

THE PORTRAYAL OF MATERIALISM
IN PAULO COELHO'S CHARACTERS IN
THE WINNER STANDS ALONE



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ABSTRAK

Debora. Gambaran Materialisme pada Beberapa Karakter Dalam Novel Paulo Coelho Berjudul *The Winner Stands Alone*. Skripsi: Jakarta, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta. Juli 2012.

Skripsi ini ditulis untuk memberikan gambaran paham materialisme yang terdapat dalam novel *The Winner Stands Alone* dikarang oleh Paulo Coelho. Materialisme berawal dari ide yang dicetuskan oleh Karl Marx mengenai kapitalisme dan perbudakan. Namun seiring berjalannya waktu konsep materialisme ini berkembang sesuai dengan kebutuhan dan pemahaman manusia akan materi. Materialisme berkembang menjadi paham yang mengatasnamakan kebahagiaan yang hanya dapat diperoleh melalui materi, baik oleh barang- barang mewah maupun uang. Selain teori Marx, teori Hirarki Kebutuhan oleh Maslow juga digunakan dalam skripsi ini. Metode penelitian yang digunakan dalam skripsi ini adalah deskriptif analisis dengan pendekatan objektif. Objek penelitian adalah teks berupa narasi dan dialog dari beberapa karakter dalam novel yaitu Igor, Hamid, Gabriela dan Maureen, yang mengindikasikan paham materialisme. Sumber datanya adalah novel Paulo Coelho yang berjudul *The Winner Stands Alone*. Kesimpulan dari penelitian ini adalah paham materialisme di gambarkan melalui tingkah laku empat karakter yang terpengaruh untuk mendapatkan kekayaan material berupa uang dan memiliki gaya hidup yang serba mewah. Hal ini disebabkan karena mereka ingin dihargai dan akhirnya paham ini membawa kesengsaraan bagi mereka. Selain itu, penelitian ini mengungkapkan sindiran terhadap paham materialisme yang hadir di kehidupan masyarakat kapitalis.

Kata kunci: Materialisme, Deskriptif Analisis, Materialisme Karl Marx, Hirarki Kebutuhan Maslow.

ABSTRACT

Debora. The Portrayal of Materialism in Paulo Coelho's Characters in *The Winner Stands Alone*. *Skripsi*: Jakarta, English Department, Faculty of Language and Arts, State University of Jakarta, July 2012.

This study is written to discuss the materialism in *The Winner Stands Alone* novel, created by Paulo Coelho. Materialism is originated from an idea stated by Karl Marx on capitalism and slavery. As time goes by, the concept of materialism is growing in accordance with human needs and understanding of the material. Materialism becomes the understanding that happiness can only be obtained through the material, either by the luxury goods and money. In addition to Marx's theory, Maslow's Hierarchy of Needs theory is also used in this study. The research method used in this study is a descriptive analysis, with objective approach. The object of research is the text of narrative and dialogue of multiple characters in the novel that is Igor, Hamid, Gabriela and Maureen, which indicate materialism. The source of the data is Paulo Coelho's *The Winner Stands Alone*. The conclusion of this study is the materialism in the novel is portrayed through the four characters' behaviour that influenced by an extreme desire to acquire wealth and to do glamour lifestyle. The reason is because they want to be appreciated and this materialistic behaviour brings misery to them. In addition, this study reveals allusions to the materialism that is presented in capitalist society.

Keywords: Materialism, Descriptive Analytical, Karl Marx's Materialism, Maslow's Hierarchy of Needs

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CHAPTER I

INTRODUCTION

1.1 Background of The Study

Materialism is a philosophy which asserts that the reality, including human mind, comes from the material (Bertens, 1998: 76). It means that the material precedes the idea or thought. Feurbach, as cited in Bertens (1998: 77), explains that with the existence of material first then we will think or have an idea. At this point, materialism is just as the ideology, or the framework of mind of the materialists.

In the context of the urban community, Bertens states that the philosophy of materialism has a big influence for this community (Bertens, 1998: 76). They themselves do not immediately use materialism as an ideology that must be lived or become role models such as the Russian materialist and other countries. In this context, this philosophy creates the view which emphasize the material as a measure of everything. This view forms a culture in society which make the community as beings who are only orientated towards the materials (money, luxury goods).

Materialism evolves over the influence of globalization, which is followed by the advancement of information technology and the development of mass media. In the globalization era, the advancement of information technology makes information from one place to another place can be received quickly. Mass media is not only very fast and progressively dominant in giving the information but also in influencing human opinion. The revolution of information technology and mass

media have changed the culture of most of the people in the world, especially those that live in urban areas. They are able to access the information easily, hence they are directly affected by the influence of global culture which covers many aspects of human life including cultural patterns and civilization, social structures, as well as the lifestyle of the community. For instance, advertising in television or print media are able to reproduce and transfer the lifestyle of luxury that relates to culture of materialism. Lifestyle itself is a term to describe the pattern in which individual lives in the world which is expressed in their activity, their interest, and their opinion (Assael, 1998: 252). In this modern era, lifestyle is closely associated with the image of someone in the eyes of others because it is used for the projection of individual's social status. Status basically lead to position of somebody in a number of groups. High status is a great power in society which is used to control the people smoothly and also is often regarded as a symbol of the success of life. Someone whose lifestyle is full of luxury and glamour will projects that he/she has high status, symbolizing the success person. It corresponds to what Susane K. Langer states, cited in Mulyana (2008, p. 83), that one of basic needs of man is the symbolizing or the using of emblem. So, relating to materialism, because of the advancement in information technology and development in mass media, culture of materialism in society grows very fast in this globalization era.

It has been explained before that the culture of materialism grows rapidly in society since it is often reflected in mass media. We can see clearly that the modern lifestyle is described in the movies , and it is often used as a topic which we read in print media. It is also reflected in the literature which many literature

works are made in response of the author to life in the world. As cited in Darmono (1984:19), Hippolyte Taine, in his book entitled *Histoire de la Littérature Anglaise* (1865), describes that the novel is one of those literary works which is the most suitable for reflecting all aspects of life and nature. Nowadays, many novelists, whose contemporary novels portray social problems, describe the world with perspectives respectively. It includes culture of materialist, and many novelists combine their own perspective about this culture of materialism with their imagination, and describe it to the readers through the novel. Therefore, for another function, the novel is also able to be used to deliver literature critique about materialism which occurs in society.

In the field of literature, the topic of materialism is not new. Some researchers had discussed it, such as Daulay who analyzed materialism viewed from *The Other Boleyn Girls* novel (2010), Rahmatika who analyzed materialism in *Indiana Chronicle Blues* novel (2010), and Dewi who analyzed materialism in *The Grapes of Wrath* novel (2011). Thus, this study also discusses materialism focusing on characters' ambition in the novel entitled *The Winner Stands Alone* by Paulo Coelho.

Paulo Coelho is one of the famous Brazilian authors. Now, he is one of the internationally bestselling author. Many of his works are based on his experiences in life and are influenced by the condition of the world, which *The Winner Stands Alone* is one of them. In accomplishing this novel, Coelho had done research. In 2004, Coelho had made a special journey from San Paulo in Brazil to Cannes in France. Then, based on his experience of attending the Cannes Film Festival, his own perspective about condition in the Cannes Film Festival, and his own

imagination, Coelho wants to deliver his critics about materialism through the story of this novel.

The Winner Stands Alone tells the story of several individuals: Igor, a Russian millionaire, Hamid, a Middle Eastern fashion magnate, Maureen, the ambitious movie director, American actress Gabriela, eager to land a leading role, and Maureen, a woman on her way to be a successful movie director. Set against the backdrop of glitz and glamour of the world's most famous film festival, [The Cannes Film Festival](#), the story tells the epic drama and tension between the characters in a 24 hour period. Through the dialogues and narrations, this novel portrays the materialism that exists in characters' life. All the material things in this world come with a price, the novel seems to say.

Since the culture of materialism which is one of social problem appears in this novel, the writer is interested in seeing materialism that is portrayed by the several characters. *The Winner Stands Alone* is chosen because in this novel Coelho shows how the philosophy of materialism has big influences for characters' view. So this study uses Karl Marx's materialism theory, in which one of the branch theories of Marx which comes from capitalist economic system.

1.2 Research Question

How is the materialism portrayed in Paulo Coelho's Characters in *The Winner Stands Alone*?

1.3 Limitation of The Study

The study discuss the portrayal of materialism focusing on the dialogues and the narrations of four characters such as Igor, Hamid, Gabriel, and Maureen in the form of words, phrases, clauses, and sentences in Paulo Coelho's *The Winner Stands Alone*.

1.4 Purpose of The Study

This study aims to discuss the portrayal of materialism in Paulo Coelho's Characters in *The Winner Stands Alone* by identifying and analyzing how materialism is adopted by Paulo Coelho in *The Winner Stands Alone*.

1.5 Significance of The Study

This study can be a contribution to the development of reference in analyzing philosophy in the field of literature especially materialism and in gaining depth knowledge of Marxism that occurs in *The Winner Stands Alone* story. It also can give an alternative choice from some literary media criticism beside movie, drama, poetry for the students of English Literature Program at English Department of UNJ.

CHAPTER II

LITERATURE REVIEW

This chapter mainly discusses the underlying theory related to the topic of the study such as materialism, Karl Marx's materialism, Maslow's hierarchy of needs, and there is also information about elements novel and the description of *The Winner Stands Alone* novel.

2.1 Materialism

Materialism is a philosophy which asserts that the reality, including human mind, comes from the material (Bertens, 1998: 76). As the development of the world, understanding of materialism is also growing. Here is the explanation.

2.1.1. The History of Materialism

a. Classical Materialism

Materialism developed, possibly independently, in several geographically separated regions of Eurasia (approximately 800 to 200 BC). In Ancient Indian philosophy, materialism developed around 600 BC. In Ancient China, Xun Zi (ca. 312–230 BC) developed a Confucian doctrine oriented on realism and materialism.

In the Greek, the Latin poem *De Rerum Natura* by Lucretius (99 BC –55 BC) recounted the mechanistic philosophy of Democritus and Epicurus. According to this view, all that exists was matter and void, and all phenomena was resulted from different motions and conglomerations of base material particles called "atoms" (literally: "indivisibles").

Famous principles like "nothing can come from nothing" and "nothing can touch body but body" first appeared in the works of Lucretius (cited from <http://www.kheper.net/topics/worldviews/materialism.htm>, retrieved on April, 12 2012).

b. Materialism of The “Enlightenment” and After

The father of modern philosophy, Rene Decarters was a materialist because he believed the independent existence of the material world outside of consciousness. He proposed an idea of dualism of mind and body- it was called as Cartesian Dualism. Descartes thought that the human was composed by those two substances-mind and body. He held that the mind was a mental substance, just as body, physical elements and compounds were physical substances. Both mind and body had some influences for each other.

Next, in the 17th century , Pierre Gassendi represented the materialist tradition. There followed the materialist and atheist Jean Meslier, Julien Offroy de La Mettrie, Paul-Henri Thiry Baron d'Holbach, Denis Diderot and other French Enlightenment thinkers; as well as Ludwig Feuerbach, and, in England, the pedestrian traveller John "Walking" Stewart. Later, in the 18th century, the materialist emphasis was on human nature.

c. The New Materialism

The rise of science and advances in chemistry, physics, and mechanics strengthen materialism from the late 18th century through the early decades of the 20th century. The publication of Charles Darwin's works on evolution demonstrated the possibility that human creature can be accounted on material

basis without relating to the God. It held that some mental phenomena simply did not exist at all.

During this time, there were development of different school of materialistic thought and materialism itself came to have many different meanings. There are many new insight and modern interpretation of consciousness that give theorist of consciousness presenting materialism explanations which more sophisticated, including Karl Marx's perspective. Marx's materialism appeared when he wrote his critics to the capitalist system in his book entitled *Das Kapital*, in 1867, which is the most important Marx's writing. There is a relation between materialism and capitalism. Capitalism with its conception can cause the materialism. Capitalism itself is an idea that exploitation of the working class (proletariat) by the owners of capital (such as factories, machinery, and working capital) whose profits come from the distinction among the income of labor and the value of the product. Based on Marx' thought, in capitalist system, the object of capitalism is money. Money is the most important thing to be reached for capitalist in order to survive between the hightensions of market competition. Next, in capitalist system, competition is also important. In competition, productivity of productions should be increased continuously and the products have to be sold at minimum price, so the producer will win the competition form the other competitor. For the workers the capitalist system gives bad impact because the poor community is marginalized by the capitalist in the way of life. In this system, the workers are paid with minimum wage or salary, in this case poor people always be poor.

2.1.2. Karl Marx's Materialism

Karl Marx (1818-1883) is the main character who associates the philosophy of materialism with economy. In his view, philosophy should not be static but should be active to make changes, for the important thing is the acts and matter, instead of ideas. And the acts is done by a human being through the economic acts. According to Marx, the nature of man is work (*homo laborans*, *homo faber*). Human beings are also social beings, which have activity, engaging in a process of production. Humans always have been associated with civic relations that gave birth to the history. So, there is a close relation between philosophy, society and history. Based on this basic thought of Marx will evolve into a dialectic materialism and historical materialism.

To understand dialectics materialism and historical materialism, we also need to understand how Marx's materialism is. Marx's Materialism starts from agreeing the idea of Feurbach about materialism philosophy which means matter is the essence of all reality, and that matter forming sense, and not vice versa (Bertens, 1998 : 77). Feurbach also says that 'sense' namely mind and the thought process, is a product of the brain; and brain itself appears at a certain stage of development of living matter. So, sense is the product of the material world. Turning from that assumption, Marx believes that the stages of historical development is determined by the presence of the material. Form and power of producing material not only determine the process of development and social relationships, but also the division of social classes. Then Marx (Eagleton, 2002: 5) also said that social relationships humans can determine human consciousness and also the behavior of them. Thus, the nature of the greedy and selfish of human

being is the result of system of production and social that exists today. It is no wonder if we're seeing the greed in our society. The greed of man that we see in today's society is not found in the antiquity, when and where the social system of production is not capitalism. From this point of view, if we change the system of production and social society, then it also will change the basic of human behavior.

Marx does not use the word of materialism in philosophical meaning that is as the belief of all reality is from a material substance, but he wants to show on the factors that determine the history that is found in the production of the needs. As in previous explanations of these factors refers to the human condition.

Theory of materialism by Marx is often related to two concepts, such as: Dialectical Materialism and Historical Materialism.

a. Dialectical Materialism

Marx agrees with Hegel's dialectical method. Based on Hegel's dialectical which is a dialectical of idea, Marx has his own opinion. He changes the method into a dialectical materialism method. Marx thinks that all which are related to spiritual comes from material things (Bertens, 1998: 79). When Hegel focused on spiritual happiness and Karl Marx developed the idea of materialism more into economic purpose.

To make it easier for us to understand dialectics materialism, there are three primary law of motion dialectics that will be explained, such as:

1. The Change in Quantity into Quality

Law of dialectics tells that changes in quantity at a given moment could transform into a change of quality. Change is not always like in a straight line but in the moment of certain experience stepping-stone. The example of social relationships that describes law of dialectics is revolution. The revolution is a change of quality. People do not change with slowly or gradual, but moving by jumping.

2. Polar Opposites

This law tells us that a contradiction that drives the world. Social revolution occurs when level of human production is contrary to the social system that exist. In the era of capitalism, contradiction is between social production system and value surplus which an individually owned, namely by some owner a means of production. This apparent of contradiction then brought the class struggle between workers and capitalists.

3. Negation of negation

This law regarding the development through a series of contradictions that continuously against itself. Bourgeois keep trying to prove and inculcate on the minds of the people if the history is just a repetition who keeps moving in a circle without end. While dialectics seeing history as a development that looked like a repetition but in fact it is moving on to a higher form because it

is enriched by the experience of previous experiences. Any ruling class did not want change because they want to continue to live with their wealth.

b. Historical Materialism

The name of historical materialism for the first time is used by Engels, when Marx had already died. History materialism is mainly created by Marx himself (Bertens, 1998:80). It has been mentioned before that the materialism concept of Marx is about subjectivity, emphasizing on practice. According to Marx history of mankind since the days of primitive shaped by material. Early human history begins with the private possession and raises the fight for material or wealth economy. Material which became constitutive factors of socio-political historical process of humanity. Marx refuses the arguments of Hegel or Weber about non-materialism who saw a factor of spirit or the idea which influences and determines the history. This is the historical materialism of Marx.

Marx made his famous scheme of the structure based on contradictions in society. This structure explains that capitalism opposed by the capitalist as thesis, and proletariat as its antithesis.

The term of historical refers to the process of historical dialectics of Hegel that Marx accepts. However, there is a difference in understanding. History in understanding Marx is the struggle of classes to bring about freedom, not a matter of anti thesis- thesis, the spirit of subjective- spirit of objective but rather to the contradictions of life in society, especially in economic activities and production. Marx made his famous scheme of the structure based on contradictions in community life. This structure explains that capitalism opposed by the capitalist

as thesis, and the proletariat as its very antithesis. Based on with these contradictions, consciousness and human goals determined by the situation in the community. For example workers (proletariat class). The lack of ownership of the means of production make forced labour do not have much choice. Objectives and activities have been outlined in their life depending on the owner of tools (capitalist). In this case, the way of thinking of labour is how to survive. While in the way of thinking of capitalist is to master the profits as much as they can gain. From the explanation above can be pulled a few things. First, means production determine the existence of social classes i.e. in the form of capitalist and proletarian. Second, the difference in social class determine the differences and what interests people aspired to.

Therefore, historical materialism is understood as applying the principles of dialectic materialism on the symptoms of public life. In historical materialism, Marx outlines that history according to the concept of dialectic (thesis-antithesis-synthesis); superstructure (capitalist) as thesis and infrastructure (proletariat) as antithesis that will form a synthesis, i.e capitalism will fall. With the falling of capitalism, it will be formed new system, communism. It is when production and distribution of life's necessity will be equal to people, so there is no gap among society. Equality is the most important thing in society to live better side by side.

2.1.3. Materialism in Modern Era

From the perspective of Karl Marx, it can be explained that materialism takes the position that society and reality originate from a set of simple economic acts which human beings carry out in order to provide the material necessities of

food, shelter, and clothing. The satisfaction of everyday economic needs is the primary reality in every period of history. Every individual has to work really hard to fulfill their needs and get better living within life. Everyone requires at minimum of food, clothing and housing as the basic needs of human to survive. Those life's necessities should be had by all people. The production of life's necessities should be enough to all people and the distribution of it should be spread averagely in order to get better living and equality. That is the most important thing that Karl Marx tried to emphasize.

By the time is changing and so the human's needs. In the beginning, they just need food, clothes and shelter from the weathers to survive. But by the growth of human civilization, they need a lot of needs for their life such as lavish house, variation of food, brand new vehicles to ride, or most fashionable clothes to wear. And to have those things, human need to have a lot of money to buy that. Based on those matters, the position of material in the first place as the life's essential needs to survive of human changes into prestige of the human himself. Material is no longer interpreted as the life's necessities but it changes into money as the exchange devices nowadays. Material which at the beginning is considered as the life necessities turns into human obsession to reach the happiness. So, materialism can also be defined as a conception of gaining material achievement (Rius, 200: 65).

Based on explanation above, appears on the contemporary view of materialism that embraced community today. Modern people started to think money has such a powerful function. With money people do not only get material they want but also they can also do everything they want to do. Even money

involves a human status. Money is a magic power which control human and creates the essential social status (Ratna, 2003:27). It means that money is a human's creation which controls them and also the society.

2.2. Maslow's Hierarchy of Needs

Maslow (Sarwono, 2002: 174-178) believes that human beings move to understand and accept them self as much as possible. His theory of the Hierarchy of Needs is very popular up to this day. He believes that everyone has a strong desire to realize the potential in him, to achieve self-actualization. To prove that humans are not simply reacting to situations that occur around him, but to achieve something more.

Maslow states human beings are motivated to fulfill the needs of his or her life. These needs have levels or hierarchy, starting from the lowest (basic/physiological nature) to the most high (self-actualization). As for those needs hierarchy is as follows:

1. Basic Needs

On the very bottom of the level, there is need for Physiology (need for air, food, drinks and so on).

2. Safety Needs

This second type of needs related to security, stability, protection, structure, regularity, a situation that could be expected, free from fear and anxiety and the need and so on. Because of this, man makes regulations, legislation, develop confidence, make the system, insurance, pensions and so on.

3. Belongingness and Love Needs

Everyone wants to have a relationship that is warm and familiar, even cordial to others. He wants to love and be loved. Everybody wants to be a faithful man and need solidarity.

4. Esteem Needs

There are two kinds of need for self-esteem. First, it is the needs of will power, mastery, competence, confidence and independence. While the second is the need for the respect of others, status, fame, domination, pride, considered important and appreciation from others

5. Self Actualization

2.3. Novel

The terminology of word novel come from latin word “novellus” which come from “novus”. Today, it’s defined as a long written, fictional prose narrative. Kennedy and Gloria (1995:272) defines that novel is a book-length story in a prose, whose author tries to create the sense that while we read we experience actual life. It can be concluded that novel is one of type of literature works form which long written and the readers can imagine the story in the real life. The elements of novel are character, narrative point of view, dialogue, plot, and setting.

2.3.1 Elements of novel

a. Character

Brown (1962:212) states that character is an imaginative construction based on the words and the forms which the author has put together as semblance of

people or virtual people. Character is an element needed to make an imaginative story. The character can be human, animal, mythical, supernatural or personifications of an abstraction.

Koesnobroto has separated two kinds of character: major character and minor character. Major character is the main character in a story which mostly dominated the narration and dialogue. Minor character is a character which less important than the major character.

b. Narrative point of view

Narrative point of view is the perspective from which the reader will view the events in a story. As Jennifer Jordan-Henly in divided four point of view used by the author: *third-person omniscient* (this view gives a full over-view of the multiple perspective. The reader will know all that is being said, done, thought, and felt by all the characters), *third-person limited omniscient* (it is the point of view in which the narrator only tells the narration in one perspective), *first-person* (narrator participates in action but sometimes has limited vision), and *objective* (narrator is unnamed. It does not assume characters' perspective and is not a character in a story).

c. Plot

Plot is the series or pattern of events which create a storyline. Plot can be constructed in different ways, whether it is being unfolded or front-to-back. The arrangement of how plot show a storyline consists of: first, causality – one event occurs because of another event. Second, foreshadowing, in which a suggestion of what is going to happen. Third, is suspense, in sense of worry feeling that established by the author. Forth, conflict, it is struggle between opposing forces.

Fifth, exposition, it is a background information regarding the setting, character, and plot. Sixth, complication of rising action, it is intensification of conflict. Seventh is crisis, in which the story comes to the turning point. It is when the moment of great intension fixes the action. Finally is resolution which outlined the way the story turns out (<http://www.roanestate.edu/owl/ElementsLit.html>).

d. Setting

Setting is a place and time of the action in which the story is set. It provides the historical and cultural context for characters. Its major purpose is to establish realism and to organize a story. William Kenney (Dewi, 2011: 28) divides setting into four elements, such as:

- The actual geographical location, including topography, scenery, and the detailed of room's interior
- The occupation and modes of day to day existence of the character.
- The time in which the action takes places. E.g. historical period, season of the year, etc.
- The religious, moral, intellectual, social, and emotional environment, of the characters

2.4. The Description of *The Winner Stands Alone* novel

The Winner Stands Alone is a novel by [Paulo Coelho](#) first published in 2008. The book was first published in Portuguese under the title *O Vencedor está Só*. It is the thirteenth major book by Coelho. The book is roughly based upon the growing rise of what the author calls [The Superclass](#), setting in the exciting worlds of fashion and cinema. It takes place during twenty-four hours at the

Cannes Film Festival, where supermodels, film producers, and fashionistas are all vying for their fifteen minutes of fame. Also in Cannes is a Russian communications mogul named Igor who kills at random. Igor, who seems to confuse Good and Evil, thinks that his actions will help him win back the love of his ex-wife Ewa, who runs the most successful *haute-couture* shop in Paris.

The drama surrounding Igor's killings fuels this book's plot, but *The Winner Stands Alone* is also a story about several other characters trying to make their way into the Superclass, Coelho's term for people of power. "The Superclass," he says, "rules the world; their arguments are subtle, their voices soft, their smiles discreet, but their decisions are final." In Cannes, the Superclass is fueled by a culture of film, fashion, money, and fame.

This novel represents the various aspirations of those in Cannes, including Hamid as a Middle Eastern fashion magnate, Gabriela as a young actress who has ambition to be a talented actress, and Maureen as a film director who wants to be fame. With a few twists and turns of the plot, Coelho is able to intertwine their stories with those of the Superclass and Igor's murderous rampage.

On the surface, this book may sound nothing like Coelho's runaway bestseller *The Alchemist*, which is the story of a shepherd boy's journey to pursue a dream. However, *The Winner Stands Alone* examines deeper moral questions in the way that Coelho's other books do. In this one, the Cannes Film Festival serves as a platform for an exploration of a world obsessed with celebrity and the negative consequences of an insatiable desire for money, fame, and power.

2.5. Theoretical Framework

This study analyses the novel by using Karl Marx' materialism theory which the term materialism referring to a theoretical perspective. This theory takes the position that reality and society originate from a set of simple economic which human beings carry out in order to provide the material necessities of food, shelter, and clothing. The portrayal of materialism in the novel can be seen through the dialogues and narrations of several characters, such as Igor, Hamid, Gabriela, and Maureen. In addition to Marx's theory, Maslow's hierarchy of needs theory is also used in this study. Maslow states that humans are motivated to fulfill the needs of their life. These needs have levels or hierarchy, starting from the lowest (basic nature / physiological) to the highest (self-actualization). So, this theory is used to determine the level of need that four characters have causing them to have a materialistic behavior. As the source of the data, Paulo Coelho's *The Winner Stands Alone* is chosen based on the consideration that this novel contains many of the materialism that is suitable to be studied today.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

The method that used to conduct this research is descriptive analytical study and the writer use Marx and Engels' theory to analyze *The Winner Stands Alone* novel. Descriptive analytical study is a study that describe the facts and then followed by analyzing based on the facts (Ratna, 2004:53). So, this study is about describing and analyzing the facts. The writer analyzes and describes the collected data using objective approach then relate it to the Karl Marx's materialism theory.

3.2 Data and Source of The Data

In this study, the source of the data is Paulo Coelho's *The Winner Stands Alone*. This novel is chosen based on the consideration that it contains many of the materialism that is suitable to be studied today. The data are the narrations and dialogues of several characters which portray materialism. In this book, there are four characters such as Igor, the Russian millionaire, Hamid, the fashion magnate, Gabriela, the actresses, Maureen, the film director.

3.3. Data Collection Procedures

In this study, the data are collected by following certain steps, including:

- a. Reading the synopsis of Paulo Coelho's *The Winner Stands Alone* from the internet to find out whether this novel indicates Marx's materialism or not.

- b. Reading the whole chapters in Paulo Coelho's *The Winner Stands Alone* to find out which characters that indicate Marx's materialism dominantly.
- c. Identifying words, phrases, sentences, and clauses in the dialogues and the narrations of dominant characters in the novel such as Igor, Hamid, Gabriela, and Maureen that indicate Marx's materialism.

3.4. Data Analysis Procedures

In conducting this study, the data are analyzed by applying some steps which are followed:

- a. Categorizing the dialogues and the narrations of four characters such as Igor, Hamid, Gabriela, and Maureen based on the actions of them that shows materialism which relates to Karl Marx's materialism theory
- b. Categorizing the dialogues and the narrations of four characters such as Igor, Hamid, Gabriela, and Maureen based on the reason of they do materialism actions which relates to Maslow's hierarchy of need theory.
- c. Interpreting the categorized data and relating it to Karl Marx's materialism theory and Maslow's hierarchy of need theory.
- d. Drawing a conclusion based on the analysis.

CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Data Description

The source of data is *The Winner Stands Alone* by Paulo Coelho which consists 343 pages. It was published by Harper Collins publisher on 2009. The data are narrations and dialogues of Igor, Hamid, Gabriela, and Maureen that indicate materialism.

4.2. Findings and Discussion

The result of the study presented in this chapter aims to answer the research question : “How is the materialism portrayed in Paulo Coelho’s Characters in *The Winner Stands Alone*?”, through four characters such as Igor, Hamid, Gabriela, and Maureen. The dialogues and narrations that show, represent, or indicate materialism in the novel are analyzed thoroughly.

4.2.1. Igor Malev

Igor Malev, is the main character in this novel. He is the extremely successful owner and president of Russian telecom company who is described as a forty-age man, and dress tidily. He also masters some fighter, quite understands with the anatomy of the human body, has access to various places-including to the distributors of illegal weapons-.

As the successfull owner of telecom company, Igor represents the modern capitalist who works hard to get the benefit as much as he can. Marx states capitalism creates a system of two economy class variance, capitalist and proletariat, where capitalist is the ruler of production process, and working hours

of the worker (the proletariat). Profits are the most important things to be reached by capitalist.

It is not easy for Igor to get a success. He has fought all his life to get where he is now. When the communist regime still had power, Igor had a duty that he hadn't chosen and he had been forced to kill. Next, he starts with nothing just after the fall of the communist regime. He does not live again with any constraints. He wants to achieve success where everyone will look at him as respectable person

“Yes, love too. But for me it was also important to earn enough money to show my parents that I was capable of succeeding. I did that, and now they're proud of me. “ (Pg. 14)

From the narrative above, it can be explained that one of Igor's desire is to achieve success and to be honorable person. It corresponds to the interpretation of Maslow, Hierarchy of Needs of human life, which he thinks that a fourth level of human need is to be appreciated. One man's effort to be appreciated is by working and having a lot of money as a symbol of success. As described before, Marx states that working is the real or concrete meaning of human being. So, to get their needs, human has to work. Marx also notes that the differences between capitalist and proletariat due to the differences in private ownership of capital. Material determines that differences of class. More capital and profits that someone gets then he/she will be considered as a successful capitalist. As capitalist, someone has more power towards other (proletariat) and that will be inevitably appreciated by others.

To get a success, Igor works very hard. He has ambition to get success which leads him having a money-oriented viewpoint in his life. Igor's ambition by working hard to get money is shown through this excerpt below:

“They spent much of their time in airports, planes, an hotels; **they worked eighteen hours a day**, and for years never managed to take a month's holiday together.” (Pg. 88)

As stated on previous explanation that definition of materialism is a belief which concerns to material objects (money and luxury things). Getting money is seen as the highest target for materialist. And based on Igor's action that has been explained above, it shows that Igor is a person who has materialistic behavior.

Igor also has to face many challenges to get a success. Even, he has to do the acts of corruption.

“... accepting that he would **have to bribe a government official** each time he needed a new license for a product that would improve the quality of life of his own people.” (Pg. 88)

From the explanation above, we can see the cruel attitudes of Igor. Having ambition to get success leads Igor to do bad action. It shows that Igor doesn't care anymore with moral values.

His ambition is supported by Ewa, his wife, who always motivates him by advising and praying for him in every night. Gradually, the difficulties give way to opportunities. The small business of Igor begins to grow and money begin to come in, slowly at first, then in vast quantities. This thing can be seen as follow:

“He continues to earn more money in a day than he could spend in a year, even if he were to indulge in all possible pleasures, legal and illegal.” (Pg. 8)

Besides getting a lot of money, finally the ambition of Igor to raise his status level comes true. He becomes a popular person and be respected by others. It can be seen through this narrative below:

“The whole process of finding work was suddenly turned on its head. Her husband was featured on the front cover of an important bussiness magazine, and the locel bigwigs started sending them invitations to parties and events. **They began to be treated like royalty, and even greater quantities of money flowed in.**” (Pg. 88)

After getting success, Igor keeps looking for money and he is so busy with his own works. As a result, he begins to forget his family. At the beginning of his marriage, Igor and Ewa live happily, then Igor’s caring to Ewa has been decreased. So, Ewa feels lonely and she looks for activities of her own.

“Ewa spent her days in shopping malls or having tea with friends, who always talked about the same things. **Igor, of course, wanted to go further, and further.**“ (pg.88)

From this excerpt, it can be seen that Igor never feels satisfied with what he has. Igor has ambition to reach more success. He keeps to gain benefits and competes with the other capitalist. This ambition is in accordance with what Marx says that the nature of capitalist is keep looking for money to compete with other capitalists. The more capital possessed, the more opportunities to conquer the other competitor that will lead him to get more success. Orientasi terhadap material juga mempengaruhi sifat-sifat manusia. People become greedy capitalist as the result of the system of production and existing social right now. Greedy capitalist occurs to Igor that he keeps looking for money in order to compete with the other capitalists. As a result, he has the nature of individualist which makes him forget the people around him, including his wife. This is a reason why Ewa leaves him and runs off with Hamid, the most successful owner of *haute-couture* shop in Paris.

After Ewa leaves Igor, at first he never considers it as a big problem. He thinks that Ewa will go back for him. So he keeps being busy with his works.

“And that was when he understood. It wasn’t true that he would give up work next month or next year, or even next decade.... on the road to power, there’s no turning back. He would be an eternal slave to the road he’d chosen...” (Pg. 158)

The excerpt above shows that materialistic behavior of Igor gives more bad effect. Money incites man to turn one’s back on moral value. Materialism and selfishness go hand in hand. Igor cannot be extremely materialistic without deeply being selfish. Igor prefers to go looking for money than keeping the stability of his family. It is actually contrast to moral values, that as a family we have to take care of each other. This extreme selfishness shows that it is not necessary for someone to think about other people’s need as long as he/she can get his/her ambition.

Then another selfishness behavior can also be seen as follow:

“He thought of his position in society and of the power he possessed and how difficult it would be to give all that up” (pg. 160)

From the first and second excerpts we can see that materialistic viewpoint can be very potential for influencing human beings to be more selfish. Igor still cannot feel satisfied and never wants to loose his position and his power in order to get Ewa back. In this condition, such bad effects of materialism have been occurred, in which individualist and egocentric lifestyle.

Then, in this novel, the portrayal of materialism is also clearly revealed through the lifestyle of Igor. From the explanation before, lifestyle is used for the projection of individual’s social status. Someone with luxurious and glamor lifestyle projects that he/she has a high level status. Igor has been a success

person. After two years of separation, Igor decides to visit Cannes Film Festival in order to win Ewa back. In Cannes, it is portrayed how Igor lives with luxurious and glamour lifestyle, as explained in this excerpt:

“ However, Everyone knows that the bar in the Hotel Martinez is where the powerful people hang out, which means there’s always a chance of meeting them.... A year ago, he reserved the best suite in the Martinez (which makes everyone pay up-front for at least twelve nights, regardless of how long they’ll be staying); he arrived this afternoon in his private jet...” (Pg. 5)

It shows how Igor spends a lot of money to pay the cost when he has to stay in Cannes. This luxury, which Igor lives in, is just to show that he has high level of social status. It is described that Hotel Martines is a luxury hotel which is the place for Superclass, and it can be concluded that Igor is one of Superclass.

In Cannes, Igor also observes people around him. He observes how is their lifestyle, their ways to communicate, their fashion style. Next, when he observes how they dress, he considers that everyone use mobile phone.

“Igor noticed one other thing: the mobile phone. The most important item of clothing” (Pg. 37)

From the statement above, we can see that Igor has agreed about material-oriented of viewpoint. It is according to the explanation of materialism that judging people by the materials they have. The more expensive and luxurious materials that they have, the more attention that they will get. And the more money that they have, it is easier for them to get access, as described through this excerpt below:

“He offers her his bussiness card, bearing the logo of his phone company and his name, Igor Malev, **President**. He’s sure his name is on the list, he says, but he must have left his invitation at the hotel. The receptionist welcomes him and invites him in: **she has learned to judged men and women by the way they dress, and “President” means the same thing worldwide**” (Pg. 40)

From that description above, coming without invitation, Igor still can join the party. It is so easy for Igor to get the access because the resepsionist judge him as

rich person by seeing Igor's business card and Igor's clothing. It also happens when Igor goes to the bar of Martinez, because of the clothes that he wears, he is judged as the Superclass.

"The denizens of the bar leave Igor in peace, thinking that he must be one of those millionaires who comes to Cannes in search of a new girlfriend.....
Igor is duly relegated to the category of 'perfume.'" (Pg. 6)

For the first, people think that Igor is a movie mogul. But finally people categorize him as the "parfum". "Parfum" is the slang term used by actresses for rich person which are sought out during the last two days of the Festival.

Igor is a unique person. Even though he is one of materialist, he also gives several critics that indicates to materialism towards the people who come to the Cannes Film Festival.

"A world that should be directed toward justice begins instead to focus on material things, which, in six months' time, will be worthless and have to be replaced, and that is how the whole circus ensures that **the despicable creatures gathered together in Cannes remain at the top of the heap.**"
(Pg. 9)

Next, excerpts that also shows Igor's critics towards people in Cannes Festival
Film:

"Everyone there is working hard in a way, in search of one thing: **vis-i-bil-ity**, which, if all goes well, will turn into **Fame**, which, if all goes well again, will turn into **Power, the magic word that transforms any human being into a demigod, inaccessible icon accustomed to getting jealous looks when he sweeps past in his limousine with th smoked-glasses windows or in his expensive sport cars.**" (Pg. 154)

Through the two excerpts above, Igor thinks that Cannes is the place where everything is valued from the material that people have. He also thinks that Cannes is the place where everyone wants to be popular and to have power in order to be appreciated because of the material that they have. It is related to Marx's thought that the condition of society products the idea of society. Cannes is the place where capitalists, celebrities, and businessmen gathers together. This

condition products the viewpoint of people in Cannes that is based on how they show their lifestyle of luxury and how they struggle to compete with the others for getting high status.

Visiting Cannes, and killing several people in order to win back Ewa is the useless effort for Igor. Finally, he realizes that money is not able to buy happiness. But, he still believes that his action by killing several person will change Cannes, the exclusive city, to be more moderate.

4.2.2. Hamid

Hamid Hussein ia a Middle Eastern fashion magnate who is as successful as Igor. He has married to Ewa, ex-wife of Igor, and he spends his life with Ewa in London. His career starts when the Sheikh wants to buy his house.

“...the sheikh started buying up all the available land in that part of the desert in order to build one of the most modern cities in the world. (Pg. 82)

The land which is wanted to buy by the Sheikh will be as capital to build the modern city in the world. It will make Sheikh get more profits.

Sheikh : “I can offer you anything you desire,” he said.
Hamid’s father : “Then give my son a good education. He ‘s sixteen now, and there are no prospect for him here.”
Sheikh : “Only if you sell me your house” (pg. 82)

At first, Hamid and his family has denied this offer, but from the narrative above, we can see that Hamid’s father wwill sell that house to the capitalist-The sheikh- if that capitalist fund the education of Hamid.

Hamid’s father : “You, sir, have a duty to educate your subjects, and I cannot exchange my family future for its past.... But if you can at least give my son a chance in life, then I will accept your offer.” (Pg. 82)

Hamid and his family finally have to be disappointed when his father showed his weakness against the money. He also agreed to sell his house to Sheikh Hamid guaranteeing tuition fees.

From the two narratives above, we can see that the people surrounds Hamid reflect materialistic culture, where all have money-oriented view. They will try anything to get a big advantage, as Sheikh did. And it also reflected when Hamid's father gave up his land for sale, although it is a hereditary family land.

When offered by Sheikh Hamid about what education will take, Hamid chose to study haute couture. He explained that his father had a favorable experience when selling fabrics typical country to foreigners. He believes if he studied design abroad and introduce their culture through distinctive country of clothing, then he will get a big advantage. As we know, the western countries look down the middle eastern countries. Therefore, by introducing fashion of his country to the fashion center countries, that are the western countries, a world view will be changed to his country. He and his country would be considered more respectable. This is described through the dialogue below:

“ I want to study haute couture”

“ My father sells much of the cloth he buys to foreigners, who then turn his cloth into designer clothes and earn a hundred times more from it than he does. **I'm sure we could do the same here. I'm convinced that fashion could be one way of breaking down the prejudices the rest of the world has about us.**” (Pg. 83)

For this reason, Hamid has ambitions to become a famous designer. When a designer he is constantly looking for money, and when it has a large capital, Hamid will introduce the culture of the country through the clothing designs. And people will not look down him again which is the middle east, as well as __. From this description, like Igor, Hamid also has the ambition to be seen. It is also

appropriate to the level of human needs that were dictated by Maslow, which needs to be appreciated.

After studying haute-couture at the French and ask for help from the Sheikh, Hamid finally began to establish his own haute-couture shop. Slowly with his talent and unique design to make the clothing of his country, Hamid began to gain fame and success.

“Him, Hamid Hussein, one of the most famous designers on the planet, the public face of a gigantic international conglomerate, selling luxury and glamour.... the man who had used the ancestral knowledge of his tribe to survive, learn, and reach the top.” (Pg. 81)

When Hamid was this success achieved its target to obtain wealth and viewed people. His work was not far from the world of luxury and glamor. When the success that he met with Ewa and decided to get married and live in London.

To meet with his business partner, Hamid was invited to visit Cannes Ewa. When he was here, it is clear the portrayal of materialism Cleary Revealed through the which is the lifestyle of Hamid. Hamid lives in luxury and lots of glamor that shows him as the high class person. It can be seen through this narrative:

“He can see the huge white car, a Maybach, the most expensive and most sophisticated car in the world. Even more exclusive than Roll-Royce. Soon they’ll be sitting inside, listening to some relaxing music, and drinking iced champagne or mineral water.” (pg. 80)

This suggests that lived as a Superclass, Hamid was judged from the materials he has. Hamid used Maybach, the car which is expensive and classy. In addition, Hamid also drank champagne, which is alcohol that has high value.

Then, we can see through this narrative:

“They get into the vast car made for just two people, the rest being empty space..... He sits down on the comfortable leather seat, opens the mini-bar in front of them, and asks if Ewa would like some champagne.” (Pg. 85)

This is a depiction of the situation of car that Hamid and Ewa ride which is very luxurious and comfortable. Only people have much money and class that can have it. It can be explained that the status is valued by one's own material.

“He consults his **platinum watch**, which is a certified copy of one of the first models produced in a small workshop in the town of Schaffhausen. **Women can get away with spending a fortune on diamonds, but a watch is the only piece of jewelry allowed to a man of good taste, and only the true cognoscenti knew the significance of that watch which was rarely advertised.**” (Pg. 80)

Through the narrative above, other materials owned by Hamid were worth selling expensive watches and very limited sales. Here is explained that a man will be assessed in view of others as a rich person when using an expensive watch. So if the diamond be a symbol of wealth for the woman, watch is used as a symbol of wealth for men.

In addition being the Superclass makes Hamid highly respected and have the ease. It is seen from the following narrative:

“Strategically positioned bodyguard ask anyone going into the hotel for proof that they are staying there or meeting someone.the bodyguard uses his radio to call reception, and you wait there..... Those who arrive in limousines, of course are treated quite differently” (Pg. 98)

When Hamid got out his fancy, he is considered as a rich man who does not need to follow the procedure for entering the hotel. This indicates that the money more than anything else. People who have a lot of money will be more respected and exclusive people who do not have to take pains to follow the rules.

When in Cannes, Hamid was so busy with work. With the success he had, Hamid changed your mind. He was more eager to get money. It proves that he was not satisfied with running a business only in fashion. He had also started doing business in other fields. It can be seen from the narrative below:

“His work grew and expanded. He wasn’t just involved now in fashion, but in accessories, furniture, beauty products, watches, and exclusive fabrics.” (Pg. 144)

From the narrative above can be explained that Hamid has attitude of capitalist as described by Marx. That, capitalists always never be satisfied to make a profit. Hamid's ambition to get much profits makes him to be busy with him self. His care to Ewa becomes less and less. After that, the bad things happened that make him aware of his business.

“It’s sign that he should ditch the whole absurd idea of producing a film. He had clearly allowed himself to be carried away by vanity instead of listening to the advice of the sheikh and of his own wife. He’s starting to lose touch with himself; the world of luxury and glamour is beginning to poison him” (Pg. 307)

The narrative above explains that Hamid finally realized his ambition to make a profit is just part of the pride. He let himself be dominated by the idea of luxury that will make him more famous. Because of his greediness, he also forget about the people surrounding him.

4.2.3. Gabriela

Gabriela is an American young actress which get ambitious to be a good actress which is respected as talented actress, not because her good appearance or her glamour style. She believes in her mind that she is born to win and to shine. Gabriela has ambitions to be a great actress because of her bad experience with her friends at school.

“ ‘I’ll be a great actress one day and then you’ll be sorry’..... some people opt for revenge and try to be really good at whatever it is the others thought they couldn’t do. ‘One day, you’ll envy me,’ they think” (Pg. 29)

From that excerpt, it shows that Gabriela wants to get revenge by being a good actress and makes her friends will envy her. So, she will never be bullied again, and her friends will respect to her. This statements in accordance with what Maslow says that being appreciated is one of human needs. Therefore, she continues studying how to act and attending many auditions in order to get famous and get a lot of money. The purpose of Gabriela to get fame and the money is very clear that she has orientation toward money. With becoming famous she has a lot of money and her life would be happier. It supports herself to be an artist who is more qualified.

Gabriela has much confidence and also has worked hard to be a professional artist. To fulfill her ambition becoming an artist, Gabriela has made many sacrifices, one of them is following an audition at Cannes, France. She has spent all her savings on this trip. This is the biggest opportunity for her to become internationally artists.

Gabriela realizes if Cannes is a glamorous world where everyone wants to be famous and it's full of pretense. It is seen from narrative below:

“No one understand the importance of being an actress; beauty is the only thing that counts. That's why women with long legs and dyed hair, the bottle blondes of this world, travel hundreds or even thousands of miles to be in Cannes..... What these women want is fame, glory, and glamour, to be envy of the other people who live in their town.” (Pg. 24)

Narrative above explains that in the movie business now, people are not concerned with professionalism. The artists just want to get much treasure and be famous by relying on their beauty. It emphasizes that everyone depends on money. By having much money, they will be famous and make jealous people around them. She also knows that people who have achieved success are just

being actors so as not to have to be themselves. Gabriela is different, though. She's always been her.

But different things happen after Gabriela is called to audition. She has thought that she will be willing to do anything, including if she has to sleep with the actor in order to get the role.

“ 'I wouldn't mind sleeping with either of them,' she thinks, smiling to herself” (Pg. 122)

This dialogue shows that the thought of Gabriela begins to change. She begins to forget the moral values just to get fame and profit. It is opposed to the attitude of professional of Gabriela. Formerly she ever criticized her friends in Cannes that expects to be approached by Superclass for getting a success. Gabriela has given several critics that indicates to materialism towards her friends.

“They've imagined a hundred times over that there will come a night when a member of the Superclass will be in the audience and visit them in their dressing room after the performance ... and that the person there before them is the one who can transform their lives.” (Pg. 69)

From the narrative above, Gabriel criticized artists that often expect to be visited by a Superclass that will change their lives with them to promote and ensure their well-known artist with a lot of money. This statement indicates that several actress have money-oriented viewpoint.

After attending the audition, Gabriela get a role in the film to be produced by Hamid. She also met with the film-maker and actor who would work with her. For talking with them, Gabriela got an overview of the world of cinema that is deeply connected with materialism. This can be explained through the narrative below.

“Then there was money he earned, which wasn’t actually that much, but which gave him a sense that he could do anything; there were the expensive presents, the fortrays into an unfamiliar world, the private planes, the five-stars restaurants, and the hotel suites. “ (pg. 126)

The narrative above explains that by becoming an artist, they will get a lot of money as well as luxury goods. To become famous they need capital and to get more capital they must avail their fame. And to become famous they should be willing to do anything. Even they have to pretend to love it that is not actually be desired.

The following narrative when Gabriela talked with Director:

“ Ever since the movie industry became a force in the world, the studios have always done this in order to keep alive the idea that fame and money are synonymous. “ (Pg. 128)

It explains that fame and money are extremely related. A person is considered notable and has high-status if he/she has a lot of money. And to get a lot of money in the movie business somebody must be famous. Having heard the opinions of the actor and filmmaker, Gabriela keeps thinking that she will not be the artist that is full of pretense. She wants to be famous and get rich through her talent and her honesty.

After that, gabriela follow the event, walking at red carpet. She will introduce herself to reporters as a new artist that is chosen to star in the film, production of Hamid. Her dream, becoming famous and a rich person will come true. But she has to agree to the terms that is provided. It is as described in the following narrative:

“ we will control everything from the way you cut your hair to where you eat, even if you’re not hungry. Obviously you can use your new-won fame to earn money from advertising.” (Pg. 130)

From the narrative above, it can be inferred that Gabriela was the victim of a capitalist. Her ability as an artist could be set as capital of film industry to gain advantage way to the top. Gabriela still approved it to gain wealth and fame that she had hoped before.

Gabriela ' s way of dressing up is also arranged by the movie industry. She has to dress up in glamour and use luxury items which is not her own. She shall look beautiful and elegant. This is illustrated through the following dialogue:

“ Can I start with the jewelry?”

“ You don’t get to choose anything. We know exactly what HH wants. And you have to return the dress to us tomorrow.” (Pg. 187)

Clothing that is later used Gabriela while walking in red carpet will be photographed by journalists and disseminated via the media both print and electronic. From here it can be inferred that materialism in the form of a style of glamour and luxury goods used by artists is growing due to the influence of the media. People who see the pictures will follow the artist's style so they are considered to be rich too. The artist be veiled advertising.

It is also described through the narrative below:

“In only twenty minutes the limousine will arrive to take her to the Martinez to pick up the Star.” (Pg. 190)

Gabriela will use the limousine to attend red carpet in a luxurious hotel. A limousine is a luxury car commonly used the Superclass. So in order to be considered a classy woman, she should use that fancy car. It shows that somebody is judged from the possession of luxury goods.

In addition to using luxury items, the name of Gabriela replaced as Lisa Winner. Gabriela isn't being herself. Finally she realizes this is not in accordance with her principles of the earlier that she opposed the pretense. She was blinded by her desire to become rich and famous.

4.2.4. Maureen

Maureen is the film director who came from America. Having similarity with Gabriela, she is also the figure of woman who has ambition to realize her dream. She has tried hard to sell film. She even willing to go to France to get a chance becoming the well-known film director and having a lot of money. She will meet one of Superclass in the movie business namely Javits Wild.

We can see from the following narrative:

“She bought a plane ticket to Paris, caught at a train that took all day to reach Cannes. ... she has overspent her budget, traveled for , more than twenty hours, but she well at least get her ten minutes. And she is sure that she'll emerge with a contract and future before her” (Pg. 60)

Maureen is just as previous figures who want to be famous and have a lot of money.

“ Vi-si-bil- i-ty is what required!” (Pg. 66)

Maureen's desire to become famous is according to Maslow explanation that one of man's needs is to be appreciated. Maureen will be appreciated if her film can be screened Internationally and she also will earn a lot of money from that opportunity. It shows that Maureen also have money-oriented view.

Maureen work in film industry seriously since she is confident that the movie will produce plenty of money. The movie business is of a world that rotate a lot of money. As described in the following narrative:

“Yes, the movie industry is in crisis, but so what? **Movies (however few) are still making money, aren't they?** Big cities are plastered with poster advertising new movies... **a world that mobilized hundreds of millions of dollars in the United States, Europe, and India.**” (Pg. 61)

Maureen has fought hard to become famous, she has sold the only home inheritance her parents only to become richer. She has ambition and then there is no stopping her. He has the dream which is inspired by the movie Citizen Kane, namely one who makes director 's of that film, Orson Welles gaining eternal flame. Therefore Maureen want to be famous, and the effort is by approaching The Superclass, capitalist those who alter the behavior, hearts, and minds, of the largest possible number of people. As described in the following narrative:

“That's why she (Maureen) wanted **Javits, an Oscar, and Cannes.**” (Pg. 65)

From the narrative above, it can be explained that Javits is one of superclass who is able to raise Maureen to be rich. Then, Oscar and Cannes is one way of making Maureen became famous.

Same as Igor, character described previously, although Maureen has money-oriented viewpoint, she also criticized the artist today. Maureen expressed her opinion on Igor that most artist only rely on beauty for money. Maureen on dialogue is said under this:

“So, they invest in the one thing they shouldn't invest in. Namely their own beauty. They become celebrities, start to charge for attending parties, they're asked to appear in advertisements, promoting various products. They earn a vast amount money because they're young and pretty and their agents get them loads of contracts.” (Pg. 167)

This is in contrast with the nature of Maureen next. After criticizing the artists, Maureen unconsciously also indicates the nature of the materialism. He interested with Igor after learning of Igor is one of Superclass who stay at the Hotel Martinez.

“They get up from the table, and he asks for the drinks to be put on his tab (so, she thinks, he’s staying at the Martinez!). “ (Pg. 169)

Knowing Igor is rich people, Maureen thinks that she is willingly if she should kiss Igor, a person who just she met in that day. The reason is that Igor must be advantageous in making her film be famous. This really shows that Maureen starts do not pay attention to her moral because of her ambition to gain advantage.

CHAPTER V

CONCLUSION

5.1. Conclusion

Based on research question “How is materialism portrayed in Paulo Coelho’s Characters in *The Winner Stands Alone?*”, this study shows that the materialism is portrayed through the four characters which are the superclass person, representing the modern capitalist; Igor, Hamid, Gabriela and Maureen. This study concludes that materialism is portrayed through four characters’ behavior that influenced by an extreme desire to acquire wealth. They have to get a lot of money, and that is why their viewpoint become money-oriented. As stated on previous explanation that definition of materialism is a belief which concerns to material objects (money and luxury things). Marx also notes that the differences between capitalist and proletariat due to the differences in private ownership of capital. More capital and profits that someone gets then he/she will be considered as a succesful capitalist. So for Igor, Hamid, Gabriela, and Maureen, by getting rich and doing glamour lifestyle, they will be considered as people who has high status and of course they are going to be more respected by the others. The reason of their materialistic behaviour is their ambitions to get high level for their social status in order to be respected, and to be honoured by other people.

But, their ambition to get money affects their moral. In this condition, moral values will be not the important one. They become selfish, individuality, and egocentricity. As a result, they getting extreme suffering. Igor is left by his wife,

Ewa; Hamid must leave his country and his family; Gabriela has to pretend as someone else.

5.2. Suggestion

The Winner Stands Alone novel is beneficial to learn philosophy of materialism and Karl Marx's materialism. There are also many aspects that can be analyzed. Therefore, it is suggested that there should be other study with different aspects from this novel. For example using psychoanalysis approach which the main character of this novel, Igor, can be analyzed thoroughly. Finally those are willing to conduct such study may read this study as the entry point.

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APPENDICES

The Novel's Cover

