

CHAPTER I

INTRODUCTION

This chapter presents background of the research. It includes background, the statement of problems, the purposes of research, the significance of research and the definition of key terms.

1.1 Background

The writers certainly have their own style in writing. Through their writing style, they convey the ideas with their own way. Some of them use language with various styles of figures of speech. Language which employs various figures of speech called figurative language. It is as Cuddon (2013, p. 279) says that figurative language is language which uses figure of speech where it must be distinguished from literal meaning.

Talking about figurative language in literature, it is commonly used in literature to attain special meaning and effect in order to emphasize what the writer wants to convey. This fact is broadly known as Taylor (1981, p. 93) states that “Figurative language is as common in everyday speech as in literature, and has the effect of compounding or condensing ideas as well as underlining or emphasizing them”. It shows that figurative language can be used as an important device in literature to emphasize the ideas of the author. Taylor also explains that figurative language is more effective stylistic devices of literature in which condensation of language and intensification of multiple meaning is vital (ibid, p. 187).

It has been clear that through figurative language which is used as stylistic device of literature it can support the reader to know what the message that the author want to convey. To know figurative language itself, the reader can identify it through various type of figurative language for instance hyperbole, metaphor, simile, sarcasm, satire and so on. From those types of figurative language there is a mode of expression style in the 18th that is satire. It is as Cuddon (2013, p. 543) states that “Satire, for instance, a favoured mode of expression in the 18th c.,

required an urbane, cultivated and somewhat formal language; the style and diction of a gentleman” then eighteenth century is regarded as the golden age of satire.

Abrams (1999, p. 275) states that satire is literary art to disparage a subject by making it ridiculous and arousing the attitudes of amusement, contempt, scorn, or indignation because their foolishness. In other word it can say that satire is used to ridicule a subject to show up human folly, not only it but satire is also used to corrective of human vices and follies where laughter is weapon in satire. Beside it Knight (2004, p. 205) says that satire uses fantastic structures to represent society or culture. It means that through a fantastic structure which is used to ridicule the foolishness of human, satire can represent what is something wrong in society or culture in reality.

Swift, for instance, as the great satirist use satire in *A Modest Proposal* to satirize the problem between England and Ireland in which Ireland is colonized by English people with the rules that much damaged Irish people such as give the effects of rampant poverty in Ireland. In this work, Swift use irony method to satirize, it is as Fletcher (in Janaty, 2013, p. 4) states that

The great range of the satires which make the greater part of Swift’s work is supported in part by variety of satiric method. Sometimes he pours out a savage direct attack. Sometimes, in a long ironical statement, he says exactly the opposite of what he really means to suggest.

Bennet and Royle (2004, p. 295) also state that satire is the humorous presentation of human folly or vice in such a way to make it ridiculous, e.g. Jonathan Swift’s *A Modest Proposal*. It means as has said before that satire as a fantastic structure which is used to ridicule and corrective the folly of society or culture it can represent what is something wrong in reality. It can be seen through some methods such as irony and humorous.

The discussion about the use of satire in literature has shown that satire as a literary art can be used to represent the ignorance of things as a way to criticize and comment on society or groups. As the example of satire in Swift’s work, satire is used to criticize the ignorance of the group or society behavior. If we

observe, it can be represented through literary works which are commonly read by adults but whether it can be represented to the other kind of literary works like children's literature. Could it bring up things and show innuendo for the foolishness of human as critics or comments on a matter without forgetting the main concept of children's literature itself.

Children's literature is believed to be a literary work which is generally consumed by children. The specialty of children's literature itself besides having to have an element of entertainment and education, children's literature must also pay attention to children's eyes. Children's eyes mean that children have their point of view to read literary work because not all stories in a work can be understood by children. They are not same like adults who can understand the complicated story. So that in this case, literary work must still pay attention to the children's point of view.

Therefore the concern is whether the children's literature could be containing satire as a tool to criticize and comment the human folly without forgetting the children's point of view. It is the reason why the researcher feels interested in analyzing the satire in children's literature. The researcher chooses one of the famous children's literature works which has a good existence, namely the *Charlie and The Chocolate Factory* novel by Roald Dahl.

Roald Dahl was born on September, 13th 1916 in Liandaff, England. He is a world famous and best-selling author. He has written many children's books which won numerous awards over the years. One of it is *Charlie and The Chocolate Factory*. This work has won four awards among them are New England Round Table of Children's Librarians Award in 1972, Surrey School Award in 1973, Millennium Children's Book Award and Blue Peter Book Award in 2000 (Kristine, 1996). Not only it but also this novel was adapted into film with different title, *Willi Wonka and The Chocolate Factory* in 1971 and *Charlie and The Chocolate Factory* in 2005 was directed by Tim Burton. Because of these achievements, the researcher is interested to use *Charlie and The Chocolate Factory* novel as the object in this research.

Charlie and The Chocolate Factory is known as a fantasy story with rich of using figure of speech and magical thing. The story describes many unique descriptions about a great chocolate factory. Therefore the factory itself becomes the center story of this novel. One of it can be seen through the description of the corridor in factory, “The corridor was so wide that a car could easily have been driven along it” (Dahl, 1964, p. 70). From that quotation can be indicated as hyperbole sentence in which it describes one of rooms in factory with exaggeration description. The corridor is very wide till a car can be driven along it. It can be imagined how long that corridor as a part of factory, it means the factory itself is enormous building than the corridor as the part building of it. In the first part of the story, Chocolate Factory also is described as enormous building, “In the town itself.....there was an ENORMOUS CHOCOLATE FACTORY!It was the largest and most famous in the whole world! (Dahl, 1964, p. 18)”

As is known in reality that factory is a part of industry field. It is as Wyatt (2009, p. 39) states “Industry characterized by the factory system”. It means the factory and all of part which related to factory is part of Industry. If look at the history of industry or we known as Revolution Industry it is an event which could never be forgotten by men in the world. As Wyatt (2009, p. 1) states that “The Industrial Revolution was a major turning point in world history”. It means Industrial Revolution is known as a crucial event in world history.

It becomes interesting to discuss whether the crucial case like industry can be represented in children's literary works of *Charlie and The Chocolate Factory*. More importantly as has said before that satire can be used to represent society or culture therefore this research focus to whether satire can be used as tool to represent the crucial events like industry in children's literary work. So based on the reason the researcher feels interested to analyze “*Satire as Tool to Represent Industry in Roald Dahl’s Charlie and the Chocolate Factory*”.

1.2 The Statement of Problems

Based on the background of study, the researcher will discuss how satire as a tool of literary can represent Industry in Roald Dahl's *Charlie and the Chocolate Factory*. It is formulated into two research questions, namely:

1. What are the satires found in *Charlie and the Chocolate Factory's* novel?
2. How do the satires represent industry in *Charlie and the Chocolate Factory's* novel?

1.3 The Purpose of Research

Based on the statement of problem above, the purpose of this research are as follow:

1. To find out the satires in *Charlie and the Chocolate Factory's* novel
2. To describe how the satires represent industry in *Charlie and the Chocolate Factory's* novel

1.4 The Significance of Research

The result of this research has significances for several things which can be achieved. The first significance is for practicality, the researcher hopes the reader will get knowledge about satire as a way to criticize the human's foolishness which represent in *Charlie and the Chocolate Factory* especially for Industry case. Hopefully, it can give many values for the reader. Not only it but also the researcher hopes this research will give references for the other researcher which interested with this story whether with the same formulation problem or not. Then for theoretically, the researcher hopes this research will give contribution to enrich children's literature research in English Literature major.

1.5 The Previous Studies

Related to this case there are some of research studies which find out about it. The first is the research of satire with entitle "Satire Economic and Social Problems in Jonathan Swift's A Modest Proposal" by Janaty in 2013 from State Islamic University Bandung. Janaty uses some theories such as irony to analyze

satire itself, Marxist theory and historical context related the work. The results of the research show that Swift use irony as method to satirize where shows the historical context behind the work that at that time there is poverty and English people were colonizing Ireland with many unfair rules. The different discussion between Janaty's research from this research that the research is not only use irony as method to analyze satire but also use the other technique of satire. The other difference is the object of the research where Janaty uses essay while this research uses novel as the object. Through Janaty's study, it enriches supporting Marxist theory for this research.

The second previous study is a thesis title "Swift's Use of Satire in *Gulliver's Travels*" by Chowdhury in 2014 from BRAC University. The research focused in using the theory satire of Horation, Juvenalian and Menippean to uncover the intention behind that work. It results that four different lands become symbol and significant to satirize the character of human being especially for English people in eighteenth century such as the littleness of human beings, the meanness of humanity and the denunciation of human species. The theory in Chowdhury's research enriches in using the theory of satire in this research. Then the difference with this research is the object of satiric itself. He focused in Gulliver's voyage to four lands as a commentary on the eighteenth century England while this research focus to analyze satire as tool to represent Industry.

The third previous study is a thesis "The Uses of Satire in Fiction: An Analysis of Wahome Mutahi's 'Three Days on The Cross and The Jail Bugs'" by J.C, Wasike in 2000 from University of Nairobi. This study focuses in analyzing of different technique of satire in two Mutahi's novel. He uses the various theory of technique of satire. It is as he explains that there are various technique in satire include invective, comedy, wit, humor, buffoonery, diminution, sarcasm, cynicism and sardonic, burlesque and irony. He believes that the use of these devices has role to ridicule folly and wickedness in human kind. The result is Mutahi uses satirical technique to bring themes like political, police brutality and religious hypocrisy. The difference between this previous study and this research

is the use of novel, he uses two novels of Mutahi to find out the difference the use of satirical device in two novels of Mutahi while this research only use one novel.

Behind it there is also the example of research which related to the discussion of satire where it uses different object that is in playwright. It can be seen in the dissertation entitle “Satire in Bernard Shaw’s *Pygmalion*” by Asma and Rahima in 2017 from Kasdi Merbah University. Their research present the use of satire in *Pygmalion* by Bernard Shaw where Shaw represents the reality of English morality in Victorian period. To analyze it they use the theory of technique of satire and Marxist theory. In technique of satire they apply five techniques to analyze the satire then they apply the Marxist theory to support the analysis of the representation of English people morality in Victorian period. The contribution of their research for this research is the technique of satire’s theory where there are five techniques that they use in their research these are paradox, hyperbole, meiosis, sarcasm and irony.

The other research which has relation with this research that is “The Study of Capitalist Ideology in Tim Burton’s *Charlie and The Chocolate Factory* (2005) Using Marxism Theory” by Dhita in 2013 from Bina Nusantara University, Jakarta. Dhita uses Marxism theory especially in discussing capitalism. She found out that Willi Wonka as the main character has represented the element of capitalism it can be seen from his dialogue, costumes, workers and his chocolate factory. Meanwhile, Oompa Loompa has represented as labor which can be seen from their origin, appearances, costumes, wages and working hours in factory. The difference between Dhita’s research and this research is the object of the research. Dhita use the movie of *Charlie and The Chocolate Factory* directed by Tim Burton while this research uses the novel of *Charlie and The Chocolate Factory*.

In addition, there is also the research which having relation with the industry that is “Industrial Revolution in ‘London’ By William Blake” by Rianto in 2016 from Diponegoro University. He uses sociology approach in analyzing then finds out that Blake uses various figurative languages in his poem to show the impact of

industrial revolution. One of it is the power people have role to control while poor people had to take the sorrow, poverty and even got low salary from the impact of industrial revolution. The differences between with this research is Rianto discuss of subject matter about industry in “London” poem while this research discuss industry in novel. Then the contribution of Rianto’s study for this research is the history of industrial revolution itself.

1.6 The Definition of Key Terms

1. Satire

Satire is a literary art which is used to ridicule and corrective the human foolishness.

2. Industry

Industry is a field which is characterized by the factory system (Wyatt, 2009, p. 39)

3. Industrial Revolution

Industrial Revolution is a major turning point in world history, the change of human activity from tenant to factory.

