

A MATERIALISTIC STUDY IN MARGARET MITCHELL'S

GONE WITH THE WIND



A Thesis

Submitted to the Faculty of Cultural Science of Hasanuddin University

In Partial Fulfillment to Obtain Sarjana Degree

In English Study Program

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THESIS

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GONE WITH THE WIND

BY

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It has been examined before the Board of Thesis Examination on Friday, 11 October 2024
and is declare to have fulfilled the requirements.

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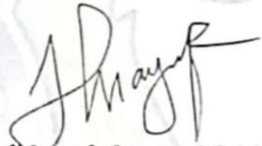
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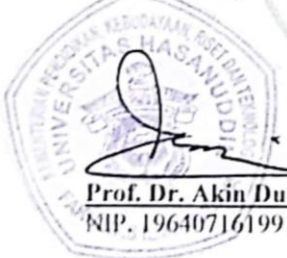

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AGREEMENT

On October 11, 2024, the Board of Thesis Examination has kindly approved a thesis by Putri Desy Amalia (F041201064) entitled *A Materialistic Study in Margaret Mitchell's Gone with the Wind* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people and it does not cite other people's ideas except quotations and references.

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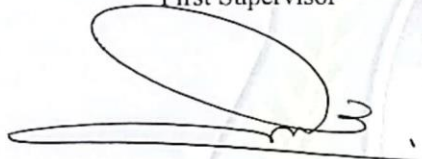
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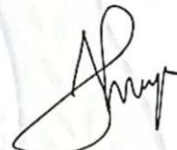
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The process of completing this thesis was not easy, the writer experienced several problems and obstacles in the process that required great effort. This thesis will not be completed without the contribution and support of various parties. Therefore, the writer would like to express her deepest gratitude to:

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Finally, may Allah SWT reward the goodness of all of them and this thesis can be useful for anyone that need it. The writer realizes that this thesis is far from perfect, therefore criticism and suggestions from readers will be very useful and expected.

Makassar, 25 July 2024

The Writer

Putri Desy Amalia

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ABSTRACT

Putri Desy Amalia. 2024. *A Materialistic Study in Margaret Mitchell's Gone with the Wind.* Supervised by **Burhanuddin Arafah** and **Andi Inayah Soraya**.

This study aims to analyze the kinds of materialistic behavior of the main character in the novel, Scarlett O'Hara and the effects of her materialism on other characters.

This study uses structuralism theory to analyze the intrinsic elements in the novel and the concept of materialism developed by Richins and Dawson to analyze Scarlett's kinds of materialism in her pursuit of money. This study uses the qualitative method.

The result of the analysis concluded that Scarlett O'Hara had materialistic traits during the struggle after the civil war. The kinds of materialism, such as acquisition centrality, in which she places wealth such as money in the central position in her life. Acquisition as the pursuit of happiness, she thinks money can make her happy and ignores her own family. And possession-defined success who considers that success and recognition are judged by how much and valuable the wealth or possessions she has as well as the way she judges others. In addition, the writer also finds that Scarlett's materialism affects several characters in the novel, such as Suellen, Frank Kennedy, and her two children, Wade Hamilton and Ella Lorena Kennedy.

Keywords: *Gone with the Wind, Materialism, Novel*

ABSTRAK

Putri Desy Amalia. 2024. *A Materialistic Study in Margaret Mitchell's Gone with the Wind*. Dibimbing oleh Burhanuddin Arafah and Andi Inayah Soraya.

Penelitian ini bertujuan untuk menganalisis jenis-jenis perilaku materialistis dari karakter utama dalam novel, Scarlett O'Hara dan dampak dari materialisme yang dilakukan oleh Scarlett O'Hara terhadap karakter lainnya.

Penelitian ini menggunakan teori strukturalisme untuk menganalisis unsur-unsur intrinsik dalam novel dan konsep materialisme yang dikembangkan oleh Richins dan Dawson untuk menganalisis jenis-jenis materialisme Scarlett dalam pengejarannya terhadap uang. Penelitian ini menggunakan metode kualitatif.

Hasil analisis menyimpulkan bahwa Scarlett O'Hara memiliki sifat materialistis selama masa perjuangan setelah perang saudara. jenis-jenis materialisme seperti *acquisition centrality* dimana dia menempatkan kekayaan seperti uang pada posisi sentral dalam kehidupannya. *Acquisition as the pursuit of happiness*, dia menganggap bahwa uang dapat membuatnya bahagia dan mengabaikan keluarganya sendiri. Dan *possession-defined success* yang menganggap bahwa kesuksesan dan pengakuan dinilai dari seberapa banyak dan berharganya kekayaan atau harta benda yang ia miliki serta cara dia menilai orang lain. Selain itu, penulis juga menemukan bahwa materialisme Scarlett mempengaruhi beberapa karakter dalam novel seperti Suellen, Frank Kennedy, dan kedua anaknya, Wade Hamilton dan Ella Lorena Kennedy.

Kata kunci: *Gone with the Wind, Materialisme, Novel*

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the background of the study, identification of the problems, scope of problems, research questions, objective of the writings, and sequences of the chapter.

1.1 Background of Study

Every human being in this world is required to fulfill their needs in order to live the life they want. However, not all humans understand the limits of their needs. With the fulfillment of basic needs, some feel sufficient and some feel dissatisfied with what they have. Therefore, they will do various ways to fulfill their needs, this includes materialism. According to Belk (1985: 265), a consumption based orientation is commonly labeled materialism. Materialism is a phenomenon where someone is fixated on pursuing and collecting material things in their life. Belk (1984b: 291) also said that at the highest level of materialism, such possessions assume a central place in a person's life and are believed to provide the greatest sources of satisfaction and dissatisfaction. Materialistic people will think that wealth, especially money, is the key to happiness and put aside their social relationships

The phenomenon of materialism that is often found in human life is reflected in literary works such as novels. Authors usually raise themes and characters in literary works that tend to be materialistic to illustrate how

materialism is in real life. As in today's era, people who are materialistic tend to judge everything as requiring material goods. One literary work that shows a materialistic attitude towards one of its characters is the novel *Gone with the Wind* by Margaret Mitchell.

Margaret Mitchell was an American novelist who was born on November 8, 1900 in Atlanta, Georgia. In 1922, Mitchell worked at the Atlanta Journal Sunday magazine but quit due to an ankle injury. In 1926, Mitchell began writing *Gone with the Wind* with the help of a family who knew the history of the war. Due to the success of the novel, Mitchell took home the Pulitzer in 1937 and three years later, the film adaptation which became a classic film won eight Oscars and two special Oscars. Mitchell died in 1949 due to an accident. *Gone with the Wind* was a novel written to the end while Lost Laysen's novel, written in 1916, was only published in 1996.

Gone with the Wind by Margaret Mitchell was published in 1936. This novel tells the Civil War and Reconstruction and the hard life after the American civil war based on the confederate point of view, which is represented by Scarlett O'hara as the main female character in this novel. Scarlett is a daughter from a noble family. However, when the civil war broke out, Scarlett's life began to get complicated. Her property was stolen by the Yankees leaving only her family's home and plantation, Tara. Scarlett had nothing left in her house and plantation. To survive and defend her land and build Tara into a plantation, she needed quite a large amount of money. However, after successfully managing her plantation,

Scarlett intends to run a business in the midst of an unfavorable situation. That is where Scarlett's personality turned into a person who is obsessed with collecting lots of wealth.

Materialism in literary works is an interesting topic to study because there are many similarities with human life in meeting their needs. In *Gone with the Wind*, the major character in the novel, Scarlett O'hara shows various materialistic behaviors to achieve her goals. The research about materialism in this novel is still rarely done, therefore the writer is interested in raising the theme of materialism in this study as well as showing how materialism affects a person's behavior to continue pursuing material possessions. Based on the explanation above, the writer is interested in examining the literary work with the title A Materialistic Study in Margaret Mitchell's *Gone with the Wind*.

1.2 Identification of The Problems

After reading *Gone with the Wind* novel by Margaret Mitchell, the writer has found some interesting point to discuss, such as:

1. The analysis of materialistic on major character
2. An attempt to survive during the civil war
3. Social and political changes in America during the civil war
4. Economic and social changes in southern society during the civil war
5. Gender representation and the role of women in society at the time
6. Depiction of war and post-war trauma in the main character
7. Conflict between tradition and modernization

1.3 Scope of Problems

The problems mentioned above are very interesting to study because of the many issues that occur in this novel. Therefore, the writer limits this research by focusing on the analysis of materialistic such as the kinds of materialism on a major character, Scarlett O'hara in gaining her wealth and social status and also the effect of her materialism on other characters.

1. 4 Research Questions

Based on the problems mentioned above and after limiting the problems, the writer can use them in analyzing important points related to the issues raised in this study. The formulation of the problem in this study can be stated as follows:

1. What kinds of materialism that reflected in major character in the novel ?
2. How the materialism in major character affect other characters in the novel?

1.5 Objectives of The Writings

1. To analyze the kinds of materialism that reflected in major character in the novel
2. To analyze how the materialism in major character affects other characters in the novel

1.6 Sequences of The Chapter

In this study, there are five chapters. Chapter one is an introduction. This chapter discusses the background of writing, the identification of a problem, scope of problem, research of question, objective of the study, and the sequence of the chapter. Chapter two is a literary review. This chapter includes the previous study, theoretical background, definition of key terms. Chapter three is methodology. This chapter includes the method of collecting data, the method of analyzing data, and the procedure of the research. Chapter four is analysis of A Study Materialistic in Margaret Mitchell's *Gone with the Wind*. There are the two objectives of study in this research such as to analyze the kinds of materialism that reflected in major character which is Scarlett and how the materialism in Scarlett affects other characters. Chapter five is the conclusion. This chapter is the concluding one, drawing the inferences taken from the whole analysis. Bibliography includes a list of several books and articles that are useful in completing this thesis.

CHAPTER II

LITERARY REVIEW

In this chapter, the writer discusses some previous related study and theoretical background.

2.1 Previous Related Study

In order for this research to produce findings with in-depth analysis, it needs to be supported by relevant previous related research results. In this case, the writer found several previous studies related to the topic to be analyzed in this research.

The first research is from Saadi and Koudri (2018) in their research entitled *Historical Trauma and New Woman Status in Margaret Mitchell's Gone With The Wind*. The writers use historical trauma theory, psychoanalysis, and feminism which are combined together to produce a reliable analysis of the character Scarlet who experienced mental and physical trauma after the American civil war and how that war affected her status as a southern woman. The result of this research is that the role of women represented by the protagonist of the novel, Scarlet O'Hara has succeeded in finding a position where they challenge the stereotypes of women before the American civil war and become more independent.

The second research is from a journal by Arum and Setiawan (2019) entitled *The Influence of Materialism Towards Characters Development in F.*

Scott Fitzgerald's The Great Gatsby. The writer tried to figure out materialism that was described through the character of Jay Gatsby and Daisy Buchanan and the influence of the materialism of the two characters above. This research used some theories such as American Dream, Character, Character Development, Marxism, and Materialism. There are the approaches used in this research such as sociological approach, psychological approach, and marxism approach. The result of this research is that they represent materialism in two ways which relate to wealth and their effort to pursue their American Dream and their materialistic character also influences their character development. Jay suddenly being so ambitious and being spendthrift. Besides, Daisy is also a careless and shallow person who only sees money and material luxury.

The third research is by Guo (2019). With the research title *Analysis of the Character of Scarlett in Gone With the Wind*. The writer focuses on analyzing the female character in the novel, Scarlett O'Hara, which is different from other aristocratic women using feminist theory. The result of the research found that the characteristics of Scarlett: rebellious, awakening, strong character and persistent pursuit of freedom and happiness, reveals the cause of Scarlett's multi character in the patriarchal society.

After studying the previous study above, those researches can help the writer to analyze the topic of materialism in this research. The first and third research is trying to analyze how Scarlett finding positions in woman stereotypes and becoming more independent and how her characters in a whole story of the

novel. The second research uses materialism for their research, but the object of the research is from the novel *The Great Gatsby*. It will help the writer to analyze the materialism of Scarlett in *Gone with the Wind* novel.

2.2 Theoretical Background

2.2.1 Structuralism

Structuralism first appeared with the publication of Swiss linguist Ferdinand de Saussure's *Course in General Linguistics* in 1916. In its development, structuralism was used in various disciplines such as anthropology, psychoanalysis, semiotics, and philosophy. In addition, the work of Levi Strauss greatly influenced the French structuralist movement and eventually philosophers Roland Barthes and Derrida applied structuralist methods to literature and literary analysis.

Structuralism believes that all phenomena to be analyzed may contain interrelated and meaningful structures. The relationship between elements becomes important in this approach. In literature, it is known as structuralism. according to Nurgiyantoro (1955: 36):

Structuralism can be seen as an approach to literature that emphasizes the study of the relationship between the elements that build the literary work in question. so, a literary work if studied with structuralism must pay attention to its elements.

A work of art, in this case a literary work, if it is to be analyzed, it would be better to know the structural elements in the literary work. Using structural

theory will take us away from interpreting literary works individually and towards a deeper understanding of the structure of the literary work. In line with Wellek and Warren (1948: 129) *that said the most central approach to a comparison of the arts is based on an analysis of the actual objects of art, and thus of their structural relationships.*

Jabrohim (2012: 69) *states that structuralism must be studied based on its own structure without regard to historical background, author, or its effect on readers.* This means that structuralism only emphasizes the intrinsic elements that build literary works regardless of extrinsic elements such as elements of historical reality, social, cultural, political, and economic aspects.

According to Pradopo (1985: 6) in Jabrohim (2012: 69) *the distinctive feature of structuralism theory is the assumption that a literary work is an autonomous structure that can be understood as a unified whole with its intertwining elements.* Because each element has a connection that forms a system of meaning, the structure of a literary text will only have meaning if the elements are associated with other elements. Therefore, all the elements that have been interpreted previously must be connected with other elements in order to realize the fusion of structural meaning.

2.2.2 Intrinsic Element

1. Character and Characterization

Character and characterization are important elements in narrative works that make the story work. Character is the actor in the story. Each character will

have their own characterization. According to Baldick (2001: 37), a character is a character in a narrative or dramatic work as well as a kind of prose work that provides a brief description of some recognizable type of person. Beside that, according to Abrams (2009: 42):

Characters are the persons represented in a dramatic or narrative work, who are interpreted by the reader as possessing particular moral, intellectual, and emotional qualities by inferences from what the persons say and their distinctive ways of saying it the dialogue and from what they do the action.

Galsworthy in Disher (2001: 46) says that character is a plot. reflections, decisions, actions, and reactions made by characters make the plot unfold. in addition, Disher (2001: 45) mentions two types of characters such as:

1. Major characters

The major characters are usually the characters who are the center of the story often at stake and the most active. Usually, major characters are more than one person.

2. Minor characters

The minor characters are extra characters in the story. Although their complexity is not as developed as that of the major characters, however, they are made vivid with certain personalities as well as evoking their relationship with the major characters helps flesh out both characters.

Every character must have their own personality to play, this is called characterization. According to Nurgiyantoro (1995: 165) characterization is also a

characterization that refers to the placement of certain characters in the story. In line with Wiidayati (2020: 18) characterization is the portrayal of characters through their traits, attitudes, and behaviors in the story. And also Kenan (2002: 61) argues that characterization is the depiction of a character in the form of a network of character traits that are usually shown or not in the story.

2. Plot

According to Abrams (2009: 265) plot is a narrative formed by events or actions that are presented and arranged to achieve a certain emotional effect. This shows that the plot is formed from the actions created by the characters in the story. in line with Abrams' opinion that plot and character are interdependent. Beside that, Bordwell and Thompson (2008: 77) said that the plot has added material to the story. He thought that the story and plot overlap each other, so, the plot explicitly displays story events, so these events are common in both. According to Kenney (1966: 13-14), plot is the process of revealing events to the reader either in a temporary or casual relationship. According to him, the plot makes readers aware of the complex cause and effect pattern of events that occur in the story

1. Exposition

According to Nurgiyantoro (1995: 149) this step is the setting stage in the form of describing the situation of the setting and the characters of the story. In this step, we will be introduced to the main character of the

story and also give readers initial information about the problems in the story to the next step.

2. Rising action

The conflict begins to escalate and there is usually tension between the characters. Conflict after conflict begins to arrive both internally and externally. At this step and forces the main character to act so that the climax is inevitable.

3. Climax

The conflicts that occur are escalating and usually unavoidable. At this step, several problems will be faced by the main character and see how the conflict resolution will be done.

4. Falling action

According to Nurgiyantoro (1995: 150), this step is the stage of resolution that is carried out during the climax. In addition to the main conflict, other conflicts will also be given a way out.

5. Resolution

At this step, the story is resolved. This stage is the conclusion or outcome of a story as well as telling the final state of the characters.

3. Setting

A work of fiction mostly reflects life in the world that requires scope, place and time called setting. Nurgiantoro (1995: 217) said that Setting provides a clear and concrete basis for the story. According to him, the setting can give a real impression to the reader, such as the place, time and atmosphere of the story. On another hand, Disher (2001: 133) states that setting is where the action of the story takes place and Klarer (2004: 25) the setting includes the location, historical period, and social environment in which the story is developed.

The elements of setting can be divided into three, namely:

1. Setting of place

Setting of place refers to the location where an event is told. It also has the same explanation by Kennedy & Gioia (1995: 110) that the setting of place is a physical environment in the story in the form of a house, street, or city. According to Taylor (1981: 69), the physical setting is usually in a known or unknown place or an unfamiliar territory, depending on the writer's needs. Usually, the author mentions the location descriptively, meticulously and realistically so as to give the reader the impression as if the thing being told really happened in the place being told. According to Nurgiantoro (1995: 227) the setting of place used are usually certain names and initials, or even places with unclear names.

2. Setting of time

According to Nurgiantoro (1995: 230) the setting of time is the relationship with the word "when" the occurrence of events told in the

fiction. Kennedy & Gioia (1995: 110) state that the setting of time involves time, years, centuries, and more. On the other side, Taylor (1981: 69) suggests that to determine an accurate location, historical time is needed, such as the past, present, or future depending on how far the fictional story is told. Setting of time contained in the story can provide readers with information and try to understand the story based on the reference to the time when a story occurs.

3. Setting of Social

Social setting refers to how the social life of the community in which the story takes place. According to Nurgiyantoro (1995: 233) social settings can be in the form of living habits, customs, beliefs and outlook on life and are related to the social status of the character concerned. In Taylor (1981: 70), the setting can also be the psychological or moral conditions prevalent in society at that time and place. According to Kennedy & Gioia (1995: 111), Authors who write a story with a certain atmosphere are usually natives of a region who try to bring the atmosphere to life for all readers wherever they are. This will make it easier for the writer to create a realistic atmosphere for the reader.

4. Theme

Theme is the meaning raised in a story. It could also be said that a theme is a meaning that the author wants to convey to the reader. As Kenney (1966: 91) says in *How to Analyze Fiction*:

Theme is not the moral, not the subject, not a "hidden meaning" illustrated by the story, 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. By theme we mean the necessary implications of the whole story, not a separable part of a story. (Kenney, 1966: 91)

The theme is not shown clearly in the story but requires in-depth analysis and understanding of the story. This was also explained by Nurgiyantoro (1995: 66) that analyzing themes must be understood and interpreted through stories and other data. Beside that, Wiidayati (2020: 15) states that theme is the soul of the story in a work of fiction which generalizes about the life expressed by the story. Based on the statement above, we can conclude that theme is the meaning contained in the story after an in-depth analysis of the whole story.

2.2.3 The Concept of Materialism

Materialism is a condition where material things have a higher value and people continue to try to fulfill their material desires such as money. Belk (1984b: 291) that defines materialism as:

the importance a consumer attaches to worldly possessions. At the highest levels of materialism, such possessions assume a central place in a person's life and are believed to provide the greatest sources of satisfaction and dissatisfaction.

This is in line with Richins (1992: 304) who argues the reason why material possessions are so central to materialists is because they view them as essential. Kasser (2016: 489) explains that being materialistic has a value that places a relatively high priority and focuses on making lots of money, having lots

of possessions, as well as image and popularity. Usually these are almost always expressed through money and possessions. Those who are will always be fixated on getting money or wealth and put themselves in a position where they feel they have everything.

In Richins and Dawson (1992: 304), materialism is a lifestyle in which a high level of material pursuit serves as a goal and a set of plans. This shows that materialism in a person has become a planned goal for their daily life. This means that the pursuit of wealth becomes the goal and dominates their lives. In order to measure and conceptualize materialism, associate professor of marketing, Richins and Dawson (1992: 304) divides three aspects of materialism value such as acquisition centrality, acquisition as the pursuit of happiness, and possession-defined success.

1. Acquisition centrality

Acquisition centrality is considering or placing wealth/property as the main center of their lives. According to Richins (1992: 304), people with acquisition centrality will put possessions and their acquisition at the center of their lives. This shows that goods and money are very important life goals for materialists. They will do whatever it takes to get whatever they want including possessions and money because it is so dominating and so central to their lives.

2. Acquisition as the pursuit of happiness

Acquisition as the pursuit of happiness is placing material possessions in the form of money obtained as a source of personal satisfaction and well-being in their lives. Acquisitiveness as a pursuit of happiness is placing material possessions such as money acquired as a source of personal satisfaction and well-being in their lives. They usually pursue happiness from the acquisition of possessions rather than from experiences, relationships and achievements. They believe that their acquisition is the path to achieving happiness and a better life.

3. Possession-defined success

Possession defined success is assessing personal and other people's success based on the amount of possessions acquired. They tend to value both the quantity and quality of possessions that will give them the desired status and impression. In Richins (1992: 304), materialists will consider themselves or others successful to the extent that they can own things to project an image of their desires. This means that a materialistic person has certain desires about their image and position in society. They will use their wealth to show the desired image as well as their assessment of the position of others.

Based on these three aspects of materialism, this research will examine the kinds of materialism of the major character, Scarlett O'Hara in her efforts to acquire wealth after the American Civil War.