

ABSTRACT

Wuri Andriani, 1155030283: “Satire as Tool to Represent Industry in Roald Dahl’s *Charlie and the Chocolate Factory*”. An Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors : 1. Dr. Pepi Siti Paturohmah, S.S., M.Pd. ; 2. Dedi Sulaeman, M.Hum.

Key Words: Satire, Representation, Industry, Industrial Revolution.

This research aims to find out the satires in the novel of *Charlie and the Chocolate Factory*. Afterward those satires are used as tool to represent industry in the novel. So based on it, this research focuses to analyze “*Satire as Tool to Represent Industry in Roald Dahl’s Charlie and the Chocolate Factory*”. It is formulated into two research problems. The first question is “What are the satires found in *Charlie and The Chocolate Factory’s* novel?” and the second question is “How do the satires represent industry in *Charlie and the Chocolate Factory’s* novel?” To analyze the first research question, this research uses theory of satire include techniques of satire. Then to analyze the second research question, it applies the theory of Marxist’s perspective in industry and the history of Industrial Revolution. The way to find out that research’s problems, this research uses qualitative method. Behind it, the researcher also focuses in mimetic criticism as approach of the research in which believes that the literary work is an imitation or a representation of the world and human life. The results of the research show that from thirty six satires contain five matters as the object of satires. They are about the capitalist, the proletariat class, the laborer in factory, the consumerist society, and the technology of industry. Then from these five matters are used to represent some cases in industry world especially in industrial society when the period of Industrial Revolution. It is concluded that from the five matters represent the exploitation of men, women and children in 1840, the condition of Indian economy goes down after 1947s because industrial policies which are made by Indian government, the condition of industrial society especially the proletariat who get the low wage, starvation, arousing the differences between bourgeoisie and proletariat, the style of wearing certain clothes that are wore by worker’s factory in the early Industrial Revolution, arousing consumerist society as sign of successful of industrialization, and representation of industry’s technology such as the steam machine, the electricity as the technology and the easier of people in the fourth industrial revolution to get everything that they want. This research can be concluded that the crucial thing like industry can be represented in *Charlie and the Chocolate Factory* as children literature. It is represented through satire in which rich of figurative language. Because of it, the industry can be represented with funny way on it.

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Wuri Andriani, 1155030283: “Satire as Tool to Represent Industry in Roald Dahl’s *Charlie and the Chocolate Factory*”. Skripsi. Sastra Inggris, Universitas Islam Negeri Sunan Gunung Djati, Bandung. Pembimbing : 1. Dr. Pepi Siti Paturohmah, S.S., M.Pd. ; 2. Dedi Sulaeman, M.Hum.

Kata Kunci : Satir, Representasi, Industri, Revolusi Industri.

Penelitian ini bermaksud untuk mengemukakan satir yang ada dalam novel *Charlie and the Chocolate Factory*. Setelah itu, satir-satir tersebut digunakan sebagai alat untuk merepresentasikan industri di dalam novel. Sehingga berdasarkan hal tersebut, penelitian ini berfokus untuk menganalisis “*Satire as Tool to Represent Industry in Roald Dahl’s Charlie and the Chocolate Factory*”. Analisis ini dirumuskan dalam dua permasalahan penelitian. Pertanyaan pertama adalah “Apa saja satir yang ditemukan dalam novel *Charlie and The Chocolate Factory*?” dan pertanyaan kedua adalah “Bagaimana satir merepresentasikan industri dalam novel *Charlie and The Chocolate Factory*?”. Untuk menganalisis pertanyaan pertama, penelitian ini menggunakan teori satir termasuk teknik-teknik satir. Kemudian untuk menganalisis pertanyaan kedua menerapkan teori pandangan Marxist dalam industri dan sejarah Revolusi Industri. Cara untuk mengemukakan masalah-masalah penelitian, penelitian ini menggunakan metode kualitatif. Disamping itu, peneliti juga berfokus pada kritik mimetik sebagai pendekatan analisis, kritik ini mempercayai bahwa karya sastra adalah sebuah imitasi atau representasi dari kehidupan manusia. Hasil penelitian menunjukkan bahwa dari tiga puluh enam satire mengandung lima hal sebagai objek satir. Lima hal tersebut mengenai kaum kapitalis, *proletariat*, pekerja buruh di pabrik, masyarakat konsumtif, dan teknologi industri. Kemudian dari lima hal ini digunakan untuk merepresentasikan beberapa kasus yang ada di dunia industri khususnya di masa Revolusi Industri. Hasil dari lima hal ini merepresentasikan eksploitasi para pria, wanita dan anak-anak di tahun 1840, kondisi ekonomi India menurun setelah tahun 1947an karena kebijakan industri yang dibuat pemerintah India itu sendiri, kemudian representasi kondisi masyarakat industri khususnya kaum *proletariat* yang mendapatkan gaji kecil, kelaparan, juga munculnya batasan antara kelas *bourgeoisie* dan *proletariat*, terdapat juga representasi cara berpakaian para buruh pabrik di awal revolusi industri, representasi masyarakat konsumtif sebagai tanda kesuksesan industrialisasi, dan representasi teknologi industri seperti mesin uap, teknologi listrik dan kemudahan orang-orang di masa revolusi industri ke-empat untuk mendapatkan apa yang mereka inginkan. Dari penelitian ini dapat disimpulkan bahwa hal penting seperti industry dapat direpresentasikan dalam novel *Charlie and the Chocolate Factory* sebagai sastra anak. Hal ini direpresentasikan melalui satir yang mana karya ini kaya akan gaya bahasa. Sehingga industri dapat direpresentasikan dengan cara yang menyenangkan.