

AN ANALYSIS OF CONSUMERISM IN *ORANG KAYA BARU* MOVIE: MARXISM THEORY

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ABSTRACT

One of the phenomena that occurs in society is consumerism, in *Orang Kaya Baru* movie the consumerism behavior is clearly visible, so the researcher can analyze the impact of consumerism and its base and superstructure through *Orang Kaya Baru* movie use Marxism theory. In Marxism theory itself, it discusses capitalism, class struggle, ideology, and base and structure which has relation to consumerism, and uses structuralism to interpret the result. The aim of this research is to make people understand more about what consumerism is and aware of its impact, if they are aware then it is beneficial for themselves and the people around them. This research uses qualitative research to describe the phenomenon that occurs. To support the analysis, the researcher uses books, thesis, journals, and *Orang Kaya Baru* movie as data sources. The result showed that there are 5 base and superstructure and 2 impacts of consumerism. The base and superstructure of consumerism are carried out by the characters, the superstructure is the impact of the base. Then the impact of consumerism in movies is they are never satisfied with what they already have, that is what consumerism does to consumers who cannot control their desires.

Keyword : Consumerism, Marxism, Impact, Base and Superstructure

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1. INTRODUCTION

Consumerism is a social condition that arises in the real world encounter in society. Consumerism is a type of social arrangement that results from mundane, neutral human wants, desires, and longings (Bauman, 2007). In simple terms, consumerism can be interpreted as a situation where people buy various goods solely for the pleasure of buying, not because they need it, they desire is to consume. Every individual always wants something more and is never satisfied with what they already have and that makes them continue to be customers of consumerism. Consumerism is not just about buying a lot of clothes it is more than that, as nowadays many people who buy something just for prestige, young people are now busy wanting to buy an iPhone to look cool, luxurious, and classy. Consumption of products is a symbol of one's status and social class that makes them consumerism which action was taken by consumers to consume an item in excess, the purpose of which is to please themselves without considering other needs. It can all have a negative impact like an uncontrollable feeling of dissatisfaction if a person does not get what he wants. It causes a desire to be safe, warm, and taken care and that kind of desire is dangerous (Bauman, 2007). Tend not to think about future needs, people will spend money on the same day without thinking, like in the movie that the researcher will choose to research is *Orang Kaya Baru* movie. The movie *Orang Kaya Baru* is a movie that was released in 2019, now it can be streamed on Netflix, this movie is a comedy-drama genre and was directed by Ody C. Harahap and the

script was written by Joko Anwar and this movie is about a simple family who suddenly has economic changes. When their father died, he left a will with a lot of money, they suddenly get rich and cannot control their desire so they start spending big money and then buy everything they do not really need, which is so extravagant. Miles (1998) argue consumption is an act, consumerism is a way of life. Consuming things excessively and only following desires will eventually make it one's way of life, which is bad behavior. Consumption involves our daily lives and our daily activities. The values, meanings, and costs of what society consume have become an increasingly important part of our social and personal experiences. Consumption activities indirectly lead to living standard or lifestyle goals, which have to do with satisfying basic needs and getting pleasure through the use of goods and services. In another word, people are more than just consumers (Roach, Goodwin, & Nelson 2019). Consumer culture is a system in which consumption, someone's behaviors found in all times and places, is dominated by the consumption of commercial products, and finally, consumer culture only cares about material satisfaction of wants, and the symbolic value of goods takes precedence (Arnould, 2015).

Consumer culture is system facilitated by the market, which thus created a particular relationship between the consumer and the goods or services he or she uses or consumes (Miles, 2015). Facilitated by the market because the market occupies an important position to get the desired commodity, as now the market today provides everything that is needed both goods and services because shopping has turned into part of a leisure activity for consumers. While consumption originates from the satisfaction of natural needs, in a sense it emerges as an increasingly unnatural social force, something like car shopping is totally unnatural and indeed potentially dangerous in so far as it actively accentuates social divisions (Miles, 1998). Consumerism has relation to capitalism, a phase in the periodization of capitalism is characterized as involving a shift towards consumption as a central social, economic, and cultural process (Smith, 1997). Therefore, this research uses Marxism theory. Marxist examine its application to the economic development of capitalism (Marx, 1955). The aim of Marxism is to bring about a classless society, based on the common ownership of the means of production, distribution, and exchange (Barry, 2014). Marx was the first to discover the great rules of the historical movement, the rules in which all historical struggles exist, whether political, religious, philosophical, or other ideological, but in reality, this practice is nothing but class struggle. Capitalist society as a whole is more and more splitting up into two great hostile camps, into two great classes directly facing each other bourgeoisie and proletariat. By bourgeoisie, it means the class of modern capitalists, owners of the means of social production, and employers of wage labor. By proletariat, it means the class of modern wage laborers who, having no means of production of their own, are reduced to selling their labor power in order live (Marx, & Engels, 1955). Marxism sees progress as coming about through the struggle for power between different social classes. This view of history as a class struggle is thought by some to be driven by competition for economic, social, and political gain.

Marxist criticism tends to deal with history in a fairly classical way. It speaks of the conflict between social classes, and the clash of great historical forces, and relates it closely to the interpretation of certain literary texts. Marxism has related to literature from Marxist literary criticism, it maintains that an author's social class, and its prevailing ideology (outlook, values, tacit assumptions, etc.) have a major bearing on what is written by a member of that class. In *Marxism and Literature*, Williams in Szeman (2010), remarks that Marxist criticism and Marxist literary studies have been most successful when they have worked with the received category of literature, which they may have extended or even revalued, but never radically questioned or opposed. Marxist criticism is that literature can be viewed as ideological and that it can be analyzed in terms of a Base and Superstructure model. In base and superstructure, the base is defined as the way a society produces what is needed to survive. Class position, ideological forms and their relation to literary forms, spirituality and philosophy, techniques of literary production, and aesthetic theory are directly relevant to the base/superstructure model (Eagleton, 2002). In Marx's theory, the superstructure is determined by the base. In other words, the origins of the ideology are difficult to discern because they are embedded in the working and living patterns of the people. Ideology in Marxism is used to denote the abstract concept of a world filled by imaginary ideas apart from material life (Martin, 2015). To understand literature means to understand the whole social process of which it is a part. Literature may be part of the superstructure, but it is not simply a passive reflection of the economic (Eagleton, 2002). The example of base and superstructure can be stated as follows: A1. Structure A determines structure B if structure A is able to place limits on the functions (rules, norms, laws, etc.) that govern structure B. These structures can be social in nature, as in formal institutions such as schools, firms, and so on, or can refer to informal institutions such as social relations, or structures of consciousness, or personality (Thompson, 2017). The superstructure

is the whole ideology of the class: its form of consciousness. it is the same as seeing one's own ideology in the world. From the previous discussion it can also be seen that superstructure has the following (a) legal and political forms which Base and Superstructure express existing real relations of production, (b) forms of consciousness which express a particular class view of the world, (c) men become conscious of a fundamental economic conflict and fight it out. Upon the social conditions of existence, a whole superstructure is reared of various and peculiarly shaped feelings, illusions, thought habits, and life conceptions. The whole class produces and shapes these out of its material foundation and out of the corresponding social conditions (Williams, 1997).

Literature and criticism are in the perspective of historical social development, forms of a class specialization and control of a general social practice, and of a class limitation in anticipation the questions which it might raise (Szeman, 2010). This research uses structuralism to interpret the result. Structuralism can be seen as element that needs the other elements to produce a whole story. That aim is to explain as clearly and accurately as possible the functions and relationships among many elements of a literary work that produce the whole story (Reginanita, 2012). Structuralism is basically a way of thinking about the world which is predominantly concerned with the perception and description of structures (Hawkes, 2003). Each text and author is unique, but in order to decide what this uniqueness is one needs to understand the literary system within which they exist, different texts and authors have more in common than one might think, and structuralism tries to bring this out (Sturrock, 2003). To make this research better, researchers use relevant studies as a reference, first a journal conducted by Liu Xiao (2017). This research aimed to analyze the disillusionment of the American Dream in *The Great Gatsby* from the perspective of consumerism. The researcher attended to make readers learn about Gatsby's wasteful, luxurious, and lavish consumption through the analysis of his great ambitions so that his twisted consumption impacts his wrong words and deeds and conduces his disillusionment of his American dream. The research analyzed the disillusionment of the American dream, while this research focuses on base and superstructure and the impact, also the differences in object of the research.

Next, a journal conducted by Muhammad Kiki Wardana and Wan Anayati (2018). This research aimed to analyze the districts in the hunger novel through the base and superstructure and using the Marxist theory. The research discusses the base and superstructure and it relates to the problem of study in this research, but the difference is the research focuses on discussing the base and superstructure in the novel, while this research discusses from the consumerism perspective. The researcher chooses this topic because the topic of consumerism is rarely raised in literature studies, even though consumerism is one of the most issues that arise this day. So, the researcher wants to criticize consumerism behavior from the literature side through the perspective of Marxism theory and its impact on us. The movie *Orang Kaya Baru* which has never been analyzed before, this movie contains consumerism values such as the dialogue and action of the characters who experience consumerism. This research was conducted to answer the questions, what are the base and superstructure of the consumerism in *Orang Kaya Baru* movie? And how is the impact of consumerism in *Orang Kaya Baru* movie? The aim of this research is to make the public understand what consumerism with Marxism theory is and its impact on society, because the issue of consumerism is starting to emerge in society. The researcher wants to make readers understand that knowledge can be obtained from anywhere, including movies.

2. RESEARCH METHOD

This research used qualitative research to achieve its objectives of this research. Qualitative research is a study aimed at describing phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of people individually or in groups (Sukmadinata, 2007). This research intends to reveal the base and superstructure of consumerism experienced by the movie characters of *Orang Kaya Baru* and its impact. The data of this research are the dialog that contains base and superstructure of the consumerism in *Orang Kaya Baru* movie and its impact and the main source of data in this study is *Orang Kaya Baru* movie. In this research, the researcher collects the sources from books, thesis, journals, and platforms: Netflix. These sources provide valuable information in helping researcher understand central phenomena in qualitative studies (Creswell, 2012). The process of gathering the data are Watching movies repeatedly, taking notes on scenes that contain consumerism, identifying a data list that contains consumerism, analyzing the data listed using Marxism theory and making conclusions from the data using the theory of Marxism to take the impact of consumerism and its base and superstructure.

3. RESULTS AND DISCUSSION

In this research, the researcher analyzed the base and superstructure, and the impact of consumerism found in *Orang Kaya Baru* movie. The researcher found 7 data that classified into 5 base and superstructure of consumerism and 2 the impact of consumerism in *Orang Kaya Baru* movie:

A. The Base and Superstructure of Consumerism

Data 1

15: 23 – 15:41

Teacher 1: Pardon me, Ma'am, my student here lost his shoes at the prayer room, someone told me the culprit is in this room.

Teacher 2: Please, go ahead and find the shoes.

Student: There it is, the one with the paint stain on it.

Everybody: Gosh, shoes thief.

38: 16

Friend: Jeez! Are those Adidas NMD shoes? That's so cool!

Base:

Dodi's friends pretended to give him shoes so he could make him look like a thief, so when a student said they were his shoes, Dodi was cheered by all his classmates as a shoe thief. He was always bullied by his friends for not being able to buy good things like other people. Society makes people believe that they should be friends with people who are only in our class, and it makes Dodi's friends bully him because his friends feel that Dodi and them are in different classes.

Superstructure:

From the dialogue above, it can be seen that the friend who bullied Dodi used to look amazed by Dodi's new shoes, but that's too much because the shoes that Dodi bought were worth 4 million rupiah even though he could buy shoes at regular prices if he did not want to show off to his friends. Dodi buys these things because he get bullied, and indirectly society makes people think that they have to have things that other people have to increase our social class.

By data 1 it can be seen that their base is when they are bullied, it makes them react which creates a superstructure. Base is about the class position, ideological forms, etc (Eagleton, 2002). So, their friends think that they should be friends with people who are in the same class and oppress those who are seen below them because of their ideology, Ideology is the product of the concrete social relations into which men enter at a particular time and place, it is the way those class relations are experienced (Eagleton, 2002). The superstructure is the whole ideology of the class (Williams, 1997), so they retaliate against people who bullied them by consuming excessive amounts of goods so that those who bullied them see that they are capable and the ideology of them is the same, because they live in the same environment and are in the same class so the way they respond is the same.

Data 2

31: 57

Staff bank: According to the will of your late husband, the total amount of money that can be transferred for the first time is 500 million rupiah.

37: 02

Dodi: Shopping!

Base:

They get a very large inheritance and their ideology changes as they get the inheritance, they start thinking about spending money as fast as possible and consuming anything.

Superstructure:

In this scene it is shown that they buy all the things they do not need, because they get will, it can be seen from the dialogue above. mother bought a lot of jewelry, and clothes, tika also bought a lot of clothes, then Dodi bought a lot of shoes, and Duta bought goods and a motorbike even though he already had a motorbike. They all buy things in excess when they can buy enough.

By data 2 it can be seen that their base has an inheritance that they got from their late father, the superstructure is determined by the base (Marx, 1995), if there is a superstructure then there is a base, because the base is the ideology. Marx stated that the origins of the ideology are difficult to discern because they are embedded in the working and living patterns of the people. So base is also determined by their living patterns, which make the impact of that action called Superstructure. So superstructure

needs base because without base there is no action. The impact of the base is that they spend a lot of time not thinking about future needs, they just follow their desire, consumerism is a type of social arrangement that results from mundane, neutral human wants, and desires (Bauman, 2007).

Data 3

34:12 – 34: 17

Mom: I want to eat.

Receptionist: Pardon me to inform you, we are full booked. It's a lunch break right now. I'll put you in the waiting list if you want.

34: 29 –34: 35

Duta: How about that colorful room? Can we use the room?

Receptionist: It's the VIP room, Sir. With the minimum of 5 people and minimum order should be 2,5 million.

Base:

They wanted to have lunch but due to lunch time, the restaurant was full and had to wait in line. Because they already have money their ideology turns into wanting something instant.

Superstructure:

They are in a restaurant and want to have lunch, but they do not want to wait in line because they now have money. In the past, they only ate food at those sold on the roadside, thought that coffee in cafes was expensive, and had good meals at parties they did not know. But now they eat at expensive restaurants and VIP rooms, then order a lot of food. It becomes excessively consuming because they do not need to eat in the VIP room when there is a regular room with affordable prices.

By data 3 it can be seen that a base which is the material means of production, they used to be people who worked hard to be able to live everyday. The superstructure definite forms of social consciousness (Eagleton, 2002). So now they can want they want so easily because now they are rich people, which means they are a bourgeoisie, it means the class of modern capitalists, owners of the means of social production, and employers of wage labor (Marx, & Engels, 1955).

Data 4

35: 05 – 35: 17

Mom: Miss, I want everything on the menu, bring em up on the table. I'm going to choose what I want later.

Duta: See. She's such a jokester. She meant just like at a Padang restaurant.

35: 56 – 36: 13

Duta: Four servings of Alfredo. Two servings of Sirloin and three servings of Tenderloin. I'll have four servings of shrimp. And five servings of escargot.

Mom: No ice please. I have cold.

Duta: I'll have seven servings of escargot.

Waiter: Seven?

Duta: Yeah.

Duta: As for the drink, all the juice on the menu just bring all of them to the table.

Waiter: All of them?

Duta: All of them!

Base:

Mom does not know how to order food in expensive restaurants and it makes Duta feel embarrassed and the expression of the waiter shows that she doubts they can afford the food they are about to order.

Superstructure:

So it made Duta order all the food in large quantities over the people eating at the table just to show that they know what they are doing and that they can afford it, what happens is they do not finish their food and food is wasted, they waste money just to show that they are rich.

By data 4 it can be seen that their base is, Duta feels embarrassed if he is considered like someone who has never eaten at expensive restaurants, the base is defined as the way a society produces what is needed to survive (Eagleton, 2002), that describes the base from the data, so the action Duta took was he ordered all the food so that people thought that he was used to eating at expensive

restaurants but he ordered in very large quantities until there was a scene which shows that the food they eat does not run out but is wasted.

Data 5

49: 29 – 49: 37

Duta: How can we buy if we can't try them out?

SPG: That is because this bed is expensive. You could go to the shop next door with cheaper price.

49: 51

Mom: Anything that my kids took a picture of, touched, kissed, I'll buy it all. Did they also touch you? I will buy it.

Base:

SPG told them to go to the shop next door so they could touch the goods and get cheaper prices just because of their dress style, this illustrates that society have their own perception of the rich and the poor, they think that the rich should wear branded clothes, etc.

Superstructure:

They went to the furniture store and took hold of all the items to have a look but the SPG said not to be touched and told them to go next door for cheaper prices. Then mother said she would buy all of them just to show that they can afford all that stuff even though they do not need them. They just buy all things to be seen as rich by society.

By data 5 it can be seen that their base is that they are belittled, and deemed unable to afford expensive items, that triggers their next action. The superstructure is determined by the base (Marx, 1995), so their next action is the result of their base, they buy things not for their needs, but to show that they are capable and show society that they are in the upper class. The researcher uses Structuralism to interpret all of the result, because Structuralists see literature as a thing that subjectivism.

B. The Impact of Consumerism

Data 6

01: 02: 02 – 01: 02: 08

Dodi: Come eat with me.

Mom: Can you eat by yourself? I'm shopping right now.

The impact:

Now everyone is busy with each other like a mother who is busy choosing a gold necklace offered by a seller, Tika who is busy with a party, and Duta who is not at home either at night, so they do not have dinner together like they used to. Consumerism makes them forget something that is actually more important, it makes them just want to consume more without being concerned about anything else.

By data 6 it is seen that consumerism has an impact on their families, that would break up the family and perhaps damage the children (Bauman, 2007), the child calls his mother but his mother focuses on shopping. They used to be able to eat together now they are no longer because they are too busy consuming goods and forget about other life goals, when consumption, as Colin Campbell suggests, became especially important, be central to the lives of the majority of people, the very purpose of existence and when our ability to want, to desire and to long for (Bauman, 2007) people become only focused on that and forget about everything else.

Data 7

01: 10: 52 – 01: 11: 03

Duta: Mom. I need 7 billion. I have to pay the theater bills. I have a show to go in three days. I have to pay the vendors, the crew, and many more.

Mom: No way, Duta. I want to donate the rest of the money. The event is announced.

The impact:

Because of consumerism, people tend to become ungrateful dan ungranted. They never have enough, they always want more as can be seen from this dialogue, Duta needs 7 billion whereas in the past he did not need that kind of money. Consumerism makes the consumer stuck in a situation where he wants something more and is never satisfied with what he has got.

By data 7 it is seen that consumerism has become the center of their lives, and they never have enough and want more, because consumerism is a poison that can make someone lose control if they continue to be excessive consumers (Bauman, 2007). And it is also seen that mothers are more concerned with social events than their own families, consuming in company, of the onerous bond tying and bond-reaffirming characteristics it once had but which have become irrelevant or even undesirable in the liquid modern society of consumers (Bauman, 2007). Not only that, but mother held a social event just to be seen by the society, the aim of Marxism is to bring about a classless society (Barry, 2014).

4. CONCLUSION

From *Orang Kaya Baru* movie, seen that many acts of consumerism are carried out by the characters, which means consumerism is the act of consuming excessively which only follows desires. From this act of consumerism, there is a base and superstructure that can be analyzed, the author analyzes it using Marxism theory, and interpret it by using Structuralism. The base is the ideology of the character and the superstructure is the impact of the base or the result of the base, found 5 base and the superstructure of consumerism in *Orang Kaya Baru* movie. Not only analyzing the base and superstructure, the researcher also analyzes the impact of consumerism in the movie, because people need to know how dangerous consumerism is so that people are more aware of this. Of course whatever people do has an impact, there are 2 impact of consumerism found in *Orang Kaya Baru* movie. They consume only to increase their social class and Marxist aims to bring a classless society.

For further researchers who are interested in analyzing consumerism, they can use the same theory, namely Marxism theory, so that they can better analyze what makes them consumerism, and what people do to the people around them, in Marxist everything is clearly visible and also no one has yet discussed consumerism from the point of view of Marxist theory. For the object of research, there are many movies that contain consumerism that can be analyzed or field research to prove that consumerism is a real phenomenon, and also for additional data sources can use documents, like thesis, journals, and books. Like wise the internet, because the internet gives people access and all the information needed.

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