own label.

Furthermore, critique of capitalism can be seen in the manipulation in world of film. There is manipulation of producer and author, the distributor and the producer. The producer manipulates the author, and then the producer is manipulated by the distributor. The higher status will always try to manipulate the lower to get more profit.

The last is the commodity fetishism in fashion world, commodity here means the clothes and jewelry has a sign exchange values. The clothes and jewelry are worn to show that the people who use it are in higher social class. If they wear branded clothes and have bigger jewelry it means they belong to upper class and more powerful.



Based on the finding above finally the writer concludes that this novel is a progressive work, since in Marxist criticism, a progressive work is a text criticizes the ideology of capitalism and reflects the real social condition.



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