HERMÈS PHENOMENON: SOCIAL IDENTITY DEVELOPMENT THROUGH CONSUMPTIVE BEHAVIOUR AS REFLECTED IN HERMÈS TEMPTATION BY FITRIA YUSUF AND ALEXANDRA DEWI

THESIS

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ABSTRACT


Keywords: Social Identity, Consumerism, Hermès

People always build and develop their identities in order to gain prestigious status in their society. They often give their best and do many things in order to be able to join a particular group. The easiest way to achieve is imitating the group’s social identity. This way is logical and reasonable because every group must have its own characteristic or symbol. Hermès as a well-known fashion brand is an example of high class social group symbol which is generally imitated by the middle class social group in order to enter the high class social group or just to be seen equal with them. Unfortunately, when people try to achieve their main goals they are also dragged to the consumptive behavior.

This research is aimed at depicting the above phenomenon as reflected in the novel Hermès Temptation by Fitria Yusuf and Alexandra Dewi. Thus, this research employs cultural study approach as the grounding theory, supported by consumerism and social identity to analyze the relation between consumerism and social identity development. The focus of the research is on the female characters. Therefore, this research will show how the female characters in the novel Hermès Temptation developing their social identity through consumptive behavior.

The result of this research shows that consumptive behavior develops the character’s social identity. For high class women, Hermès is a means of expressing their existence. As for the middle class women, Hermès is utilized to make their way to enter the high-class women community and develop their social identity to be seen equal to the high class women. Thus, it can be concluded that women use Hermès as the most effective media to develop their social identity.
REFERENCES


