

Conference Paper

Ethical Hedonism in F. Scott Fitzgerald's the Great Gatsby

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Abstract

This aims of this study reflect about etchical hedonism in Jay Gatsby as main character in the novel which take place in New York 1920's after First War. The researcher uses William Lillie's ethical hedonism theory. Ethical hedonism is the way of thinking to achieve happiness in the middle of troublesome modern world. The purpose of ethical hedonism teory is to make everyone as happy as possible. The data are used in this novel are quotation between the characters. The ethical hedonism theory consists of egoistic hedonism and universalistic hedonism. The source of the data is the novel *The Great Gatsby* written by *F. Scott Fitzgerald*. This research is library research, with the data in the form of words, dialogues, and expression showed in the novel. The writer uses qualitative descriptive method, the writer collects data from so many sources included The Great Gatsby novel, journals, and books. The results of this study show that there are some impact that influenced by ethical hedonism, they are: (1) egoistic hedonism (2) universalistic hedonism (3) lifestyle (4) materialism, its reflected by the character quotation.

Keywords: egoistic hedonism, universalistic hedonism, lifestyle, matearialism.

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1. Introduction

The Great Gatsby by F. Scott Fitzgerals is a novel which take place in New York in 1920s after the First War. The Great Gatsby is a tragic love story and social commentary on America life. This novel tells about Gatsby who be the first character in the novel and this novel talks about Gatsby and Daisy love story in the past time. Gatsby is a protagonist character in the novel. He is wealth and rich young man. He lives in a Gothic mansion in West Egg. He is famous because his lavish party always do in every saturday night, but no one know who he is, where he comes from, what he does, and how he can be a rich person and get his wealth because everyone just enjoyed the party.

Gatsby is obsessed with wealth, power, position, and Daisy. Daisy is someone who loved by Gatsby, always be his love and Gatsby hope Daisy can be a part of his life. Even they had been intimacy with each other but they can be together because on that day Gatsby doesn't have much money and Daisy choose to marry with Tom Buchanan.

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But after that he lived glamorous lived of parties and money spending. Gatsby made fabulous parties all the time, but nobody knew much about him or who is he. Gatsby's lifestyle and lavish parties was an attempt to impress Daisy and hope one day Daisy can comeback to him.

The points of this research are concerned about the quotation which expressed by the first character in the novel by means of socioliterature approach. The writer wants to know the etchics of the first character in the novel.

The other experts have given their statement about ethical hedonism. Afzal Boluki and Rezvaneh Najafi Savad Rodbari (2016) states, " Ethical hedonism: human actions are moral if their ulitimate goal is a pleasure and the more pleasureable an action is, the more valuable it becomes."

2. Literature Review

Harry Leavin (in Elisabeth, 1973:2) says literature is not only the effect of social causes; it also the cause of social effects.

Sociology of literature attempts to understand the attitude of the public in the literature. Objectively sociology literary analyzes the life of man in society, public intitutions and social processes while literary look at the life of society, society's adaptation to the community and a sense of want to change people's lives.

William Lillie states, " Ethical hedonism is a theory of ethics telling how men ought to act and what men ought to desire. In this way it differs from psychological hedonism, which is a theory of psychological holding that men always do those actions which have pleasant consequences and do have such natures that they can desire nothing but pleasantness." (William Lillie, 1957: 177).

William Lillie (1957:177) classifies two kinds of ethical hedonism. There are:

1. Egoistic hedonism, which holds that each man ought to seek his own maximum pleasure (' his own maximum pleasure ' being a short way of describing those experiences which will bring to him a greater surplus of pleasantness over unpleas- antness than any other experiences possible for him).
2. Universalistic hedonism, more commonly known as utilitarianism, which holds that each man ought to seek the maximum pleasiptiure of all human beings, or even of all beings capable of experiencing pleasantness and unpleasantness.

3. Research Method

The writer used in this research is qualitative descriptive method, because the data used in this research are quotations that found in *The Great Gatsby* novel written by F. Scott Fitzgerald. The data procedures are divided into some steps, they are:

- Find out the novels, reading the novels throughly, to understanding what is being told about and to find out the ethical hedonism in Jay Gatsby, the first character.
- After that the writer underlined and marked the important information from those source have connection with the problem which will analyzed by the writer.
- The writer was selecting the data which had been collected and the significance data were used in the process of making this journal analysis.
- The writer classifies the quotations.
- The writer is concluding and sumarizing the data.

4. Result and Discussion

4.1. Ethical Hedonism

4.1.1. Egoistic Hedonism

William Lillie states, "Egoistic hedonism, which holds that each man ought to seek his own maximum pleasure (' his own maximum pleasure ' being a short way of describing those experiences which will bring to him a greater surplus of pleasantness over unpleasantness than any other experiences possible for him)." (William Lillie, 1957: 177).

"She never loved you, do you hear?' he cried.

'She only married you because I was poor and she was tired of waiting for me. It was a terrible mistake, but in her heart she never loved any one except me!'"

(Fitzgerald, 1925:139)

The quotation above show the convesartion between Gatsby and Tom (Daisy's husband). Its show that Gasby had overly egoistic. Gatsby had been measure on that convesation show that actually Daisy doesn't love Tom but only loves Gatsby. Gatsby really want to back to past time because he believes that Daisy still loves him.

4.1.2. Universalistic Hedonism

William Lillie states, "Universalistic hedonism, more commonly known as utilitarianism, which holds that each man ought to seek the maximum pleasiptiure of all human beings, or even of all beings capable of experiencing pleasantness and unpleasantness." (William Lillie, 1957: 177)

"At least once a fortnight a corps of caterers came down with several hundred feet of canvas and enough colored lights to make a Christmas tree of Gatsby's enormous garden. On buffet tables, garnished with glistening horsd'oeuvre, spiced baked hams crowded against salads of harlequin designs and pastry pigs and turkeys bewitched to a dark gold. In the main hall a bar with a real brass rail was set up, and stocked with gins and liquors and with cordials so long forgotten that most of his female guests were too young to know one from another."

(Fitzgerald, 1925:43-44)

From the quotation above explains and show how about Gatsby's life nowadays. He had been a rich man. It describes on The Party that Gatsby do. It show how great that party. How elegant his house and how great the menu that Gatsby served for the guest.

4.2. Lifestyle

Kotler states, "lifestyle is a person's lifestyle in the world expressed in his activities, interests, and opinions. Lifestyle describes "The whole person" in interacting with their environment. Lifestyle describes the whole pattern of a person in action and interaction in the world. In general it can be interpreted as a lifestyle tha is recognized by how people spend their time (activities), what is important for people to consider in the environment (interests), and what people think about themselves and the world around (opinions). Lifestyle is a behaviour with self-image to reflect its social status." (Kotler, 2002:192)

"There was music from my neighbor's house through the summer nights. In his blue gardens men and girls came and went like moths among the whisperings and the champagne and the stars. At high tide in the afternoon I watched his guests diving from the tower of his raft or taking the sun on the hot sand of his beach while his two motor-boats slit the waters of the Sound, drawing aquaplanes over cataracts of foam. On week-ends his Rolls-Royce

became an omnibus, bearing parties to and from the city, between nine in the morning and long past midnight, while his station wagon scampered like a brisk yellow bug to meet all trains.

(Fitzgerald, 1925: 43)

The quotation above describes that Gatsby's lifestyle is wonderful and he always do party. That's only to show how wealthy Gatsby and it also shows the materialism because the people who come to the party had been attracted with Gatsby's money and wealth. But no one to come be Gatsby's friends or having personal friendship with him. They just enjoyed the party that Gatsby do.

4.3. Materialism

Kristin Scott states, "Here, materialism means that, not only do we use our material resources as resources to make life more manageable, but that we also reduce our ultimate goals to the possession of things." (Kristin Scott, 2002:25)

4.3.1. Terminal Materialism

Kristin Scott states, " Terminal materialism means that the object is valued only because it indicates an end in itself, the ownership of a possession." Kristin Scott (2002:25)

"While we admired he brought more and the soft rich heap mounted higher— shirts with stripes and scrolls and plaids in coral and apple-green and lavender and faint orange with monograms of Indian blue.

(Fitzgerald, 1925: 99)

The above utterances happened while Gatsby showed off to Daisy. Gatsby showed his wealth, his new life, some wealth. It makes Daisy regrets because of his act on that time she didn't accept Gatsby when he was young because he was not rich.

4.3.2. Instrumental Materialism

Kristin Scott states, " Instrumental Materialism is the use of materialistic objects to make life longer, safer, more enjoyable". (Kristin Scott, 2002:25)

"I've got a man in England who buys me clothes. He sends over a selection of things at the beginning of each season, spring and fall."

He took out a pile of shirts and began throwing them, one by one before us, shirts of sheer linen and thick silk and fine flannel which lost their folds as they fell and covered the table in many-colored disarray. While we admired he brought more and the soft rich heap mounted higher—shirts with stripes and scrolls and plaids in coral and apple-green and lavender and faint orange with monograms of Indian blue.”

(Fitzgerald, 1925: 99)

The quotation above show that Gatsby and Daisy had conversation. Daisy said that she got a man who can give her anything, but from Gatsby. Past is show that Gatsby can give Daisy more than anyone else because on that day Gatsby is a rich person.

5. Conclusion

Based on the result and discussion, the writer conclude that there are some types of hedonism in this novel: ethical hedonism (consist of egoistic and universalistic hedonism), lifestyle, materialism (consist of terminal materialism and instrumental hedonism).

This novel show who is Gatsby, how is that Gatsby doing to become a rich person, who is Daisy and how loves Gatsby to Daisy. One of the reason of Gatsby to be a rich person is to take Daisy back to his life.

This novel also show there are so many impact of ethical hedonism one of that is be a materialism, it shows how regret Daisy, because she didn't accept Gatsby, because he wasn't rich.

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