

THE PORTRAYAL OF HEDONISM IN *HOW TO SELL* BY CLANCY
MARTIN

THESIS



BY:
DAVID FANANI
REG. NUMBER: A03216011

ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA
2022

DECLARATION

I am the undersigned below:

Name : David Fanani
NIM : A03216011
Department : English Department
Faculty : Arts and Humanities
University : UIN Sunan Ampel Surabaya

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APPROVAL SHEET

THE PORTRAYAL OF HEDONISM IN *HOW TO SELL* BY CLANCY MARTIN

By

David Fanani

Reg. Number: A03216011

Approved to be examined by the Board of Examiners, English Department, Faculty of Arts
and Humanities, UIN Sunan Ampel Surabaya

Surabaya, January 3, 2022

Thesis Advisor



Sufi Ikrima Sa'adah, M.Hum

NUP. 201603318

Acknowledged by:

Head of the English Department



Dr. Wahyu Kusumajanti, M.Hum

NIP. 197002051999032002

EXAMINER SHEET

This thesis of David Fanani (Reg. Number: A03216011) has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on February, 14th 2022.

The Board of Examiners:

Examiner 1



Sufi Ikrima Sa'adah, M.Hum.
NIP: 201603318

Examiner 2



Dr. Abu Fanani, S.S., M.Pd.
NIP: 196906152007011051

Examiner 3



Itsna Syahadatud Dinurriyah, M.A.
NIP: 197604122011012003

Examiner 4



Dr. Wahyu Kusumajanti, M.Hum.
NIP: 197002051999032002



Acknowledged by :

The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya



Dr. H. Agus Aditoni, M.Ag
NIP: 196210021992031001



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : David Fanani
NIM : A03216011
Fakultas/Jurusan : Adab dan Humaniora/Sastra Inggris
E-mail address : davidfanani13@gmail.com

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Abstract

Fanani, D. (2022). *The Portrayal of Hedonism in How to Sell By Clancy Martin*, English Department, UIN Sunan Ampel Surabaya. Advisor: Sufi Ikrima Saadah. M.Hum

Keywords: Hedonism, Happiness, Bad Habits

This study aims to understand the depiction of hedonism in the novel *How to Sell* by Clancy Martin. This novel tells about the life journey of Bobby Clark, who followed his brother to sell jewelry. This research focuses on two problem formulations, namely; (1) what type of hedonism appears in the novel, and (2) the impact of hedonism on the main character in *How to Sell*.

In this study, four types of hedonism emerged: Folk Hedonism, Hedonistic Egoism, Motivational Hedonism, and Value Hedonism. A reader response theory is employed to describe the point of view of the researcher seen the Novel.

This study found four forms of hedonism in Bobby. The first is folk hedonism related to his bad habit of consuming drugs; the second is hedonistic egoism associated with Bobby's habit of stealing from childhood. The third finding is that motivational hedonism is related to the reason Bobby shows off his wealth to his girlfriend and family by buying many luxury items. Value hedonism is associated with Bobby's money in the jewelry business, which gives him happiness.

This study shows that an individual's bad habits have a detrimental impact on himself and others. Bad habits can also be transmitted to the people around us and bring harmful effects into their lives. Bad habits in stealing and abusing drugs can create a series of events that have fatal consequences in our lives and those around us. In addition, seeking recognition from others for their efforts and sacrifices is futile.

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Abstrak

Fanani, D. (2022). *Penggambaran Hedonisme dalam Novel How to Sell Oleh Clancy Martin*, Program Studi Sastra Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Sufi Ikrima Saadah. M.Hum

Kata kunci: Hedonisme, Kebahagiaan, Kebiasaan buruk

Penelitian ini bertujuan untuk memahami penggambaran hedonisme dalam novel *How to Sell* oleh Clancy Martin. Novel ini menceritakan tentang perjalanan hidup Bobby Clark yang mengikuti kakaknya untuk berjualan perhiasan. Penelitian ini terfokus dua rumusan masalah yaitu; (1) apa tipe hedonisme yang muncul dalam novel, dan (2) dampak hedonisme yang terjadi pada karakter utama dalam novel *How to Sell*.

Dalam penelitian ini di temukan empat macam tipe hedonisme yang muncul, yaitu; Folk Hedonism, Hedonistic egoism, Motivational Hedonism, dan Value Hedonism. Teori respond pembaca di gunakan untuk membantu peneliti dalam memahami dan menganalisis novel dari sudut pandang peneliti. Dalam menganalisis penulis menggunakan metode deskriptif kualitatif karena semua data disampaikan dalam bentuk kata-kata dan kalimat. Peneliti menggunakan buku, artikel dan tulisan lain untuk mendukung analisis.

Penelitian ini menemukan empat bentuk hedonisme dalam diri Bobby, yang pertama ialah folk hedonism berhubungan dengan kebiasaannya dalam mengkonsumsi narkoba, yang kedua adalah hedonistic egoism berhubungan dengan kebiasaan mencuri yang di miliki Bobby dari kecil. Temuan ketiga adalah motivational hedonism berhubungan dengan alasan Bobby memamerkan kekayaan yang dia punya kepada pacar dan keluarganya dengan membelikan banyak barang mewah, dan Value hedonism berhubungan dengan uang yang Bobby peroleh dalam bisnis perhiasan memberikan kebahagiaan kepada dirinya. Penelitian ini menunjukkan bahwa kebiasaan buruk seorang individu membawa dampak yang merugikan bagi dirinya dan orang-orang di sekitarnya. Kebiasaan buruk juga dapat ditularkan kepada orang-orang di sekitar kita dan membawa dampak buruk ke dalam kehidupan mereka, seperti kebiasaan buruk dalam mencuri, dan menyalahgunakan narkoba dapat membuat rentetan kejadian yang berakibat fatal dalam kehidupan kita dan orang-orang di sekitar kita. Selain itu, mencari pengakuan dari orang lain atas usaha dan pengorbanan yang kita lakukan adalah hal yang sia-sia.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

The word “hedonism,” which derives from the Greek word ἡδονή (hēdonē), literally translates as “pleasure.” Moore (2019, para. 1) argues that all hedonism theories have one thing in common: they are motivated primarily by pleasure. Hedonists usually think of pleasure and pain as broad, which means that both the pleasure of reading a good book and the pain of reading a lousy thesis is part of it. Weijers (2012) claim that most people do not like hedonistic theories because they only talk about pleasure and pain. If hedonistic theories only talked about pleasure and pain, they would not be unpopular. Weijers (2012) argues that the oldest written record of hedonism is Cārvāka. Cārvāka was a philosopher from India and the oldest written in the history of hedonism. It is based on the Barhaspatya sutras, or Barhaspatya norms, an Indian philosophical belief. The Cārvāka lived for two thousand years (from about 600 BCE). Koller (1977) says Cārvāka advocated skepticism and Hedonistic Egoism, which claims the right thing to do is the one that makes us happy. The Cārvāka remarked that sometimes sensual pleasure caused suffering, but it was worth it.

Feldman (2004) states that in hedonism, the main idea is that living a happy and fulfilled life is the same as living a Good Life. In this sentence, “The happy and fulfilled life is a good life.” It is a concept that can be conveyed in a multitude of ways. People may still be unable to comprehend it fully. Bentham

(cited in Weijers, 2012, p. 26) defined the highest good as happiness, which he described as pleasure experienced without suffering. Although he accepted the hedonistic and self-centered character of human motivation, he claimed that the proper standard for moral behavior should enhance the group's happiness as a whole. Mill (2019, p. 9) also thought that happiness, which he defined as pleasure and the avoidance of pain, was the best thing in the world to have. Mill (cited in Weijers, 2012, p. 29) said that pleasures could be better or worse in quality. Mill used the idea of higher and lower pleasures to avoid suggesting that his hedonism was just like Bentham's philosophy of swine. These are the kinds of pleasures that we have in common with other animals, like when we get thirsty or have sex. They are the kinds of pleasures that we have in common with other animals.

Higher pleasures are linked to the mind, like listening to opera, being virtuous, or pondering. These types of pleasures were thought to be unique to humans. George Edward Moore (cited in Weijers, 2012, p. 29) was a big part of ending hedonism's short-lived popularity. Moore was a pluralist when it came to value. He argued well against the Value Hedonists' main point, which was that pleasure is the only thing that has intrinsic value. Bentham (cited in Weijers, 2012) has an opinion about intrinsic value; It's important to remember that only intensity and length have intrinsic value for a person. Someone needs to have certainty, closeness, fecundity, and purity because they make it more likely to feel good and evil in the future. Zimmerman & Bradley (2019, para. 8) says the concept of intrinsic value has been characterized above in terms of the value that something has "in itself," or "for its own sake," or "as such," or "in its own right."

Understanding of Hedonism develops through various studies on literary works, such as research conducted by Mahendra (2016) in the title “*Hedonism as Portrayed in Sophie Kinsella’s Confessions of a Shopaholic and Alberthiene Endah’s Gadis Matre: A Comparative Literature*,” analyzing the similarities and differences between the main character’s issues, which include shopping for branded goods, competition, and materialism. Karlia (2018), in “*An analysis of Hedonism in Oscar Wilde’s The Picture of Dorian Gray*,” tells about a young and attractive man preoccupied with his beauty and is convinced that hedonism is the only path to happiness. Additional research by Ananda M. (2020) “*Hedonism In Fitzgerald The Great Gatsby*.” The study found that a hedonistic attitude, betrayal by a loved one, and death affect how satisfied you are with your life. Research involving hedonism using a literary approach, such as that described above, is necessary to understand the concept of hedonism in general better.

What distinguishes this research from previous research is the issue in the novel; the problem is how hedonism appears in the main character, influenced by the people closest to him. In addition, hedonism can be transmitted from childhood by their environment. Hedonism can also arise when an individual is ostracized by his environment. What happens is that an individual seeks recognition for himself to the people around him

Research involving hedonism using a literary approach, such as that described above, is necessary to understand the concept of hedonism in general better. Different points of view are used to explore the meaning of happiness in a novel by examining the characters’ lives, lifestyles, habits, and behavior. The

researcher conducted a study involving concepts to reveal and expose hedonism in a novel entitled *How to Sell* by Clancy Martin. This book narrates Robert (Bobby) Clark's life story.

The novel *How to Sell* uses a first-person perspective. The narrator of this novel is the main character named Bobby Clark, a 16-year-old teenager from Calgary, Canada. Bobby has a habit of stealing from childhood; when in high school, he was expelled from school because he was caught stealing a jewelry box containing a ring. Bobby has an older brother who works as a jeweler in Texas, USA. When his brother learned that Bobby was kicked out of school, he told Bobby to follow in his footsteps and work at Fort Worth Deluxe.

Bobby learned how the intricate art of selling was: from faking certificates to making phone scams and labelling new items on polished second-hand Rolex watches. When Bobby apprenticed, his first job at the Fort Worth Deluxe Diamond Exchange was fixing expensive watches. Polishing the brass numbers kept on the table at the shop entrance and vacuuming Mr.'s office's stairs. Bobby is crazy about Lisa, a girl having an affair with his brother Jim. Lisa, Bobby, and his brother had to quit their job because Bobby stole large amounts of money. After all, he felt sorry for Lisa.

A year after the incident, the Clark brothers opened their jewelry shop. Bobby, who decided to marry his girlfriend and childhood friend, Wendy, could not forget Lisa. Until one day, they were met by one of Jim's nightlife women; from there, Bobby's household life began to mess, their business began to collapse, and this. Ending in the tragic incident to Lisa, she committed suicide

because she was haunted by guilt and felt that she had ruined Bobby and Jim's lives.

Bobby's genuine interest in Lisa, following Jim's whatever, and seemingly willing to do whatever it takes to emulate his brother makes him an impassioned person. On the one hand, all the events that he went through with his brother opened up new knowledge that was useful for him. However, an unhealthy lifestyle affected his life and destroyed whatever he had built. In this study, the researcher formulated three research problems; the questions were 1) what types of hedonism appeared in Bobby's life? And 2) how did hedonism impact Bobby's life?

1.2 Objective of Study

Looking at the problems raised above, the objective of this study is;

1. To find out the type of hedonism that appears in Bobby's life
2. To find out the impact of hedonism on Bobby's life

1.3 Significance of the Study

The researcher hopes this research can contribute references for academics, students, and people interested in developing other studies related to hedonism. In addition, the researcher hopes that readers can take many lessons from this research about our lifestyle and bad habits that can significantly impact the lives of those around us.

1.4 Scope and Limitation

This research includes the novel *How to Sell* by Clancy Martin. The analysis only focuses on the text in the story that relates to hedonism that happens in Bobby's personal life and the influences given by Jim and Lisa as his closest people.

1.5 Methods of Study

This subchapter described what the researcher used: research design, data source, data collection, and data analysis.

1.5.1 Research Design

This study employed the qualitative method, which means that the data was solely from literary texts in the novel *How to Sell*. Researcher interpret the data collected to ensure that the analysis is complete and accurate.

1.5.2 Data Source

The research's primary data source is Clancy Martin's *How to Sell* sentences, conversations, and narratives. Additional sources, such as academic books, substantiate the research analysis and findings. Other sources, such as journals and internet articles, are concerned with the same subject as the research.

1.5.3 Data collection

The researcher collects information through steps presented in greater detail below:

- a. The researcher read the novel thoroughly and repeatedly to get a deep understanding and find the issues by making data tables.
- b. The researcher created data table from all relevant words, phrases, sentences, and paragraphs from the *How to Sell* novel
- c. The researcher classified the collected data into the type of hedonism, the emergence of hedonism, and its impact then interprets each quote..
- d. The researcher collected additional sources and relevant theories from journals, articles, and books to support data analysis.

1.5.4 Data Analysis

- a. The researcher divides the discussion into two issues: the type of hedonism and the impact of hedonism.
- b. The researcher explains the types of hedonism and the effects of hedonism found in the novel.
- c. The researcher interprets the results through analysis.
- d. The researcher draws conclusions based on analysis.

CHAPTER II

THEORETICAL FRAMEWORKS

2.1 Reader Response Theory

Klarer (2004) argues Reader response is a theory that appears to shift the dominant influence of New Criticism. Reader response is a theory developed in the 1960s, reader response theory focuses on the point of view of the reader. Bennett & Royle, (2016) states that reader-response criticism is a term that describes a lot of the most popular literary theory ideas of the second half of the twentieth century. . Reader-response is a textual interpretation seen as an active process by critics. Because reading is an essential component of any text, these critics try to map out the reading process and the reader's function. Stanley Fish (Cited in Bennett & Royle, 2016, p. 33) asserts that every reader is a member of a group of readers. Every individual, according to him, reads by the rules of their "interpretive community." In this paradigm, a reader's reaction is determined by the conventions of the reading given to them in a particular socio-historical context. Karya Wolfgang Iser (Cited in Bennett & Royle, 2016, p. 33) exemplifies the third strand of influential reader-response criticism.

The user describes the ways in which reading involves the interaction between the elements of the text and the act of reading itself. Iser explores the ways in which texts are 'concretized' – given form or meaning in the act of reading. For Iser, neither text nor reader should be studied separately.

Reader response theory is used in this study with the aim of strengthening the opinion of the researcher in the analysis carried out. In addition to strengthening the analysis carried out by the researcher, the reader response theory was used to collect data and describe the researcher's point of view regarding the hedonism depicted in the *How to Sell*.

2.2 Hedonism

Daniel Michael Wijers (2012), in his research entitled "*Hedonism and Happiness in Theory and Practice*," explains that the concept of hedonism has various types, which divided into six categories, namely:

2.2.1 Folk Hedonism

The category of Folk Hedonism, according to Weijers (2012), usually refers to a clumsy merging of Motivational Hedonism, Hedonistic Egoism, and a careless approach to anticipating the future. "Non-philosophers," according to Weijers (2012), who employ the term hedonism, feel that hedonists care about the present moment and have no respect for the future. In the end, folk hedonism is a term that people who are not philosophers use to describe someone who always wants to have sex and take drugs. However, it does not matter if this hurts the health of their own and other people's marriage or love lives.

2.2.2 Value Hedonism and Prudential Hedonism

Value hedonism is a category of hedonism that talks about value. In weijers (2012) opinion, the intrinsic value is the value in something that can stand alone.

For example, the intrinsic value of money is the value in itself, starting from nominal to raw materials for manufacture. This value is, of course, different in each applicable currency, both in one country and another. The hedonists who follow this idea describe money as providing satisfaction and avoiding misery; for example, we can buy a house, private vehicle, food, and drink with cash.

Meanwhile, prudential hedonism is a theory of welfare. Weijers (2012) states that prudential hedonism is more specific than value hedonism because prudential hedonism determines the function of value itself. Long-term satisfaction is after, such as health insurance, education, property, and business.

2.2.3 Motivational Hedonism

Motivational hedonism, more commonly known as Psychological Hedonism, Weijer (2012) states that the desire for pleasure guides all of our behavior. A substantial explanation of Motivational Hedonism says that what regulates our behavior is solely the desire to get satisfaction and avoid suffering. In a discussion between Socrates and Glaucon about Gyges ring, the ring will give extraordinary power to anyone who wears it (one of which is the ability to see through) (Weijers, 2012).

Glaucon argues that with strength like that, people will pursue their goal of getting the ring even if it is at others' expense. In contrast, Socrates disagrees; according to Socrates, good people will control this desire because of their intense love for justice nurtured through philosophy. Another example of Motivational Hedonism appears as action based on a soldier's sense of responsibility. This

soldier died, preventing victims from falling from a bomb. This example concludes that many of our decisions must have motives behind them and are not solely based on craving satisfaction and avoiding misery (Weijers, 2012)

2.2.4 Normative Hedonism

There are two types of Normative Hedonism, Weijers (2012) claims one is Hedonistic Egoism, and the other is Hedonistic Utilitarianism, both of which fall under the umbrella of Normative Hedonism. These two types of moral judgments rely solely on happiness in determining whether a moral action is right or wrong. So in Normative Hedonism, happiness will appear after or before a hedonist acts by moral values, such as assisting people who have fallen and feeling good about it afterward.

2.2.5 Hedonistic Egoism

Weijers (2012) states that hedonistic egoism believes that all of a hedonist's behavior is motivated by self-interest and that hedonists are sometimes unaware of the ramifications of their actions. To get what they want, they may have to do painful or uncommon things, like torturing an innocent person, if they have to deal with real-life issues. Thus, followers of the religion will take advantage of every opportunity to earn pleasure, whether stealing from the less fortunate or murdering unintentional victims.

2.2.6 Hedonistic Utilitarianism

Weijers (2012) states that hedonistic utilitarianism believes that the best action is the one that provides the most significant amount of excellent satisfaction to the greatest number of people possible. It is equally important to consider the happiness of all those involved in the decision-making process and experiencing pleasure. According to Hedonistic Utilitarianism, those who make decisions based on moral bonds will be head an innocent friend to achieve mutual happiness. In the opinion of some philosophers, the execution of a friend who has done nothing wrong is immoral because it ignores the fundamental values of justice, friendship, and truth.

The researcher employed four varieties of hedonism in this study: Folk hedonism, Hedonistic Egoism, Value hedonism, and Motivational hedonism. Other types of hedonism were not found in this study because the data that had been collected did not describe other types of hedonism.

2.3 Review of Literature

Research using the novel *How to Sell* has never been done before so to support the researcher in improving his research, the researcher should comprehend the past studies on the same subject before carrying out an analysis. Review of literature helps comprehend a new field of study, monitor recent trends in research, and understand the state-of-the-art of a research subject.

Mahendra (2012), in the title "*Hedonism as Portrayed in Sophie Kinsella's Confessions of a Shopaholic and Alberthiene Endah's Gadis Matre: A Comparative Literature.*" Mahendra uses sociology of literature because the two

novels have a relationship with society. Therefore, literary works are part of the scope of sociology. Furthermore, Mahendra compares the two novels from Indonesia and England, where this comparison has the same motif, namely hedonism. The research found that a hedonistic mindset can have a harmful impact, such as the pleasure of wasting money. The habit of shopping for expensive things can result in a person having debt everywhere if done excessively and being hated by people around or by the opposite sex. Another research on hedonism was conducted by Ananda M. (2020) . In title “*Hedonism in Fitzgerald the Great Gatsby.*” During her research, she determined that Jay Gatsby’s hedonistic lifestyle, as detailed in the novel, impacted his loss of identity due to the betrayal of his closest friends and family.

Furthermore, research on hedonism appears in a male character named Dorian Gray in a study conducted by Karlia (2018) under “*An analysis of Hedonism in Oscar Wilde’s The Picture of Dorian Gray.*” The character of Dorian Gray is a young and handsome man obsessed with his physical appearance, and he embraces the principles of hedonism in his life. Psychological literature theory helps to understand how hedonism can destroy a character’s life through an approach to a character’s psyche which becomes selfish, lacks empathy, and likes to kill himself.

The previous study considered in this research is “*Hedonism as Reflected In Hemingway’s The Snows of Kilimanjaro*” by Setyaningrum (2018). She uses Ernest Hemingway’s short story *The Snows of Kilimanjaro* data sources. This research aims to determine the value of hedonism and its influence on the main

character in the short story. In this study, the value of hedonism in the story is the main character's materialism, which dominates the story's content. The main character has bad behavior and habits based on consuming excessive alcoholic beverages, so liquor becomes the main character's lifestyle. In addition to consuming drinks, the value of hedonism in the story is the motivation for hedonism. The main character is too focused on seeking pleasure from his bad habits of looking for riches and gambling.



CHAPTER III

ANALYSIS

In this chapter, the researcher answers the two questions raised in the previous section. The researcher describes how many different types of hedonism can be found in the novel and then explains how Bobby comes to be influenced by hedonism. And then the researcher reveals how Bobby's life is affected by hedonism.

3.1 Types of Hedonism Found in the Novel

In this subchapter, the researcher finds several types of hedonism in the novel *How to Sell*, including Folk Hedonism, Hedonistic Egoism, Motivational Hedonism, and Value Hedonism.

3.1.1 Folk Hedonism

Folk hedonism is a term for those who only seek pleasure for themselves without paying attention to the effect or impact they cause on their future or that of others. In his theory, Weijers (2012) revealed that the pleasures referred to in folk hedonism include sex, drugs, and rock n roll. Weijers (2012) demonstrated that the term hedonism in modern literature tends to lead to humans who do not think about their future so that their lifestyle and thoughts often harm their lives and those around them.

In the novel *How to Sell*, Bobby as the main character tells how a teenager who dropped out of school followed his brother to a neighboring country to try his luck, influenced by the habits and thoughts of the people around him. The biggest

thing that gets the spotlight in the story is Bobby's habit of taking drugs. In the opinion of researchers, drugs are one of the topics that become a common thread in *How to Sell Novel*.

Crocq (2007) states that a psychoactive drug can be used recreationally to change users' thoughts and feelings. The psychoactive drug can be used for pleasure, casual reasons, or pastimes, such as a party. There have been a lot of people who use some potentially addictive substances regularly, so they've come to be seen as imported goods.

Cocaine is the first type of drug to appear in the story, American Heritage Dictionary (2022) explains that cocaine is a crystalline alkaloid (Cocaine) extracted from coca leaves and used as a local anesthetic for the eyes, nose, and throat in medicine. Euphoria and stimulation are two of the reasons it's a popular drug. Bobby uses cocaine not for health reasons because he uses these drugs for fun. "I did another bump. It was fun, walking through the quiet cold streets, in the open like this, sniffing cocaine." (Martin, 2010, p. 116).

Besides cocaine, Bobby also uses Jim's ecstasy on their trip while their father is hospitalized. Meyer (2013) states that ecstasy is a popular drug for people who want fun. It is mainly made up of 3,4-methylenedioxymethamphetamine (MDMA). People who take MDMA say that it makes them happy, more energized, and friendlier. Common side effects are nausea, headaches, a high pulse rate, bruxism, and trismus. Some people say their moods have changed a few days after ecstasy. In the short-term, ecstasy users who take MDMA have more serotonin and norepinephrine (NPR) released. "In first class, we got drunk

on free brandy-and-sodas, and Jim gave me some Ecstasy.” (C. Martin, 2010, p. 112). Consuming ecstasy, according to Jim, is herbal medicine and not something that damages a person’s health. Ecstasy is also a trend among Lisa’s friends, and nothing is wrong with him and Bobby if they want to try ecstasy.

Meth or methamphetamine is one of four types of drugs that Bobby consumes. Yu. (2015) in his journal mentions that Methamphetamine (METH) is a psychoactive drug that has stimulant, euphoric, empathogenic, and hallucinogenic properties. It is part of the phenethylamine and amphetamine class of drugs. When dopamine and serotonin levels rise quickly, many of these effects happen. These short-term effects of METH are followed by long-term damage to dopamine and serotonin release in nerve terminals, gliosis, and apoptosis, which last for a long time.

“I did another bump. It was fun, walking through the quiet cold streets, in the open like this, and sniffing cocaine. It was like we were the ones making the laws. Or the laws could apply to the other people, and we stood above them.” (C. Martin, 2010, p. 116).

The data shows that cocaine is consumed as one of Bobby’s ways of seeking pleasure. The effect caused by the cocaine consumed by Bobby makes him feel like a free individual. It has a higher degree than other people. The results of cocaine are part of folk hedonism, which explains that Bobby’s happiness after consuming cocaine is short-term and destroys Bobby’s common sense. Bobby has a bad habit, which he inherited from his brother Jim, which is the consumption of Meth. Jim gave Bobby cocaine to use as an excuse to warm Bobby’s body during their meeting when Bobby had just arrived in Texas.

“Here, take a bump. This way.” He turned the bottle over twice and inhaled sharply into each nostril. “There you go. You’ll like it. Go ahead, do a couple more. Warm yourself up. That’s probably enough for a start. Oop, slow down. You gotta be careful with that stuff. Here, pass it over. I’ll join you. Lisa? Your turn. I trade it with a fellow for help with his watches” (Martin, 2010, p.25)

Jim’s first time into the world of drugs was when Jim attended the Shattuck military academy in Faribault, Minnesota. There Jim began to use, smuggle and distribute illegal drugs. “At Shattuck, Jim met the fellows who helped him to become a drug smuggler and a dealer”(Martin, 2010, p.44).

Bobby’s drug use can be traced back to Jim in part because of their relationship as brothers with him. As Bobby’s older brother, Jim had a detrimental influence on him regularly. “Here,” he said and took out his little brown bottle. “This will help him. Come on, Bobby, this will perk you up.” He started to tap out a line of cocaine on the table” (C. Martin, 2010, p. 124). According to the data, Jim presented a tiny bottle containing cocaine. Having observed the negative consequences of cocaine addiction, Jim casually administered cocaine to Bobby to make him feel relaxed.

Jim and Bobby’s use of drugs and alcohol is almost universal; they frequently consume large quantities of alcohol. The alcohol and drugs they consume daily, as well as the cigarettes they smoke, can cause damage to their mental and internal organs. In addition to causing physical harm, finishing prohibited items necessitates the expenditure of a significant sum of money. We can only imagine how much it costs them to abuse drugs. Let alone consume other substances such as alcohol or go to brothels or nightclubs for entertainment.

“We stopped for a six-pack of beer and took some more of the pills. We had our arms around each other and explained how we felt about our childhood. Jim was embarrassed. He checked on the driver by looking in the mirror. But the radio was playing tinny Mexican music” (Martin, 2010, p.129).

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“We stopped for a six-pack of beer and took some more of the pills. We had our arms around each other and explained how we felt about our childhood. Jim was embarrassed. He checked on the driver by looking in the mirror. But the radio was playing tinny Mexican music” (Martin, 2010, p.129).

In addition to causing physical harm, using banned items requires much money to pay for. People who use drugs cost money. Let alone drink alcohol or go to prostitutes or nightclubs to have fun. In those days, Bobby, who was still in his teens, had no choice but to emulate Jim’s bad habits. Suppose Bobby does not drop out of school for stealing a jewelry box and then relocate from Canada to Texas to try his luck as a jewelry seller. Jim would have been a good role model for his younger brother, and Jim would have been a good role model for Bobby. His life would have been much better. Following in Jim’s footsteps, but in reality, Jim negatively influenced his younger brother. Spreading bad habits could have ruined his younger brother’s childhood and development.

After Jim and Bobby established their jewelry store, Bobby frequently experienced stress working long hours on a tired body. Jim and Bobby had a habit of letting their hair down at a strip club to relieve stress.

“After the last of the diamonds, we went to a dark topless bar in Eules Jim liked. The girls were not as pretty as in the Dallas titty bars, but they worked harder. Lap dances were two for twenty dollars, and for fifty, you could get a hand job in the backroom. You don’t get that kind of treatment in upscale places. We each blew five hundred bucks or so of our sweeps money. It was a pleasant evening” (Martin, 2010, p.174).

The two of them frequently stop by to hire women for the night or to have fun by consuming drugs or alcohol to alleviate their exhaustion after a long day at work, among other activities. Due to his brother’s influence, Bobby has unconsciously adopted his brother’s interests, orders, and habits since following in his brother’s footsteps. Bobby was only interested in proving that he could be like Jim, regardless of Jim’s effect on him. Similarly to what Lisa’s character says in the data below

“It’s not that,” I said. “It’s not like I’m trying to impress him. I just want to do a good job. I want to be a good employee.” “He’s already proud of you, Bobby. You don’t have to prove anything to him. He loves you because you’re his brother. Because you are the person you are. Not because of anything you’re doing” (Martin, 2010, p.115)

As a young man, Bobby has an addiction to a character named Lisa. Bobby is so infatuated with Lisa that he is willing to sacrifice anything to make Lisa happy. Their closeness started from their meeting with Lisa when Bobby first set his foot in Texas. Bobby was amazed at the physical shape at the beginning of

their meeting. Lisa's outfit and how she treated Bobby had an inherent memory and made Bobby fall in love with Lisa.

“But she looked like a woman in a magazine. She didn't look like a normal everyday woman who might be sitting in a car with you. Though it was a limousine, she did look like a woman in a limousine. Like a dream woman in a dream limousine” (Martin, 2010, p.27)

Lisa had treated Bobby special from the first time they met, making Bobby melt with Lisa's treatment of him, which seemed to pamper Bobby with soft touches. Sweet words and gestures that Lisa gave to Bobby. “That's enough for right now. There's no hurry. You could put your head in my lap if you like”(Martin, 2010, p.28–29).

Lisa is the person who often accompanies and teaches Bobby about taking drugs. Besides Jim, Lisa is one of the reasons why Bobby is addicted to drugs. “Here,” she said. “Take another. Take some more.” She handed me the pipe. I reached for the lighter. “No, let me light it for you,” she said” (C. Martin, 2010, p. 58). In terms of drugs, Lisa is a woman who understands the ins and outs of drugs. Starting from the dealer, the process of distributing drugs, to how people enjoy drugs are things that Lisa has control over.

When illegal drugs come up, Lisa explains to Bobby how the cocaine ended up in her possession. She is also acquainted with the individuals who manufacture and distribute cocaine. One of the reasons Bobby abuses drugs is the ease with which he can obtain these drugs, which causes Bobby to become addicted to Jim and Lisa's way of life.

“You don't know what's in that cocaine. It goes through so many hands before it gets to Texas. But with crank, it's manufactured

right here in Fort Worth. I know the guy who makes it. It's practically like buying it at the pharmacy" (Martin, 2010, p.87)

In addition to having a thorough understanding of how drugs spread, Lisa explained how the forbidden goods came into her possession and the distributed types of drugs. Bobby's character, Lisa, is the driving force behind his drug use, which eventually became a habit. This habit lasted for a long time until, in the end, they both separated because Bobby stole a considerable amount of money where they worked. The money he stole, and he gave it to Lisa. This act made them both run away and never see each other again for a long time.

Bobby's way of thinking has become distorted due to his blinding love for Lisa and the evil influence that Lisa has brought into Bobby's life. Because Bobby had chosen to marry Wendy after years of separation and had one daughter, their affair should have ended long ago. However, it did not. It was lust and greed that had taken the place of logic in his mind. Bobby's life should have been made better by Jim and Lisa, and Jim should guide his brother down the right path.

At the end of the novel *How to Sell*, a tragic incident happens to Lisa. The big fight between Lisa and her boyfriend took her life. The data description listed below shows that Lisa fought with her boyfriend over drug and money matters. Before Lisa's conflict with her boyfriend happened, Lisa also fought with Bobby on a trip and forced Lisa to get out of the car and leave Bobby alone. However, when Bobby arrived at Lisa's apartment, Bobby had to see a terrible incident in front of him. Lisa's body lay limp in a trash can. Nevertheless, when guilt haunts him, Bobby begins to contact people close to Lisa, trying to find the whereabouts of this woman who is his mistress.

“When I went downstairs, I saw blood on the graveled steps. I had not noticed it coming up. He must have been drunk and fallen down the iced stairs. And climbed back up again. Or maybe they had carried him up, and that was what cleared out the party. The two of them had a fight. Over drugs, and therefore the money in his hands. He was her connection, too, and she was always owing him money” (Martin, 2010, p.280)

When humans think and make healthy decisions, they can build love, social relationships, and a sense of well-being for themselves and others. Complicated problems and harsh realities often stress people. They choose to run away rather than bear the heavy burdens of life. One clear example of this is what happened to Bobby and Lisa, which demonstrates that they are both mentally ill and unwilling to face the harsh realities of life. Lisa chose to work as a prostitute because, in Lisa’s opinion, this is a simple job to perform. Bobby must swallow the bitter betrayal of Lisa’s feelings for him. Negative things must come into contact with what she does in the workplace due to his involvement in an unhealthy love relationship that continued until the end of his life. Although Lisa died during life’s difficulties at the end of her life, the overall theme remained the same. Money, sex, drugs, alcohol, physical violence, and everything else she believed she deserved were all given to her. Ultimately, this resulted in her death, which Lisa attributed to her actions, which she had initiated.

3.1.2 Motivational Hedonism

All the behavior that a hedonist does is because they desire to avoid pain and achieve happiness. Most of the philosophical notes of Hedonism Motivation include the conscious and unconscious desire to have fun, and this is why

motivation also has another name, namely psychological hedonism. In his theory, Weijers (2012) reveals that Motivational Hedonism can be described as an action based on motivation from within a hedonist. Many of our decisions are based on unwelcome motives and avoiding pain.

In Bobby's life, many things he did were based on his desire to prove something to those around him, from the theft he committed to the property and objects he sacrificed to get a confession. And according to the researcher, the most significant thing found in all of Bobby's behavior regarding only drugs, theft, and the waste of wealth that he did was based on wanting to be admitted or seeking confession. The recognition he wants to get is from the valuable people in his life. One of the most helpful people in his life who he has inspired is his older brother, Jim.

Jim has always been the kind of brother who looks out for his brother. Jim primarily discusses many vital decisions or events in Bobby's life or decisions, serving as his primary advisor.

“I should have known that as soon as the pitch started, Jim believed the lies he was throwing me. It's like being an actor or prime minister, you get all worked up with the audience, and you think you can say nothing false or unbelievable” (Martin, 2010, p.8)

Following or discussing life problems with older siblings may be good because we can get a different perspective on life's problems. However, in Bobby's case, his brother Jim is a person who has a bad influence. He makes his younger brother feel calm and does not blame or advise the habit of stealing. “It is not your fault,” he said. “The same thing happened to me, more or less, it was just drugs instead of thievery” (Martin, 2010, p.8)

In addition, the bad influence given by Jim and as an example by Bobby is the way Jim gives sweet promises to many people to lie to them. Like Jim, who initially invited Bobby to follow his steps in buying and selling jewelry in the United States. The lure that Jim gave Bobby was about how easy it was to get money in his business.

“Dad knew what he was doing when he moved to the States. You and me lead the next charge. Let me handle Mom. I’m making five grand a week down here. That’s twenty thousand dollars a month. Plus the company car. A Porsche! Next year I get the convertible. You would live rent-free” (Martin, 2010, p.8–9)

Aside from money and wealth, Jim also promises Bobby girls whom he believes will be easy to impress if Bobby decides to follow in his footsteps. If Bobby started working on a jewelry business in Texas, Money and girls would soon follow.

“Of course, you’ll meet girls! You’ll meet a thousand of them. That’s what Mr. Popper hires if he can. Half the sales force is girls. College girls, too. Coeds! You know what they’re like. And customers. Girls love jewelry, Bobby. That’s most of the market. And women, of course. But lots of girls. You should see the girls! Everybody knows about the girls in Texas. They are the best girls in the whole country” (Martin, 2010, p.9)

Jim’s character makes sweet promises to Bobby in the form of the allure of women, promising that the work. Jim brings him into close contact with women, beginning with the boss he works for and recruiting women to work in his shop. Jim has a strong relationship with college girls who intern at Jim’s place and women who enjoy jewelry. However, Jim is also Bobby’s older brother. He provides Bobby with advice on succeeding in the jewelry trading business. He

explained how the price of jewelry could increase many times over and generate enormous profits in the process.

“You don’t know how cheap it is until you’re on the inside. You can buy jewelry for nothing! I had no idea. It’s triple key, quadruple key, five times. That’s industry language. Triple key means you sell it for three times what it costs. You’ll learn all that when you get here” (Martin, 2010, p.9–10)

Bobby has a bad habit, which he inherited from his brother Jim, which is the consumption of Meth. Jim gave Bobby cocaine to use as an excuse to warm Bobby’s body during their meeting when Bobby had just arrived in Texas.

“Here, take a bump. This way.” He turned the bottle over twice and inhaled sharply into each nostril. “There you go. You’ll like it. Go ahead, do a couple more. Warm yourself up. That’s probably enough for a start. Oop, slow down. You gotta be careful with that stuff. Here, pass it over. I’ll join you. Lisa? Your turn. I trade it with a fellow for help with his watches” (Martin, 2010, p.25)

Jim’s first time into the world of drugs was when Jim attended the Shattuck military academy in Faribault, Minnesota. There Jim began to use, smuggle and distribute illegal drugs. “At Shattuck, Jim met the fellows who helped him to become a drug smuggler and a dealer”(Martin, 2010, p.44).

Due to his brother’s influence, Bobby has unconsciously adopted his brother’s interests, orders, and habits since following in his brother’s footsteps. Bobby was only interested in proving that he could be like Jim, regardless of Jim’s effect on him. Similarly to what Lisa’s character says in the data below,

“It’s not that,” I said. “It’s not like I’m trying to impress him. I just want to do a good job. I want to be a good employee.” “He’s already proud of you, Bobby. You don’t have to prove anything to him. He loves you because you’re his brother. Because you are the person you are. Not because of anything you’re doing” (Martin, 2010, p.115)

As Bobby's younger brother, he highly values brotherhood, often in the context of a romantic relationship. Bobby is more worried that Jim will no longer consider him a brother. Bobby thinks that losing a woman in life can be overcome, but siblings are still siblings after all.

“I realized that if Jim told me that I could not see Lisa anymore, I wouldn't. He was more important than any person. He was my brother. You can break up with your girlfriend, you could divorce your wife if you had one, but your brother is always your brother” (Martin, 2010, p.121)

In terms of business, Jim established himself as a person willing to share a great deal of his knowledge with others. Consider the topics of jewelry sales and marketing. They include questions such as how jewelry they sold, who is supposed to buy it, and when the best time to buy jewelry is. In one case, Bobby revealed that Jim could sell a piece of jewelry that he considered unsightly to buyers for a high price. On the other hand, Jim managed to sell the jewelry to drug dealers. However, Jim was also successful in selling it to celebrities on a few occasions. “Jim would sell Alan, and our other drug-dealer and celebrity clients crap like this because it was what they wanted and it was very profitable” (Martin, 2010, p.170)

Jim is not the right person to build a good marriage relationship with because he never took a domestic relationship seriously. Jim passed this on to Bobby. When the two have their jewelry store, Bobby has had many problems with his family. His marriage with Wendy makes it difficult for him to run his business with Jim. On the other hand, Jim often took him to prostitution. He

continuously supplied them both with their bad habit of taking drugs. Bobby gradually shares the same point of view in taking care of his family.

“I’m moving out. I’m leaving Wendy,” I said. I watched his face as I said it. I knew he would be pleased. Not at my unhappiness, not at all. But between brothers, if you are close, it is a victory when your brother has serious trouble with his wife. Otherwise, the wife divides the two of you, at least partially” (Martin, 2010, p.196)

The data shows that Bobby makes decisions in his household relationship with Wendy focuses on his brotherly relationship with Jim. Bobby chose his business with Jim rather than his happiness with Wendy and his daughter Claire. They should be Bobby’s responsibility as a father and head of the family. Jim, who should have given positive suggestions, agreed with Bobby’s decision to leave Wendy.

“What a shock,” Jim said. Then he saw my face, and he was gentler. “That’s a good idea,” he said. “You know what I think. That hasn’t been a real marriage for some time now. You don’t have to get divorced right away. Separate. That’s what I like to do” (Martin, 2010, p.196)

Not only giving feedback makes Bobby’s decision to run away from his responsibilities as the head of the family even more unanimous. Jim, who was supposed to play the older brother, even advised Bobby to continue his illicit relationship with Polack.

Bobby also has an excessive obsession with women, shown in his romantic relationships with the women in his life. He is willing to make choices that endanger his job, good name, and even life.

“I had fallen asleep in the food court once and been kicked out by security guard. I only started going to the mall in the first place because Wendy liked the Caesar salads from the Copper Creperie, and I would bring them to her for lunch. I had to sneak in and out of

my own high school because Mr. Robinson had his eye out for me” (Martin, 2010, p.12)

Bobby, who is already obsessed with his girlfriend, Wendy, is even willing to skip school to please his girlfriend. The deed indicates that Bobby is obsessed and no longer uses his common sense. At the beginning of the novel, Bobby is willing to sell a diamond ring belonging to his mother. Bobby thinks he cannot lose his girlfriend if he has the money to please Wendy.

“I needed the money. My girlfriend was leaving me for a grocery store produce clerk named Andrew.... So I took the ring and put it in my pocket. I removed the red rubber stopper from the drain so that my mother would believe the ring had flushed into our plumbing” (Martin, 2010, p.3)

One thing that Bobby is looking for is satisfaction in having sex with his girlfriend. He also often does this because he feels happy by having sex with Wendy. “That was frequently the only part of our sex that was thoroughly happy for me” (Martin, 2010, p.17)

After Bobby worked, he followed his brother to Texas, USA. Bobby sends many gifts to Wendy as proof that he can be successful without finishing high school. He gave Wendy a Seiko gold watch, a pair of half-carat diamond earrings, and an emerald ring. Krugerrand coin for Wendy’s father and a fourteen-carat cloisonné bracelet for Wendy’s mother, and a gold panda pendant.

“Seven hundred and sixty dollars, a gold Seiko for Wendy, a rope of pearls, a pair of carat-and-a-half-total weight diamond studs, an emerald ring for her birthday in May, a half-ounce gold Krugerrand for her father for Christmas, a fourteen-karat cloisonné bangle for her mother, a white gold box chain with a white gold panda pendant for her little sister.” (Martin, 2010, p.60)

Bobby, intoxicated with love when he had a large amount of money after his work in America, sent a gift to his girlfriend. The latter was in Canada with a fantastic amount. Besides that, it was done to show off his success to his girlfriend's mother because he had hurt her. Bobby's heart with the ridicule that Bobby will not succeed after being dropped out of school.

A few years later, they married and had a daughter named Claire. Bobby's life as a jewelry seller resulted in his domestic life with Wendy not being harmonious. This action occurs due to Bobby's inability to spend quality time with his family, who keeps in touch with Bobby at all times in his family disputes. Wendy admitted that she was too busy with the jewelry store. "You never even see your daughter. When was the last time you changed a diaper, Bobby? When was the last time you bathed her?" (Martin, 2010, p.173).

Besides Wendy, the woman in Bobby's life who has a significant influence in his life is Lisa. Bobby was amazed at the physical shape at the beginning of their meeting. Lisa's outfit and how she treated Bobby had an inherent memory and made Bobby fall in love with Lisa.

"But she looked like a woman in a magazine. She didn't look like a normal everyday woman who might be sitting in a car with you. Though it was a limousine, she did look like a woman in a limousine. Like a dream woman in a dream limousine" (Martin, 2010, p.27)

Lisa had treated Bobby special from the first time they met, making Bobby melt with Lisa's treatment of him, which seemed to pamper Bobby with soft touches. Sweet words and gestures that Lisa gave to Bobby. "That's enough for right now. There's no hurry. You could put your head in my lap if you like"(Martin, 2010, p.28–29).

Lisa becomes an essential character in this novel because many events in Bobby's life as a jeweler intersect with Lisa's character. On the other hand, Lisa loves Bobby's brother, Jim. Lisa revealed that it is better to love Jim from afar. Lisa thinks that loving and being loved does not always go the way we want or expect. "I love your brother," Lisa said. "But I like it better this way. I can love him from a distance. It feels natural to love somebody who can't really love you back the way you might want" (Martin, 2010, p.61)

Knowing that Bobby has already fallen in love with Lisa, Bobby considers Lisa an angel who is always there for him. "Often, this happened to me, when some angel descended to solve a problem as if I were wired with a secret microphone. But she should have taken me with her" (Martin, 2010, p.86)

Bobby, whose love for Lisa, has blinded makes him no longer care about good or bad actions or Lisa's influence on him. "Jim had not given me any cocaine for several weeks, so Lisa had switched me entirely to her speed. "This is healthier anyway" (Martin, 2010, p.87)

When the subject of illegal drugs comes up, Lisa explains to Bobby how the cocaine ended up in her possession. She is also acquainted with the individuals who manufacture and distribute cocaine. One of the reasons Bobby abuses drugs

is the ease with which he can obtain these drugs, which causes Bobby to become addicted to Jim and Lisa's way of life.

“You don't know what's in that cocaine. It goes through so many hands before it gets to Texas. But with crank, it's manufactured right here in Fort Worth. I know the guy who makes it. It's practically like buying it at the pharmacy” (Martin, 2010, p.87)

In addition to having a thorough understanding of how drugs spread, Lisa explained how the forbidden goods came into her possession and the distributed types of drugs. Bobby's character, Lisa, is the driving force behind his drug use, which eventually became a habit. This habit lasted for a long time until, in the end, they both separated because Bobby stole a considerable amount of money where they worked. The money he stole, and he gave it to Lisa. This act made them both run away and never see each other again for a long time.

After being separated for nine years, an incident makes them meet again and make love again. Bobby with a new jewelry store that he and his brother founded together, and Lisa, her new job as a prostitute, is met in an incident. “Nine years had passed since I had seen her, and here she was, walking in the door as the prostitute I had ordered” (Martin, 2010, p.201).). Her job as a prostitute makes Bobby wonder why Lisa chose this type of work. Lisa only replies that she thinks being a prostitute is more manageable than selling jewelry because she likes it. “You sell jewelry for a living, Bobby. I was in that business once, too, remember? With what I do now, I sleep well at night. I don't have any

complaints about my line of work. I like the way I look in the mirror” (Martin, 2010, p.203)

Their meeting brought Bobby back to when they were both still in a relationship, which eventually caused many new problems to come into Bobby’s life. “I don’t understand. Why do you say that?” Already Lisa felt more like my girlfriend, again, than some hooker. I couldn’t tell her that, of course” (Martin, 2010, p.201)

Bobby’s lifestyle, which has always prioritized pleasure, adds to bad habits that can destroy his life. Moreover, Lisa’s presence makes his behavior even more erratic. Bobby’s responsibility as a family, he just left it and chose to spend much time with Lisa, his old love, in an affair

Bobby’s marriage to Wendy happened because Bobby felt empty after being left by Lisa. It made Bobby not serious about taking care of the household he built with Wendy. “Why did you get married at all?” Lisa came up with that question from nowhere I could see” (Martin, 2010, p.223)

Lisa. The affair that the two of them did came to an end where Lisa no longer wanted to be in a position that made the lives of Bobby, Jim, and Wendy difficult. Bobby’s selfishness to stay with Lisa and the guilt that haunts Lisa for what she did with Bobby causes a tragic event to occur in their relationship. Killed by her boyfriend with a baseball bat, the incident happened after an argument between Lisa and Bobby.

“Lisa was not in the parking lot, and her car was not there, so I supposed she had left. I checked around back. Then I saw her. She was folded into the Dumpster like she had been climbing into it and

then, when she got to her middle, her hips, became discouraged and decided to lie there, bent over in half” (Martin, 2010, p.280)

Bobby learns the hard way about life after a tragic love story entwined with guilt, lust, betrayal, and a dark world forces him to confront his mortality. Furthermore, he must accept the harsh reality that he will not always get everything he desires. The story of Bobby, the jewelry seller, can teach us that we should not try to force everything in life to go in the direction we want. Money alone is not the answer to happiness, and lust will bring about destruction both to ourselves and to the destruction of others. The characters in this novel are sufficient to provide us with a fresh perspective on the meaning of happiness, which is not only sought after and pursued with material goods and possessions. Furthermore, all the choices we make can affect many people in our lives. We need to be careful in choosing and sorting out the path to happiness for ourselves and the people around us.

There is one depiction in the novel, and it describes how His love for Lisa has enslaved Bobby. “If you were ever, like, if you had broken the law or something, anything like that, I would want to help you,” I said. “Any kind of help, I mean. Not just money” (Martin, 2010, p.144–145). Bobby’s sentence to Lisa was dangerous because Bobby, still in his teens, already had hazardous thoughts. Going against the law for the sake of a woman who only brought bad influence into his life was a stupid and illogical act.

3.1.3 Hedonistic Egoism

Weijers (2012) argues that hedonistic egoism is a theory that only focuses on an individual's happiness. This happiness collides a lot with the norms that apply in society. This is because the hedonic egotist's concept of happiness is the importance of happiness that prioritizes or even prioritizes itself. This happiness can be achieved in ways that are rarely seen by ordinary people, learn or do, for example, murder, theft, extremes, treatment, and other cruel treatment. If a hedonist is a person who finds happiness, and if their happiness is doing theft and fraud or other heinous things, then you can imagine what effect or impact they have on society. Happiness for hedonic egoists often has the habit or practice to reduce their sympathy and guilt for their actions. As happened with Bobby, since childhood, he often stole many opportunities.

Bobby realizes that his happiness is essential in his life. Bobby is willing to hurt or betray others if it means achieving his goals. Furthermore, he has developed a habit of stealing, which has progressed to being a disease. From an early age, Bobby developed the habit of stealing things. When Bobby is in desperate need of money, he will steal anything and everything to get it.

“but the first time I considered jewelry was the morning I stole my mother’s wedding ring. It was white gold. A hundred-year-old Art Nouveau band with eleven diamonds in two rows across the finger, garnets that were sold as rubies in the centers of tiny roses on both sides, and hand-engraved scrollwork on the underside where it held the skin” (Martin, 2010, p.3)

One of Bobby theft was with a piece of jewelry that belonged to his mother, and it was a learning experience for him. Bobby steals because he needs money to reclaim his lover’s affections from the other man. Bobby’s actions

demonstrate a strong sense of self-centeredness, and he will face no consequences if he steals the money. Hedonistic Egoism explains that a person's behavior is motivated solely by self-interest. Bobby was also involved in several other thefts in addition to stealing jewelry. At this theft, Bobby was present in a house where his friend was Babysitter,

“She raised her eyebrows at me and said, “Bobby, what are you doing?” I explained that I was looking for a bowl for the popcorn. Before we left, after several drinks, while she was kissing the other friend of mine in a corner, I returned there and hurried out with the heavy box full of silver in my arms. I lost two friends that way” (Martin, 2010, p.6)

Bobby's Hedonistic Egoism is manifested in a theft that he committed solely for his gain and enjoyment. His lack of concern for the fate of his friend, who quit his job due to Bobby's stealing behavior. While working at his friend's workplace, he shows his disinterest in the situation. While Bobby has a strong desire to steal, he is not exceptionally skilled at it. However, stealing is a bad habit that he will not readily abandon. In the end, Bobby had to drop out of school for stealing a jewelry box, and he received the punishment he deserved. His seniors about to graduate from high school received the package as a graduation gift. “Even with many seasons of practice, I have never been adept at stealing, and when they kicked me out of high school, it was stealing that did it” (Martin, 2010, p.7)

Bobby made a fatal mistake where he had to be expelled from school because of his theft, not thinking about his actions' effects. He had to drop out of school because of his Hedonistic Egoism. In the novel, Bobby's theft habit plagues him as he prepares to follow Jim to Texas despite his best efforts. Bobby

is no longer a boy living with his mother. He has become an independent person has much income for a teenager his age. However, this time he is again stealing at work with the excuse of helping his girlfriend, Lisa.

“The only tricky part about the stealing was the wiring paperwork. I figured I should save it in case the wire did not go through. Then when I came back to the store, I lost my nerve and tore it up and flushed it down the toilet” (Martin, 2010, p.147)

Bobby was stealing large sums of money from the place where he was employed. Bobby did it to give money to Lisa so that Lisa would have a favorable impression of him. He does it so that Bobby can become more and more involved in their sexual activities and drug use as time goes on. As the previous information, stealing is self-serving, and the consequences are fatal for those who engage in it. Also noteworthy is that Bobby, who has fallen in love with Lisa, is no longer concerned with the ramifications of his actions. Bobby no longer cares about anything as long as he can please Lisa and rely on his logic.

“Why did you call Sylvia? That’s what I want to know. I don’t really see you like one of these prostitute guys. I mean, I know you’re married and all. But why not just go to a bar and get a regular girl?” “You are my regular girl” (Martin, 2010, p.209)

A betrayal is an act that results in the dissolution of a romantic relationship. Because Bobby has a habit of having an extramarital affair with another woman, His bad habits tarnish Bobby’s domestic relationship in real life. His infidelity affects various factors, including the Environment where he works, the lack of affection Bobby receives from his parents, and Jim’s habits. Lisa is a woman who drives him completely insane. She is his worst nightmare. Infidelity is regarded as a form of betrayal by many people.

Betrayal is part of one of the behaviors that reflect hedonistic Egoism. It is possible to become addicted to infidelity and destroy the sincere relationships that a person has established. Bobby degenerated into someone who had completely lost all concern for his family and had become a loner. He needed to take time away from his responsibilities as a father to be with Lisa.

3.1.4 Value Hedonism

Weijers (2012) state that philosophers are most likely referring to hedonism about values or specifically hedonism about welfare. As an example, a Value Hedonist will explain how things we can buy with money, such as housing and commodities that represent status, provide nourishment or assist us in avoiding suffering. These are all examples of the instrumental value of money, something that can help us avoid the pain.

Jim, the older brother, gives Bobby advice on how easy it is to find money in Texas. By luring Bobby with lots of money, he can buy his girlfriend a gift or even jewelry.

“That’s great! I say give it a try. You can have ten girlfriends. Plus, you can always go back. Make some real money and fly her down for Christmas. Think of the presents you can buy her. That’s another thing. You can buy any jewelry you want” (Martin, 2010, p.9)

This data includes Value Hedonism, where the assumption that money can provide temporary happiness. A theft occurred at Mr. Popper’s jewelry shop. Mr. Popper and the perpetrator Bobby are the main culprits in the robbery. However, Bobby was not caught and managed to trick Mr. Popper, quit his job, and follow

Jim to open his jewelry store. Money becomes something valuable and can give Bobby happiness. Stop working with Mr. Poppers are Bobby and Jim's way of getting rid of the trail. Bobby brought ten thousand dollars from Mr. Poppers' jewelry store. The money Bobby kept and the rest he gave to Lisa. The remaining money that Bobby stole to buy a luxury car for Wendy.

“The day after Christmas, I went back to Wendy and Calgary. Lisa had taken the money, that morning, but I had my stash in the closet, and the other five grand was waiting for me at the Royal Bank of Canada” (Martin, 2010, p.156)

Having much money will not bring you intrinsic happiness. A value hedonist believes that money is not essential; instead, what we can buy or exchange with much money is the most important thing. Bobby's life contains instances of this point of view, and he is not the type to be frugal when it comes to money. Bobby was even impressed by his extravagant spending, including purchasing numerous luxury items for the people he cared for.

Bobby and Jim's business primarily comprises the sale of imitation jewelry and secondhand watches. This action happens to increase the profits they receive from the sale of secondhand or counterfeit watches or jewelry, which they process back with the assistance of professionals. “I had prepared several stones with fake cheap prices printed boldly on the diamond papers so that he would believe you could buy pretty four-carats for a thousand or less”(Martin, 2010, p.166)

Sometimes in buying and selling, Bobby and Jim can buy a piece of jewelry at a low price and resell it after polishing it to its consumers. The value they get more and increase their income significantly. Selling jewelry in this way

has been obtained and learned from Fort Worth Deluxe, so what they do is like their daily activities. They know where to buy raw materials, to whom they supply their jewelry stock, and what kind of people are willing to buy the jewelry they sell.

“It was a beautiful automatic chronograph with a stainless head and a hobnail bezel. I had bought it off the street and given it to him as a bonus or a consolation when we first moved him from the shop onto the sales floor” (Martin, 2010, p.168)

Bobby is a frequent purchaser of numerous items, and his way of life can be extravagant. Sometimes, things he believes have a purpose and a life of their own, such as a watch or jewelry that he believes will please his employees and himself, serve a dual purpose.

In their business, Bobby and Jim not only sell jewelry, but they also sell trust for consumers. Many of their customers finally feel at home, comfortable and calm because Jim and Bobby provide good service. “I wanted us to have a chance to speak seriously about this bracelet, Joe. You know I always tell people that you buy jewelry for the pleasure of owning it” (Martin, 2010, p.173)

According to Bobby, from his years of experience in the jewelry trading industry, gender is one of the main factors that influence potential buyers in choosing and sorting out a piece of jewelry. Sometimes a man is more comfortable wearing jewelry and does not look flashy. The difference in the quality of a diamond determines a piece of jewelry is suitable or appropriate for a man to wear. “Cheap big diamonds like that are perfect for men’s rings because

men feel it is feminine to inquire too closely about the quality of a diamond once it is set in a piece of men's jewelry" (Martin, 2010, p.173–74)

When Bobby purchases or places a bid on a piece of jewelry, he holds himself to a high standard. Years of making living selling jewelry equipped him to determine the value of a used piece of jewelry. To determine how much he would get for it if it were polished and resold, as well as how much it was worth spending,

"I looked up from the buy I was weighing. It was a Tiffany sterling set from the 1930s. It was a huge set, over four hundred pieces, soup ladles and onyx-handled hot chocolate tureens, and even a samovar. We paid four dollars an ounce—after deducting the estimated weight of the onyx, inlaid mother-of-pearl, and ivory—which was exactly what a smelter would pay us" (Martin, 2010, p.180)

Bobby's way of weighing and assessing a piece of jewelry he learned directly from his experiences with Jim, Lisa, and Granddad. One of the characters in the novel that Bobby said gave many lessons about selling jewelry was Granddad. Granddad's character played a significant role in the business that Bobby developed. In addition to sharing his knowledge about jewelry, Granddad also often shares his youth experiences with Bobby with the aim that Bobby can learn from the story.

"Granddad was a still, restful man like you imagine an ancient Chinese emperor might be, but his hands were always moving. He shuffled the watches around his desk while he talked, writing up my memorandum invoice as he proceeded. I had the job of wrapping each watch carefully in tissue paper before placing it in my briefcase. The boxes and papers, when he had them, went in a separate cardboard box. Granddad never dealt in any counterfeit boxes or papers. Everything was original. The watches, too, naturally" (Martin, 2010, p.105)

Buying and selling jewelry in Bobby's shop is not something that happens all of the time. Every time he travels, he visits several jewelry stores in the cities that he sees. "After we settled on the diamond buy we went to the coast and had dinner" (Martin, 2010, p.211)

Bobby, as a father, does not forget about his daughter all of the time. Even though he spends little time with his family, Bobby still finds time to purchase gifts for his daughter, Claire. Take, for instance, his time spent in the state of Israel. "Israel is an ugly, sandy country under construction, with more bulldozers than trees, but the food was excellent." "Now you want to buy a piece of turquoise," Kizakov said "For my daughter Claire" (Martin, 2010, p.211–212)

Sometimes, to show that Bobby is an established person, he often buys luxurious things around him. These luxury items are mainly in the form of jewelry. Bobby understands that a gift or gift of jewelry must be appropriate and of high value to show how much someone means to Bobby, for example, jewelry for Lisa. "I looked at the tourmaline-and-ivory ring I had put aside for Lisa" (Martin, 2010, p.151).

3.2 The Impact of Hedonism Act in Bobby's Life

Bobby's lifestyle is spending time and looking for fun, whether from the habits Bobby inherited from Jim and Lisa or his bad habit of stealing. Most of the habits he has become a lifestyle that destroys and destroys the future he has. The following are data that the researcher has analyzed to understand the negative

impact caused by hedonism that is experienced and intersects with Bobby's character. "My face felt hot from the crystal, and I worried that my ears were red."(Martin, 2010, p.59)

Crystal, commonly abbreviated as Meth, is a harmful drug to the body. According to a health article on a website belonging to the National Institute on Drug Abuse. NIDA (2019) explains that "Methamphetamine is a highly addictive, potent stimulant affecting the central nervous system. Crystal methamphetamine is a medication that appears like bits of glass or sparkling white-bluish rocks. It is chemically comparable to amphetamine, a medication used to treat ADHD and a sleeping disorder (Narcolepsy)." Referring to this article proves that Meth is very harmful to the human body. The data shows that the side effect that Meth causes on Bobby is the burning sensation he feels on the face.

"She lit the pipe for herself, smoked it, and then quickly handed it to me while the drug was still bubbling in the well of the glass" (Martin, 2010, p.60). Seen from Bobby's point of view contained in the data, Bobby explains in detail how he and Lisa consume Meth alternately with a pipe and a lighter to enjoy Meth. This detail indicates that Lisa has a bad influence on Bobby's health because of consuming Meth that she often does with Bobby and Jim.

Nevertheless, sometimes Bobby understands well and indirectly realizes that the effects of the illegal drugs make him uncomfortable. On the other hand, Jim often makes Bobby forget the harmful effects.

"I pretended to do a bump to satisfy him, but I didn't turn the knob to put the cocaine in the chamber. I couldn't walk in the street and

sniff cocaine. He looked at the bottle when I handed it back to him.”

“You didn’t even do it,” he said. “You didn’t get any. Here, I’ll load it for you. Just be careful. Don’t spill it when I hand it back to you”

(Martin, 2010, p.120)

Bobby’s hedonistic actions have become an essential benchmark for his life, having significant impacts on him and the people around him. The effect of Bobby’s hedonistic activities weighed on negative things. The following are the effects that Bobby received;

3.3.1 Expelled from School for Being Caught Stealing

Bobby’s selfishness in doing actions brings disaster for himself. If we look at his way of life when he was young, the most highlighted thing in the novel *How to Sell* is his activity in stealing. The data in the previous sub-chapter shows that many great misfortunes happened to him because he stole goods and money.

“The principal, Mr. Robinson, and the high school security guard had been after me for three semesters, so it was an excuse for them to play detective.” “You don’t belong here, Robert,” Mr. Robinson said. “This place is for good people. You are not a good person. You are a thief, a liar, and a coward.” (Martin, 2010, p.7)

The incident described in the novel, where Bobby had to drop out of the school where he studied, should not have happened. Sixteen years old is considered a very young age by most standards. Unsuitable age to work even to take a big decision like going to another country. Deciding to stop education is a fatal thing for Bobby’s future. He should be playing with his friends, gathering knowledge for the future, and enjoying a time where the only thing to do is study

and study. “My friend Tina, the babysitter, came around the corner and caught me. But I had not moved it. I had only opened a drawer. So she could not say anything” (Martin, 2010, p.6).

3.3.2 Excluded from the Environment

The people in the neighborhood where Bobby lived choose to avoid him because of his stealing activities. He has few friends because many of Bobby’s friends are negatively affected by his habit of stealing. One of her friends was fired from her job as a babysitter because Bobby stole from her friend’s place of work. Bobby is an introverted person.

“You’re not even in high school anymore, Bobby. I mean, what are you doing with yourself? What are you going to do? Just be a dropout? Sleep in the mall every day?” “To keep my mother in the dark, in the morning when I was going to school I would just take the bus down to the zoo or to the mall” (Martin, 2010, p.11–12)

When he was young, Bobby often ran away from his responsibilities as a student. He usually does not go to school and goes to the mall to sleep; he does so that his mother does not scold Bobby and thinks he is following lessons at school.

3.3.3 Bobby Lose Jobs

A tense incident occurred when Bobby committed a theft, and Bobby did this because he wanted to help Lisa. With the money Bobby stole, he hopes Lisa can sort things out. However, Bobby’s theft almost landed him in jail; if Jim did not help cover his tracks, he might be in prison in one of Texas’s biggest cities, Fort Worth. “I outsmarted everybody. Now they would arrest me in front of everyone and take me to prison in cuffs.” (Page 155). Bobby’s bad habits made

him have to quit his job to leave a mark, and from that incident, Lisa, Bobby, and Jim had to go Fort Worth Deluxe and split up to find their paths. A year after that incident, Bobby and Jim opened their jewelry store called Clark's Precious Jewels.

The impact of Bobby's selfish actions was fatal for the people involved. Jim had to cover their tracks and was willing to lose the career he had built for a long time. Lisa, who was why Bobby did the theft, had to run away and become a prostitute.

3.3.4 Bobby Addiction to Drugs

Drug abuse is the most inherent thing in Bobby's life. In the novel, Bobby took drugs regularly when he worked at Fort Worth Deluxe, Texas. Jim and Lisa are the most influential people in giving and infecting Bobby's drug habit. This addiction brings many problems in Bobby's life, such as his way of thinking that is no longer logical spending large amounts of money. His life is not calm because of fear and threatens his health because the effects of drugs are always detrimental. Because of his addiction to drugs, Bobby dared to take drugs while he was working, although sometimes Bobby was afraid of being caught by Mr. Popper as the boss.

“Sit down, son! Relax! Boy, you Canadians come nervous. Your brother's near half as jumpy as you are. You been up to something you don't want me to know about?” He smiled. The way he smiled, like we were in on the secret together, made me think maybe he didn't know about the drugs after all or that if he knew, he didn't mind. I sat back down” (Martin, 2010, p.89)

In terms of drug use, Bobby sometimes accompanies Jim; even Bobby's drug supply comes from Jim. His older brother is the source of Bobby's drug addiction. "Upstairs, the cocaine revived me. We laughed and cut long lines for the women on the wooden coffee table and fed them the rest of the Ecstasy" (Martin, 2010, p.125).

3.3.5 Bobby is not Responsible for His Family

After Lisa leaves his life, Bobby returns to Calgary, Canada, and meets Wendy. Wendy is a woman who became Bobby's girlfriend when he was in Canada. Wendy and Bobby decide to get married and have a daughter named Claire. Their household seemed not harmonious because many problems came to them, starting from Bobby's lack of time with his family. "I promise, it is temporary. I love you. Give me five years. I love Claire. I want to be home more." That last was a lie, but all the other parts were true" (Martin, 2010, p.161)

In addition, Bobby also often spends time with Jim to go to nightclubs and hire the services of entertainers and spend much money just for fun. This habit, in the end, creates a new problem for Bobby, namely infidelity. Bobby is a person who likes to have an affair. One of the affairs he had was with Polack, "Officially nobody knew the Polack, and I were involved, but it was one of those open secrets. You couldn't hide anything around our store for long" (Martin, 2010, p.168)

Polack was Jim and Bobby's colleague when they were still working with Mr. Poppers. After Bobby's theft, they meet and work together at Jim and

Bobby's shop. "Industry people said that the Polack took her first job as a jewelry salesperson because she liked the sex that went with jewelry. However, that was not it. She was there because she liked the way the money smelled" (Martin, 2010, p.54)

Bobby's habit of looking for happiness and life satisfaction makes his household with Wendy threatened with breaking up. The thing that later became the most significant reason besides Bobby's habit of cheating was Lisa. The woman Bobby dreams of and misses is Lisa. Their meeting and affair once again made Bobby irresponsible to his family. Even though Bobby fulfills all the needs of Wendy and her daughter, it is Bobby's presence that Wendy and their child request.



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CHAPTER IV

4.1 Conclusion

After the researcher presented the data and analysis, the researcher concluded the research results based on research questions, namely what type of hedonism was found and what impact it had. There are four types of hedonism found: Folk hedonism, Hedonistic Egoism, Motivational Hedonism, and Value Hedonism. Folk hedonism includes drug abuse based on Bobby's lifestyle, which is too close to his older brother Jim and his girlfriend, Lisa. These two characters are the people who made Bobby addicted to drugs to the point where Bobby can't live without drugs which gradually affects the way he thinks and takes action. In addition, there is also Hedonistic Egoism which is based on Bobby's lousy habit from childhood, namely stealing. Bobby's habit of stealing also cannot be separated from Jim's influence as the first person to teach Bobby to steal.

This habit of stealing causes Bobby to drop out of school and throws his future into chaos. Bobby's theft also caused him to be shunned from his environment because many of them did not want to be friends with Bobby because of this habit. Bobby also had to lose his job because of the theft he had, which resulted in him, Jim and Lisa having to decide to delete and avoid the police and Mr. Popper

Another type found by the researcher is Motivational Hedonism. The researcher found the fundamental reasons why Bobby likes drugs, has a habit of stealing and has chaotic life. In the researcher's opinion, all Bobby does is get the attention of the people around him. If we look at Bobby, who had no friends from

childhood, Bobby, who dropped out of school and lost his job, is because he wanted to be considered there. Bobby is thirsty for recognition from Jim. Bobby wants to follow Jim's lifestyle and thoughts, who always respects the throne and women; therefore, Bobby wants to take drugs, go to places of reflection and become the head of a family who is not responsible for everything because of directions and teachings from Jim. He wants to be recognized as a successful person despite dropping out of school by Wendy's family, who thinks Bobby has no future. By buying luxury goods, Bobby feels that he has proven that he can be a successful and wealthy person. Besides that, Bobby also wants to do anything for Lisa because Bobby is thirsty for the love that Lisa gives him. Everything that happened to Bobby was motivated chiefly by seeking recognition for himself.

And the last type that the researcher found was Value Hedonism which involved Bobby's money and property. In his life journey from childhood to Bobby becoming a father, money has a high value. Because Bobby works in the jewelry trading business, looks, clothing, and jewelry are indispensable to show his social status as a successful jeweler.

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