

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Cultural change is a change that occurs in a society that takes on a new form of culture, behavior patterns, and social norms. It then creates a new social structure as a result (Stevenson 2021, 1). Cultural changes in society can influence social values or behavior and at the same time, a new culture is added. Culture is a complex thing. It includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Taylor 2010, 261). It is a diverse and thriving way of life shared by a group of people that can be passed on to the next generation. Since culture is abstract and complex as time goes by, it may affect some aspects of human life. For example, the differentiation of traditions of marriage in each religion. Muslim wedding has a few things that must be fulfilled, which are; there is a bride and groom, parents of both bride and groom, atleast two witnesses, and the last is consent. If these conditions are fulfilled, then the marriage is considered valid in Islam (Maqsood 2009). While for the Christian wedding has different procedures such as blessing in the church, the groom and bride putting the rings on each other and saying each other's wedding vows. However, these traditions could also change because of the development of time. The tradition of throwing a flower bouquet to single guests is a popular thing to do at Christian weddings. Through this act, they hope that person who gets the flower will be married soon. There is no such thing as that in

Islamic weddings but today this tradition is a part of the global wedding tradition in spite of the beliefs of the couple. It shows that culture is not always staying forever and might change in the future. Change in the culture could occur due to the influence of new things such as technological developments or influences from other cultures. For example in the development of clothing in ancient times, humans used to wear clothes made out of plants and animal skins. With the development of clothing machines, people are now can use better materials such as fabric and also can create a variety of designs and styles.

Since the era progressed from time to time, life in society also undergone many changes. For example changes in the way of communication, technology, culture, arts, and government systems. For example, the use of smoke as the oldest communication tool in 200 BC was changed to using pigeons to convey messages in the 12th century. This communication developed into the use of the telegraph in 1832 and the fax machine in 1843 before people used smartphones as today's sophisticated communication media (Munoz 2017). Through all of these changes, people become easier to communicate with each other. They are not hindered by space and time. Another example of change occurs in music. In the Medieval Era around 400 – 1400, music was originally only used for religious ceremonies. As time goes by, music evolved in terms of melody, harmony, rhythm, lyrics, and so on. The development of this music gives the characteristics of each variation called genres. One of the most famous genres of music is Jazz. It was initially developed by African Americans to entertain white people. Along with the times, Jazz can now be enjoyed by almost everyone.

Changes also happen in the government system. One of the most interesting changes can be seen in the 1960s through the Era of Protest in America. This is a massive protest event that form an action to stand up for the Civil Rights Movement, especially to fight for the rights of discriminated people. This movement was one of the pioneers that caused the protest in the 1960s. Ware states that “the 1960s... was an intense time consumed by rapidly unfolding development. The decade began with institutionalized segregation still intact” (Ware 2013, 1087). The protest began with the Civil Rights Movement because of the segregation of the African-American people. Segregation is differentiation and distinction by race. This may involve physical separation based on certain characteristics (Johnson 1943, 17-18). This is an act of separation of African American from white people. It includes all of their daily life aspect such as separation seats on the bus. Only white people could sit in the front seat meanwhile African Americans must be sitting in the back. The need for a public toilet also becomes a big problem. African Americans are forbidden to enter white people’s restrooms. They have to find a colored restroom that is made only for them. Unfortunately, the toilet is rarely to find. All of this segregation things makes their life miserable. Therefore, African Americans try to regain their rights as citizens through this Civil Right Movement. They hoped to be able to change the political system that existed at the time in order to make their life better. The Civil Rights Movements also held to fight for women rights in society towards the Women rights movement, its a form of movements held by feminist to seek for the equal rights, opportunities and more personal freedom for women. It is also

known as the second wave of feminism, while the first wave was held in 19th and the early 20th centuries (Burkett 2024).

In addition to the Civil Rights Movement, there is also a Student Movement. Skolnick says that “Students who participated in these activities saw them primarily as a moral response to specific issues, yet some began to perceive general political implications”(Skolnick 1969, 88-89). These students, who are mostly college students, protested the social injustice that create poverty in society, African-American segregation, and pushback against uniformity (Welch and Richards 2022). They wanted to change the existing system in society so that everyone could live peacefully.

Other than Student Movements, there is also Counterculture. This is a phenomenon where the middle-class youth show a rejection of the dominant culture and called themselves an opposing culture (Larkin 2015, 78). Counterculture began in the Western world to show the rebellion of youths against the existing establishment culture. Initially, it was a movement concerning rejecting the cultural standards lowered by their parents for example the traditional value of sexual freedom, experimenting with drugs, wild hippies, and their unfamiliar appearance (Kvartskhava 2018). The Counterculture begins with the youths who rejected the social norms that referred as beatniks. They focused on topics that opposing with the mainstream ideas and culture which is carried out by the youths around mid-20s. (Hayes 2020). Counterculture also formed by the youths to show their protest for the Vietnam War because the involvement of US military in Vietnam War continued to increase the conflicts. Many older

Americans supported the Vietnam War to prevent communism to spread. Meanwhile, youths considered the war as a form of oppression because young man were forced to join in the military (Rust 2023).

This Counterculture then created a cultural transformation. It affected the revolution of pop culture such as fashion, music, and media. It brought up the iconic style that is bright, flamboyant, and less conventional (Hayes 2022,1). For instance, young people think that to look successful, you do not only have to wear a suit and tie. A person can just wear a t-shirt and shorts. It shows that Counterculture can generate a new form of culture. In this case, it is close to something that related to the lifestyle of the young generation at that time. Counterculture also an era where the rock music arose, many youths express their feeling through the rock musics. One of the biggest music festival was the Woodstock Music Festival in 1969. It was a three-days music festival attended by mostly youths who are in a hippie lifestyle. Woodstock becomes the symbol of the Counterculture movement in 1960s where it held during a time when many youths are being opposed of the controversial Vietnam War and try to spread a message of peace and love. (Bethel 2023).

Since the influence of these changes had a huge impact on society, it is also possible that it could become an inspiration for a literary work that existed during that time. Wellek and Warren explain that:

The term literature seems best if we limit it to the art of literature, that is, to imaginative literature. Literature is not just a document of facts, it is not just a collection of real events thought it may happen in the real life. Literature can create its own world as a product of the unlimited imagination(Wellek and Warren 1963, 22).

Esten also said that, “Literature is the expression of artistic and imaginative facts as manifestations of human life and society in general” (Esten 1978, 09). Based on the explanations above, literature is also a form of the author’s imagination and based on the events that may happen in real life which is expressed in the form of literary works. These works can be in the form of poetry, drama, novels, short stories, and films.

One of the popular types of literary works that have been quite easy and quick to understand is a short story. Edgar Allan Poe in his essay *The Philosophy of Composition* said that “... a short story should be read in one sitting, anywhere from a half hour to two hours. In contemporary fiction, a short story can range from 1.000 to 20.000 words”(Poe 1846, 03). Short stories have a short storyline. Since the length is shorter, short stories only focused on one plot which focuses on one main character with a few additional characters. Short stories have many themes and genres. The stories, like another form of literature, can be based on events that occur in the real world at that time. It is then accumulated into a story that has an illustration that is similar to what happened in real life. For example, *In Cold Blood*(1965) by Capote is a story based on a murder case in American history, *Slouching Towards Bethlehem*(1968) by Joan Didion this story is based on the author’s life experiences and points of view while living in California during the 1960s, *Into Thin Air*(1997) by Jon Krakauer told the story about his survival during the 1996 of Mount Everest climbing disaster.

Two short stories by John Updike titled *A&P*(1960) and *Tomorrow and Tomorrow and So Forth* (1955) also seem to share some issues of the real

condition in America during the 1960s. *A&P* is a short story told the story from the perspective of Sammy, a 19 years old cashier at a grocery store called A&P. This short story was published in 1961 and first introduced in the magazine *The New Yorker* on 22nd July, and also appeared in one of John Updike's collection *Pigeon Feathers*. Meanwhile, *Tomorrow and Tomorrow and So Forth* told the story of an English teacher at a high school named Mark Prosser who feels insecure to calculate everything he said class, and looking for specific responses from specific students. Mark teaches about *Macbeth* in his class and interprets the meaning of it. This short story was released on 30th April 1955 and also published in *The New Yorker* magazine. The writer, John Updike or John Hoyer Updike, was born on March 18th, 1932 in America. He was an American novelist, poet, short story writer, and literary critic. He has written more than twenty novels and a dozen short stories collection.

These short stories contain a narrative that show the cultural change. The change seems to relate to the social condition of America at that time. The writer wants to analyze these short stories by using the Sociological approach. The theory by Alan Swingewood later will be used to analyze the changes that happened and also to find out the causes and effects of these changes.

1.2 Problems of the Study

Based on the identification above, the problems of the study are formulated as:

1. What are the cultural changes that happened in the short story *A&P* and *Tomorrow and Tomorrow and So Forth*?
2. What are the causes and effects of these changes to the characters that happened in the short story *A&P* and *Tomorrow and Tomorrow and So Forth*?

1.3 Purpose of The Study

Connecting with the formulation of the problems mentioned above, the purposes of this research are:

1. To find out the form of cultural changes that happened in the short story *A&P* and *Tomorrow and Tomorrow and So Forth*.
2. To describe how these changes could occur in the short story *A&P* and *Tomorrow and Tomorrow and So Forth*.

1.4 Hypothesis

The hypothesis of this study is that the short stories *A&P* and *Tomorrow and Tomorrow and So Forth* by John Updike are a representation of the cultural change that occurs in American society in the 1960s.

1.5 Previous Study

There are some researchers that have analyzed John Updike's Short Stories. There are also some researchers who have been using the Sociological approach to see the connection between literary works and the events in social life. The first research was conducted by Amalia Khurrotul Aini (2017) in her

thesis entitled *The Existentialism Depicted by Sammy and Queenie Characters in John Updike's A&P Short Story*. This research analyzes the human existence of two major characters Sammy and Queenie using Existentialism. She uses Jean Paul Sartre's theory which focuses on three concepts: freedom, choice, and responsibility. Aini concludes that both Sammy and Quennie are connected in building their existence. The choices that they made were a form of freedom which have consequences for both of them as responsibilities. Queenie who chooses to wear a bathing suit in A&P receives a reprimand from Lengel, the manager. Meanwhile, Sammy, who chose to quit his job to attract Queenie's attention, actually lost his job.

The second research was conducted by MaissaPutra (2020) in his thesis entitled *The Oppression Among Black People in Current Time as Portrayed in Angie Thomas' Novel "The Hate U Give"*. The research focuses to analyze the kind of black people's oppression as seen in *The Hate U Give* that influenced Starr's survival. This research uses the Sociological approach by Alan Swingewood. Putra concludes that the writer, Angie Thomas, revealed the oppression which is divided into four parts: exploitation, powerlessness, cultural imperialism, and violence. Furthermore, Thomas also added that government needs to make peace among black people.

The third research was conducted by Warid S. Ilhamullah (2021) in his thesis entitled *American Segregation in Modern Time Reflected in Nic Stone's Dear Martin*. This research is focused to analyze the types of segregation in the modern day as well as the impact of segregation on black people. Ilhamullah uses

the Sociological approach by Alan Swingewood and also the Segregation topic proposed by Kenneth Clark. As a result, he found that segregation still occurs in modern times, which is: residential segregation and school segregation. The novel tells that black people tend to live in the dominant race areas. So, they easily get labeled treatment and have low incomes.

The fourth research was conducted by Ika Muslikhah Yuniwati (2004) in her thesis entitled *Morality in Oscar Wilde's The Picture of Dorian Gray*. The writer believes that this novel reflects the Industrial Revolution at the end of the 19th century which influences the moral personality of the society. The sociological approach uses to prove that this novel is based on the social background of England. The writer concludes that this research proves that this novel has close relation with the background of society in the late nineteenth century, especially in the Victorian period.

The fifth research was conducted by Aras Kurnia Dg. Ngero (2014) in his thesis entitled *Analysis of Social Interaction in Teju Cole's Novel Open City*. This research focuses to analyze the cooperation and objective of cooperation in *Open City* by using the Sociological approach. After analyzing twelve data, the writer found the cooperation between Cole and other characters in the novel with different activities and different goals. However, the most cooperation is the conclusion communication such as giving information as well as knowledge.

The last research was conducted by Dessi Hardianti (2018) in her thesis entitled *Family Values as Seen in Bunyan and Babe Film By Louis Ross*. Her research is focused to find out the types of family values and their appearance in

the film. The writer uses the Sociological approach to make the analysis relate to the purposes of this research. E.N. Shiyarov's theory which is self-sufficient and instrumental values also used to find out the family values in the film. The result of her research is: there were two types of family values which are self-sufficient and instrumental values, mutual respect makes the appearance of family values, and the effect of family values comes from the attitude of the relative roles and the socialization of the child.

All of the previous studies above show some similarities. Some of the researchers discuss the short story *A&P* by John Updike and some others use the Sociological approach in analyzing the literary works. However, there is no research that discussed the cultural change in both *A&P* and *Tomorrow and Tomorrow and So Forth*. So, it can be said that the topic which conducted in this research is original.

1.6 Theoretical Framework

The writer is using the Sociological approach to analyze the cultural change in America around the 1960s as reflected in John Updike's short stories. Sociology is a social science that studies human societies, their interactions, and the process that preserves and changes them. It also studies social status or stratification, social movements, and social change, as well as a societal disorders in the form of crime, deviance, and revolution (Faris and Form 2022). It means that Sociology focuses on human and their interaction with their surroundings. It relates to the fact that humans as social creatures which cannot live without

communication with other people. This is the essence of human life. Sociology was used to see how society socialized with people in their everyday lives. It also shows how the community affects their lives. As Swingewood and Laurenson said that the objective study of Sociology is the man in society, the social institution, and the social process. Sociology seeks to answer the question of how society is possible, how it works, and why it persists (Swingewood and Laurenson 1971, 11).

The pictures of the real social conditions of society also can be seen in literary works. Swingewood and Laurenson regard literary work as the direct reflection of social reality (Swingewood and Laurenson 1972, 52). Wellek and Warren also believe that literary works are reflections of real human life and behavior, and they begin at a certain time where the literary works were created (Wellek and Warren 1968, 282). In writing the narrative, the writer will always be bound by his environment. What the writer sees, feels, and experiences in his surrounding will certainly influence his writing. In order to get a comprehensive picture of social life in literary works, the analysis needs to focus on the narrative of the literary work. This can be seen through the elements of fiction such as characters, setting, themes, and plots (Maiza 2018, 21). These elements of fiction may represent the real life of society at a certain time and place.

The sociology of literature is an area to study the relationship between a literary work with the social condition in which the work was created. It shows that the literary work is a determiner of the social situation. Swingewood in his book with Laurenson said that “As with sociology, literature too is pre-eminently

concerned with men's social world" (Swingewood and Laurenson, 1972, 12). It means that we could not separate literary works from society. The individual and their society are the materials to create a literary work.

The term "sociology of literature" mostly applies only to literary works that are affected by the author's circumstances such as class status, gender orientation, political choices, and historical background. However, Sociological literature is considered the concept of a mirror. It can be said that literature is an imitation of the social life of the author. It means that although the literary work is the form of fantasy or imagination of the world of the author, the reader will always see the reflection of the society there. Swingewood and Laurenson consider it as the direct reflection of various facets of social structure, family relationships, class conflict, and possibly divorce trends and population composition (Swingewood and Laurenson 1972, 13). This quotation emphasizes that literary works reflect the time it was written.

Alan Swingewood sees literary works as history, not a literary text which could be the focus to start an analysis. Literature was effectively dissolved of such determining factors as race, environment, class forces, and personal biography.(Swingewood 1972, 59). Here, literary works made by the author will be the reference for the reader to understand the social history and its background. Furthermore, to understand this, Swingewood and Laurenson propose three kinds of Sociology (Swingewood and Laurenson 1972, 17-21)which are:

1. The Sociology of the Author

The author creates literary works as an expression of what they feel and think about his/her social life. The author responds to what happens in the environments around them. It means that the works produced by the author exist because of the influence of their surroundings like the social or natural environment. For instance, Cisneros reflects on her experiences as an immigrant woman who often moved from place to place in *The House on Mango Street* (1983). She then shared her views about it. In her novel, she describes that many immigrant women live in poverty, cultural and linguistic barriers, restrictive gender roles, and domestic violence (Doyle 1996, 53). This shows that she, as a writer, can express what she feels and thinks about her social environment in her literary works.

2. The Sociology of Society

It explains how literary works appear by the influence of society and social conditions because literary works cannot be separated from society. The ideas of the works come from observing the phenomena in the community. The works created by an author are seen as an interpretation of those phenomena based on certain events. Like the racial discrimination in NicStone's *Dear Martin* (2017). She was inspired by several racially charged events that happen in America and made these the basic line of her novel. Stone began writing this novel after the murder of Jordan Davis, a seventeen-year-old black boy who was fatally shot by a Florida man in 2012 just because of a dispute over loud rap music (Green 2017). She also makes this novel as the response to the shooting of Michael Brown Jr., an eighteen-year-old black man, by a white police officer in 2014 (Nelson 2019).

Justyce, as the main character in this novel, at the end of the story learns that this is what looks like to be a black teenager in the current American political situation.

3. The Sociology of the Reader

The sociology of the reader aims to ensure how literary works could be accepted by society. When the reader gives their interpretation, response, attitude, and opinion, that is because of the influence of the work itself. Take a look at one of the best autobiographies ever by Maya Angelou titled *I Know Why the Caged Bird Sings* (1969). She writes about her early life as a black girl and her life as a young mother at the age of sixteen. This autobiographical fiction shares Angelou's thoughts about racism, rape, and black woman's identity. Many readers, especially black women, took the book to heart (Gillespie et al 2008,101). This book also changes the views of people about black women. Since then, many other women can open themselves without shame to the eyes of the world through their writings (Als 2002).

All of the explanation above shows that Sociology can be used to explore an author's personal experience through his/her writings. The writer is using the second perspective of Swingwood and Laurenson's theory which is the Sociology of Society because it is related to the writer's research which has the connection between the literary works and society life. The aim of this research is to see how John Updike through *A&P* and *Tomorrow and Tomorrow and So Forth* shows the social phenomena. In this case, is the cultural change.

Cultural change is a social condition in society that finds out new behavior patterns and social norms. Then these condition creates a new social structure. These changes could occur because of the contacts of another society, invention, diffusion of innovations, and discovery (Stevenson 2021, 1). The change could also be in terms of ideas and norms in a group of people on the scale of decades or centuries (Varnum 2017, 2). In other words, the change in the culture could occur because the group or society is being affected by something new or adapted to a different form of culture then creating new values, beliefs, and behavior in the community. Some communities believe that the purpose of changing the existing culture is to make a better environment. But in reality, the change in the cultures does not always make the society have a better environment.

There are three processes that leading for change in the culture according to O'neil which are :

1. Diffusion

This happens when the idea or things from one culture move to another culture. When diffusion occurs, the form of a cultural thing in one society could be moved to another society. For example, when an American fast food restaurant introduces its signature menus to another country. Sometimes the menus are considered luxurious in that country because it is relatively expensive. Meanwhile, in America, those are a portion of common and ordinary food.

2. Acculturation

This is a process where a foreign culture assimilates on a large scale and then replaces the old/traditional culture. For example, when European Americans

largely acculturated the Native American cultures. Most Native Americans spoke in English instead of their own native language. They also wore European-style clothes and learn about the world during school from the European perspective. Therefore, most of them had lost their traditional cultures despite the efforts of preservation in their community.

3. Transculturation

This happens when an individual moves to another society and adopts its culture. It can be seen through the immigrants who have lived in their new society and successfully learn the language then accept it as their own cultural patterns from their adopted country (O'neil 2003).

From all of the processes above, the writer is using the first type of the process because difusion is related to the writer's research and this type of process is also related to the one of Swingewood's perspective of sociology which is the Sociology of society.

1.7 Research Methods

This research is using the qualitative method to analyze both of the short stories. According to Creswell, qualitative is a descriptive method, which means the collected data are in the form of words or images. The researcher analyzes the words and gives detailed views of information to conduct the study (Creswell 2014, 09).

1.7.1 Data Collection Method

The writer is using the observation method to collect the data. According to Faruk, observation method is conducted by observing the texts which are related to the object of the research based on the chosen theory. (Faruk 2012, 168-169). The writer will use the primary and secondary data. The primary data are taken from the object of the research which are the short stories *A&P* and *Tomorrow And Tomorrow And So Forth* by analyzing the plot, setting, characters, and dialogue. The secondary data are obtained from the materials that have a connection with the analysis such as books, journals, articles, and internet browsing to get more material in order to support the topic and theory for this research.

1.7.2 Data Analysis Method

In analyzing the data, the writer is using the qualitative descriptive methods. Qualitative descriptive method is describing the data that contains in the object of the research by using the who, what, and where from the events or experience from a subjective perspective. (Kim 2017, 23). The writer is also use Sociology as the approach and Sociological of Society, which is part of the Sociology of literature by Alan Swingewood as a theory. The research begin by reading both of the short stories and trying to understand the storyline. Then, The writer is select an important data related to this research. After that, the writer is using the sociological of society approach as a reference in analyzing the data. The next step is to find the forms of cultural change in both of the short stories through the plot or characters and compare them to the events that occurred during

the 1960s in America. The final step is making a conclusion and the answer from the problems of the study will be presented in the analysis.