

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

THESIS

**By:
PUTRI ANGGUN WIGATI
0911113116**



**ENGLISH STUDY PROGRAM
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2014**

ABSTRACT

Wigati, Putri Anggun. 2014. **Hermès Phenomenon: Social Identity Development Through Consumptive Behaviour as Reflected in *Hermès Temptation* By Fitria Yusuf and Alexandra Dewi**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing: (I) Yusri Fajar (II) Arcci Tusita.

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

- Barker, Chris. (2000). *Cultural Studies: Teori dan Praktik*. (Nurhadi, Trans.). 2008. Yogyakarta: Kreasi Wacana.
- Barker, Chris. (2004). *The Sage Dictionary of Cultural Studies*. London: Sage Publications.
- Barnard, Malcolm. (1996). *Fashion Sebagai Komunikasi*. (Ibrahim, I.S. & Iriantara, Y. Trans.). 2011. Yogyakarta: Jalasutra.
- Engel, James F, Blackwell & Roger D. & Miniard, Paul W. (1992). *Perilaku Konsumen Jilid 1*. (Budiyanto, F.X. Trans.). 1994. Jakarta: Binapura Aksara.
- Fitriana, Nina & Koentjoro. (2009). Keranjang Berbelanja pada Wanita Bekerja. *Fenomena*, Volume VII No. 1, 48-57.
- Haryanto, Sudjatmiko. (2008). *Saya Berbelanja Maka Saya Ada*. Yogyakarta: Jalasutra.
- Hasibuan, Elfina P.N. (2010). Hubungan Antara Gaya Hidup Brand Minded Dengan Kecenderungan Perilaku Konsumtif Pada Remaja Puteri. *Skripsi*. tidak diterbitkan. Medan. Fakultas Psikologi. Universitas Sumatera Utara.
- Hogg, Michael A. (2004). The Social Identity Perspective: Intergroup Relation. *Self-conception, and Small Group, Small Group Research*, Volume 35 No. 3.
- Hogg, Michael A. & Vaughan, G.M. (2005). *Introduction to Social Psychology (4th Ed)*. Australia: Pearson Prentice Hall.
- Kirana, Galuh C. (2010). Tato Sebagai Identitas Sosial. *Thesis*, unpublished. Malang. Fakultas Psikologi. Universitas Islam Negeri Maulana Malik Ibrahim.
- Lina & Rosyid. (1997). Perilaku Konsumtif Berdasarkan Locus of Control Pada Remaja. *Psikologika*, Volume II No. 4, Page 6.
- Parthami, Putu W. (2009). Konstruksi Identitas Jender. *Thesis*. unpublished. Jakarta. Fakultas Psikologi. Universitas Indonesia.
- Robert A. Baron & Don Byrne. (2003). *Psikologi Sosial Jilid 1*. Jakarta: Erlangga.
- S. Harry W. (2006). *Masalah Budaya*. Retrieved September 10, 2013 from <http://synaps.wordpress.com/2006/01/07/masalah-budaya/>.

- S. Setiadi, Nugroho. (2003). *Perilaku Konsumen*. Jakarta: PT. Kencana Prenanda Media.
- Sari, Tiurma Y. (2009). Hubungan Antara Perilaku Konsumtif Dengan Body Image Pada Remaja Putri. *Skripsi*, tidak diterbitkan. Medan. Fakultas Psikologi. Universitas Sumatra Utara.
- Sumartono. (2002). *Terperangkap dalam Iklan: Meneropong Imbas Pesan Iklan Televisi*. Bandung: Alfabeta.
- Sumarwan, Ujang. (2004). *Perilaku Konsumen – Teori dan Penerapannya Dalam Pemasaran*. Bogor: Ghalia Indonesia.
- Tambunan, Raymond. (2001). *Remaja dan Perilaku, Konsumtif*. Retrived September 10, 2013 from http://www.e-psikologi.com/epsi/individual_detail.asp?id=375/.
- Yusuf, Fitria, & Dewi, Alexandra. (2011). *Hermès Temptation*. Jakarta: Percetakan PT. Gramedia.
- Walgito, B. (2002). *Pengantar Psikologi Umum Edisi 5*. Yogyakarta: Adi.
- Weinrich, P. & Saunderson, W. (2003). *Analysing identity: cross-cultural, societal, and clinical context*. USA: Routledge.
- Widiastuti, Retno. (2003). *Konsumerisme Vs Konsumtivisme “Martabat Perempuan Sebagai Konsumen”*. Retrieved September 10, 2013 from <http://www.kompas.com/swara>.