



**FLAPPERS LIFESTYLE AS REFLECTED IN
'THE GREAT GATSBY (2013)' MOVIE**

A THESIS

**In Partial Fulfillment of the Requirements for S-1 Degree
Majoring American Study in English Department Faculty of Humanities
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PRONOUNCEMENT

I states truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in the bibliography.

Semarang, August 2015

SafiraAnindyaputeri

MOTTO AND DEDICATION

Nothing in the world can trouble you as much as your own thoughts.

- Sri Sri Ravi Shankar

Keep saying 'even so'.

- Marida Cruz


This thesis is dedicated to myself, my family, and BayuSatryaYudha.

Also, for Leonardo DiCaprio. Congratulations for winning your very first Oscar, even though it has nothing to do with the film I used for this thesis.

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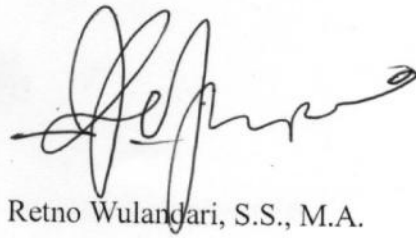
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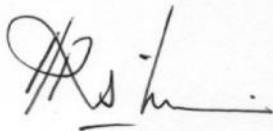
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I realize that this thesis is still far from being perfect. Therefore, I will be glad to receive any constructive criticism and suggestions to make this thesis better. I expect that this thesis will be useful for readers.

Semarang, 18 May 2016

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ABSTRACT

The era of the 1920s, or often referred to as 'The Roaring Twenties' can be regarded as one of the golden era of the United States after World War I. The result of the golden age was a lifestyle of the women known as 'flapper'. Flapper can be identified by the way they dress and carry themselves, two of which are bob haircut and slim black dresses. Flapper lifestyle is one of the subcultures of the United States is still remembered until today.

The writing of the thesis is aimed to identify and analyze flapper's culture in *The Great Gatsby* movie produced in 2013. To obtain the desired result, the writer use textual method with library research as data collecting method. The writer will use definitions and characteristics found in a book titled *Flappers: a guide to an American subculture* written by Kelly Boyer Sagert. Through analyses in this thesis, the writer concludes that as a long faded American subculture, the culture of flapper still can be seen in *The Great Gatsby* movie.

Keywords: Flapper, 1920, American subculture

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Movie as one of literary works has the function to reflect and influence society. From a movie, we can see what is going on a society. The movie 'The Great Gatsby (2013)', a movie adaptation of a novel with the same title, reflects the society of American society in the 1920s. The novel was written by F. Scott Fitzgerald in 1925.

The movie 'The Great Gatsby' tells the story of a businessman named Jay Gatsby from the point of view of Nick Carraway, another character in the movie. The movie starts with a scene where Nick tells the story about Jay Gatsby. Jay Gatsby lived next to his house and held a huge party every week. Later, it turned out that Jay Gatsby held the party so that he could meet Daisy, Nick's cousin who was also Jay's former lover. The story took places in the US in 1920s, the years of the Flappers.

The word 'flappers' were popping up in the United States after the First World War (WWI) ended. In the (WWI), the men were sent to war so that the women waiting at home were forced to play the male roles, such as working. It caused the women of needing practical appearances, as well as daring and dynamic attitudes. After the First World War ended in 1918, the U.S. government made policy over female workers. Increasing the number of female workers on a large scale led to the term 'flapper'.

Later, the meaning of flappers developed into a sub-culture of the United States that were identical to the young women who love to live a glamorous life. According to Kelly Boyer Sagert in her book *Flappers: A Guide to An American Subculture* (2010), the flappers could be recognized through the physical appearance of the young women, who were always depicted with short bobbed hair and wearing open dresses, that exposed their shins. The flappers also tend to act more freely and 'bold' than women in previous eras. Flapper were not shy to dance and smoke in public.

The writer is interested in studying Flappers as one of American Sub-Culture. However, since the Flappers began to disappear after the 1920s, the study of the sub-culture can be done through literary works from the era. The movie 'The Great Gatsby (2013)' is very interesting to be studied because it is an adaptation of a literary work, a novel, from the era of the Flappers.

1.2. Purpose of The Study

There are two main purposes of this study:

1. To analyze the intrinsic aspects of the movie: theme, characters, and settings
2. To identify the flappers' appearance, behavior, and way of thinking

1.3. Scope of The Study

In writing this thesis, the author will analyze and identify the flappers as the sub-culture in the United States contained in 'The Great Gatsby' directed by

BazLuhmann. The writer restricts the identification and analysis of the Flappers reflected by the female characters in the movie.

1.4. Methods of The Study

1.4.1. Method of Research

In making the thesis, the writer uses the library research. Library research is a research that uses data to obtain facts. Library research can be done by obtaining data through books, journals, or internet resources.

As it is stated by Mary W. George that library research “involves identifying and locating sources that provide factual information or personal/expert opinion on a research question; necessary component of every other research method at some point” (2008:6). Books and articles from internet sources are used by the writer in gathering the data.

1.4.2. Method of Approach

In analyzing this film, the writer uses social psychology approach. Social psychology approach focuses on the reasons of human activity in society, like William McDougall states in Wendy Roger’s *Social Psychology – Experimental and Critical Approaches*, “Social psychology should be recognized as the rightful domain in which study the springs of human action, the impulses and motives that sustain mental and bodily activity and regulate conduct” (2003: 12).

In addition, the writer is using the theoretical framework about Flappers contained in the book *Flappers: A Guide to An American Subculture* by Kelly

Boyer Sagert. The writer is applying the theory of hedonism by Fred Feldman in his book *Pleasure and the Good Life - Concerning the Nature, Varieties, and Plausibility of Hedonism*.

1.5. The Organization of The Study

In writing the thesis ‘The Flappers Lifestyle as Reflected in ‘The Great Gatsby (2013)’’, the study will be arranged in chapters and sub-chapters as follows:

- | | |
|-----------|--|
| Chapter 1 | Introduction |
| | It contains Background of The Study, Purpose of The Study, Scope of The Study, Method of The Study, and The Organization of The Study. |
| Chapter 2 | Summary of ‘The Great Gatsby (2013)’ |
| | The chapter contains the synopsis of the movie ‘The Great Gatsby (2013)’. |
| Chapter 3 | Literary Review |
| | It contains the review of literature the writer used to analyze the movie. I mention theories for the intrinsic and extrinsic aspects. |
| Chapter 4 | The Flappers Lifestyle as Reflected in ‘The Great Gatsby (2013)’ |
| | The chapter contains the analysis of the movie through intrinsic and extrinsic aspects. |
| Chapter 5 | Conclusion |

It contains the result and conclusion of the previous chapter(s).

CHAPTER II

SUMMARY OF 'THE GREAT GATSBY (2013)'

The film opens with a scene when Nick Carraway depicts the lives of Jay Gatsby to his doctor. The story begins when Nick moves into his modest house in Long Island. On the other side of Long Island, Nick's cousin named Daisy Buchanan and her husband, Tom Buchanan live in their large residence. While visiting his cousin's residence, Nick is introduced to Jordan Baker, Daisy's good friend who is a professional golfer. From Jordan, Nick knows that one of his neighbors, Jay Gatsby, likes to throw a party that is unusually large in his luxurious residence.

A day after visiting the residence Nick Buchanan, Nick is invited by Tom to visit a workshop on connecting road between Long Island and New York City. Apparently Tom is having an affair with someone in the place, who is the wife of the owner of the workshop, Myrtle Watson.

The next day, Nick is surprised by an invitation. The invitation comes from Jay Gatsby who wants to invite him to a party at his residence. Arriving at the party, Nick who is fascinated with the party is trying to find the host. Apparently, none of anyone at the party, diners and waiters, knows who the real Gatsby is. Nick decides to stop looking and enjoy the party.

While enjoying the party, Nick meets with Jordan. Jordan teases Nick and tells him that she knows who the real Gatsby is. They are dancing and enjoying the party, until Gatsby shows his face in front of Nick and greets Jordan.

Apparently there is a reason why Gatsby approaches Jordan and invites Nick to come to the party.

After a few scenes, it is known that Gatsby used to be Daisy's lover before she is married to Tom. They are forced to split up because Gatsby has to leave to join the war. A year after he went to war, Daisy is married by Tom. But Gatsby's feeling to Daisy has not been lost. That's why Gatsby always holds a massive party at his home, in the hope Daisy will realize the grandeur of the party and she will be interested to come to the Gatsby's residence.

However, since Daisy does not come to visit the party in the Gatsby's residence, Gatsby takes the step to approach Jordan, the close friend of Daisy, then approaches Nick who is Daisy's cousin. The reason is simple; Jay Gatsby just wants to meet with Daisy and takes her to a tea party.

Nick, who is initially surprised by the fact that his cousin had a relationship with Gatsby, finally agrees and says he would be gladly to bring them both. The meeting is a success. Having been separated for five years, Gatsby is finally able to meet again with his lover.

The problems begin to emerge after that. Daisy feels very happy to be reunited with his old lover and it makes her visit the residence of Gatsby in the daytime very often. Not wanting rumors of his secret relationship with Daisy will spread, Gatsby fires most of the workers in his house and stops the big parties held at his residence.

Gatsby and Daisy's relationship secret is suspected by Daisy's husband, Tom but Jay Gatsby feels confident that Daisy would leave Tom and return to him. It makes her very depressed. The climax of Daisy's depressed feeling occurs in the day they take a Sunday ride.

That day, Jay Gatsby, Daisy, Tom, Nick, and Jordan traveled to the city. Tom switch cars with Gatsby so Gatsby and Daisy are driving Tom's car, while Tom, Nick, and Jordan is driving Gatsby's car which is a yellow custom car. On the way, Tom and the others driving a yellow car stop by the workshop of Myrtle's husband.

Arriving in town, Tom and Gatsby continue pressing Daisy to make choice whether she will be with Tom or Gatsby. It makes her very depressed until their return from the city. Gatsby and Daisy come home first by using Gatsby's yellow car, while Nick and the others follow far behind by Tom's dark blue car.

In the middle of the road, Nick and the others struck by a crowd of people who gather at Myrtle's husband's workshop. They are very surprised knowing that Myrtle is hit by a car. Witnesses say it's a yellow car that crashes Myrtle to death.

Tom sees this opportunity to get Daisy back. He incites Myrtle's husband by saying that the yellow car belonged to Jay Gatsby, so that Myrtle's husband who feels lost will give lessons to Gatsby.

Arriving to the Buchanan residence, Nick who is separated from the others, meets Jay Gatsby who arrives first. From there Nick knows the more surprising reality is that the actual person who hits Myrtle to death is Daisy. Jay

Gatsby says, Daisy who is feeling depressed thought that driving could compose her. Once they pass the Watson's workshop, Myrtle thought the car was driven by Tom. So Myrtle runs toward the car with so suddenly and Daisy, who is recklessly driving the car, has no time to brake and hits Myrtle.

Gatsby wants to protect Daisy in hope she will come back to him. But reality says another. Tom who ultimately determines the actual reality, that it is Daisy who hits Myrtle, uses this opportunity to bring Daisy escape to another city with him, leaving Gatsby.

The more depressing fact overrides Gatsby. Myrtle husband who wants to avenge, because he thought Gatsby was the one who hit Myrtle, shoots Gatsby to death then kills himself.

No one comes to Gatsby's funeral except reporters. In fact none of the people, who used to attend the party at his residence, comes to Gatsby's funeral. The only person who actually attends to honor Gatsby is Nick only.

CHAPTER III

THEORETICAL FRAMEWORK

3.1. Intrinsic Elements

In order to understand what is happening in the movie, I will discuss the intrinsic elements of the movie. According to Pratista, intrinsic elements in the movie are divided into two elements, narrative elements and cinematic elements (2008: 1). Narrative elements consist of several elements such as theme, character, and setting. Cinematic elements consist of visual elements and audio elements.

3.1.1. Narrative Elements

There are some narrative elements I would like to explain in this thesis, which are theme, character, and setting. The theme is the idea that is controlling the whole story. "The theme of a piece of fiction is its controlling idea or its central insight. It is the unifying generalization about life stated or implied by the story" (Perrine, 1956:40).

Since it contains elements of the story, a film must have characters that are part of the story. It is mentioned by X.J. Kennedy in 'Literature: Structure, Sound, and Sense', that characters are unreal characters who live in the story (1983:45).

To give a life to the story, each character has their own characterization. The characterization of the characters is told in two different ways, direct presentation and indirect presentation.

Direct presentation tells us straight out by exposition or analysis what the characters are like or have someone else in the story tell us what they are

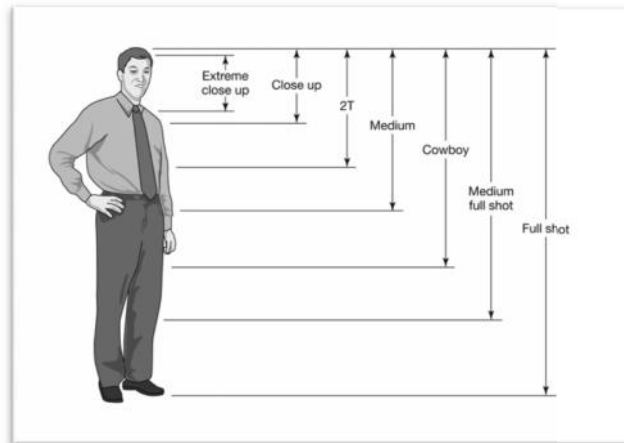
like. Meanwhile, indirect presentation shows us the characters in action: we infer what they are like from what they think or say or do (Perrine, 1956:66).

Aside from theme and character, one of the intrinsic elements is setting. Barnet (2008) mentions that the setting is more important, it gives us the feel of the people who move through it. According to Abrams (1999), there are three different types of setting, namely setting of place, time, and social environment. Setting of place can be observed from city or country where the story takes place. Setting of time can be implied from date or year the story takes place. Social environment can be seen from what happened in the society where the story takes place and how far the event in the society can affect the story.

3.1.2. Cinematic Elements

In cinematic elements, there are visual elements and audio elements. In this thesis, I explain about distance of the camera and *miseenscène* as parts of visual elements.

Ascher and Pincus (1999) stated that there are several types of shots distance, which is also known as 'field size'. Four of them which are often used are long shot, full shot, medium shot, and close up. While three of them that are rarely used are extreme long shot, $\frac{3}{4}$ shot (also known as 'American shot' or 'cowboy shot'), and extreme close up (also known as 'Italian shot').



Picture 1–Different types of shot

(<https://www.pinterest.com/pin/529032287452124563/>)

Long shot is used to capture the relation of the subjects (characters) and or objects in the film. It is done by taking the full subjects and or objects, as well as the scenery around them with the ratio that subjects and or objects, fill the frame more than the scenery.



Picture 2–Long shot

(<http://www.proprofs.com/quiz-school/upload/yuiupload/1686468974.jpg>)

Full shot is quite similar with long shot. The difference between them is that full shot captures the relation of the subjects and or objects more than long shot.



Picture 3– Full shot

(<http://www.popsugar.com/fashion/photo-gallery/32191889/image/32981929/full-shot-Carrie-colorful-look>)

Medium shot is taken by shooting the half body of the character. It usually shoots starting from waist to top.



Picture 4– Medium shot

(http://www.utdallas.edu/atec/midori/Handouts/camera_files/medium.jpg)

Close up is taken by shooting the neck-to-top of the character and focusing on the face.



Picture 5– Close up

(<http://www.elementsofcinema.com/images/close-up-thelma.jpg>)

Extreme long shot is used to show the scenery around the character, which is the setting of the film.



Picture 6– Extreme long shot

(<https://www.flickr.com/photos/30712205@N04/2897333441>)

$\frac{3}{4}$ shot is done by shooting the character from the thigh to top.



Picture 7– $\frac{3}{4}$ shot or American shot

(http://www.utdallas.edu/atec/midori/Handouts/camera_files/med_wide.jpg)

Italian shot, which is also known as extreme close up, is capturing one part of the characters only.



Picture 8– Italian shot or extreme close up

(<https://nitratediva.files.wordpress.com/2013/10/screen-shot-2013-08-22-at-8-12-20-pm.png?w=504&h=384>)

Furthermore, White, Benyahia, and Gaffney in their book entitled *As Film Studies: The Essential Introduction* (2006) mention that that term comes from French which is usually identified to stage play. It means several film construction elements that can be seen in each shot.

Mise en scène itself consists of couple elements, namely lighting and costume. In this thesis, the writer will focus on costume. Costume reflects the character and the group she or he belongs to.

This refers to items of clothing being worn by characters and objects seen within any given setting. At its simplest, costume clearly acts as a type of uniform, linking a character to a particular group and often to a rank or position within that group (White, Benyahia, and Gaffney, 2006:23).

Costume itself needs to be made in accordance with the setting of the show. Covey and Ingham (1992) states that costume should be made after doing analysis measured from, including geographical location, time setting of the show, and social status of the character. Makeup is also a component that cannot be separated from costume since it serves to support the costume to embrace the character according to Bordwell and Thompson in their book entitled *Film Art: an Introduction*(2008).

Audio elements as one of cinematic elements are functioned to create atmosphere within the film. Audio elements can be divided into several types, including dialogue and music. Dialogue is conversation between two or more people, communicating by using spoken language, while music is functioned to fill the silence in the film. According to *Film Art: an Introduction* (Bordwell and Thompson, 2008), the sound of music can help the audience to build and interpret the image of the film.

3.2. Extrinsic Elements

3.2.1. Flapper Lifestyle as One of American Sub-culture

3.2.1.1. History

The flappers were popping up in the United States after the First World War (WWI) ended. In the (WWI), the men were sent to war so that the women waiting at home were forced to play the male roles, such as working. It caused the women of needing practical appearances, as well as daring and dynamic attitudes. After the First World War ended in 1918, the U.S. government made policy over female workers. Increasing the number of female workers on a large scale led to the term 'flapper'. Later, the meaning of flapper developed into a sub-culture of the United States that were identical to the young women who love to live a glamorous life.

The flappers looked different from the women in previous era, which in this case is devoted to the Gibson Girl, the women in the 1910s.

Using the prevalent fashion for young women as a key benchmark of social change, this remarkable transition from the 1910s to the 1920s can be dramatically illustrated (Sagert, 2009:2).

It is written that the Gibson Girl had a body that was not skinny but not too fat, and shaped or curvy. Curvy means that the body has a groove, and the curves are generally known as the hour-glass curves. Hour-glass is a curve that shows that a woman has same wide of shoulders and hips, but also have a small waist so it resembles the shape of an hourglass. Those characteristics are certainly contrary to the flapper characteristics that highlight their slim bodies.

3.2.1.2. Appearance

According to Sagert (2009), the flappers could be recognized through the physical appearance of the young women, who were always depicted with short bobbed hair and wearing open dresses that exposed their skins. The flapper also tends to act more freely and 'bold' than women in previous eras. Flapper were not shy to dance and smoke in public.

No one knows precisely how the term 'flapper' came to represent what it did, which was the ultramodern and audacious young woman who danced and drank; smoked chic cigarettes; bobbed her hair and showed her shins; and shook and shimmied in jazz halls and clubs of uncertain reputation (Sagert, 2009:11).



Picture 9– How the flappers dress

(<https://www.pinterest.com/fjellgrunn/1920s/>)

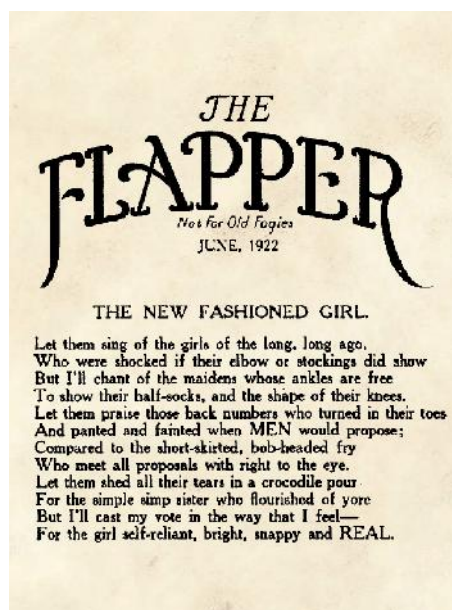
According to Sagert (2009), the flappers tend to wear a dress that shows their skinny body. They are not afraid to show their knees and arms. They are also more likely to use darker clothes since dark colors are believed to create slimmer

figure for everyone who wears it. To support their open dress, they also wear stockings and bold makeup.

Instead, the dresses daringly inched up to calf length, then knee length; from 1926 through 1928, the knees themselves were exposed. When flappers danced the Charleston, a provocative dance perfected by the black community in Harlem and then performed by young women around the nation, they rouged those exposed knees. Flappers bound their breasts, in radical contrast to the Gibson Girl curves; bared their arms; neglected to cinch their waists; wore flashy stockings; and painted their faces with bright and bold cosmetics (Sagert, 2009:11).

Flappers' trend to cut their hair bobbed and wear clothing that shows several body parts such as the shoulders and knees were very popular at that time so that the article on how the flapper's looks appeared in various magazines and newspapers, such as *Vogue*, *Time*, *New York Times*, and *The Flapper*.

The Flapper own magazine, an article that appeared not only news about flappers and fashion tips for them, but also works of literature such as poetry like in the following example.



Picture 10– *The New Fashioned Girl*

(www.oldmagazinearticles.com/flapper-fashion_poem)

Poem entitled 'The New Fashioned Girl' in The Flapper magazine published in June 1922, shows that fashionable women at that time were the ones that having a bob haircut and show the various parts of her body so that people at that time would be surprised to see it.

3.2.1.3. Behavior and Habits

The flappers love to attend parties, to dance and chat with other flappers. They also usually smoke. At the party, they like to drink alcohol beverages and get drunk. They really love to dance so that they created their own dance moves called 'The Charleston'.

Flappers enthusiastically danced the Charleston. This dance combined kicks, crossing hands over the knees, and bending and straightening up to the beat of the music. The Charleston became so popular that it is remembered as one of the signatures of the 1920s decade (Sagert, 2009:69).

The flappers also love to smoke chic cigarettes. Chic cigarettes are different from regular cigarettes. Its shape is slim and it looks sophisticated.

3.2.1.4. Entertainment

Aside from dancing which has been mentioned as one of the flappers' activities, it is also mentioned by Sagert (2009) that they also enjoy other entertainments such as listening to the radio, watching silent movies or drama, and taking a ride in the Sunday afternoon.

As leisure time increased, so did access to leisure activities, whether that meant listening to the radio, watching silent—and then talking—movies, dancing at smoky jazz clubs, or taking thrilling Sunday afternoon drives (Sagert, 2009:16).

The presence of many fashion magazines featuring flapper issues of that time, such as the latest fashion trends and makeup, in magazines such as Vogue or The Flapper, shows that there were flapper readers. So it can be concluded that in addition to the entertainment mentioned before, the flappers also made reading magazines as one of their entertainment in the spare time.

3.2.2. Hedonism

Feldman explains that hedonism is a view that emphasizes pleasure over pain in this life.

Hedonism. Finally we come to hedonism. Hedonism is roughly the idea that the Good Life is the pleasant life. Or somewhat more exactly, it is the view that a life is better in itself for the one who lives it as it contains a more favorable balance of pleasure over pain (Feldman, 2004:20).

The 'good life' emphasized by the hedonists, the perpetrators of hedonism, is a life that is always a matter of excitement. They don't value that life may contain anything else besides sheer pleasure.

There are also differences between pleasure, which is valued in hedonism, and happiness. Feldman (2004) mentioned that pleasure can be felt even though you are not happy. While being happy is experiencing lots of pleasures in your life.

To drive home the difference between happiness and pleasure, note that a person might experience pleasure at a time when he is not happy (e.g., if he is also experiencing a lot of pain at the same time). Equally, a person might be happy throughout a period of time even though he experiences no pleasure at many of the moments during that time (e.g., if he is happy just to be alive, well fed, and not in pain) (Heldman, 2004:23).

Feldman (2009) also mentions three principals of hedonism, which is called as 'Default Hedonism'. First, every pleasure is good; every pain is bad. Second, the intrinsic value of an episode of pleasure is equal to the number of hedonism of pleasure contained; the intrinsic value of an episode of pain is equal to the number of pains. And finally, the intrinsic value of a life is entirely determined by the intrinsic values of pleasure and pain contained in that life, in such a way that one life is intrinsically better than another if and only if the net amount of pleasure in the one is greater than the net amount of pleasure in the other.

There is also a part of hedonism which is known as attitudinal pleasures. It is a pleasure that you feel towards object(s).

Attitudinal pleasures are always directed onto objects, just as beliefs and hopes and fears are directed onto objects. This is one respect in which they are different from sensory pleasures. Another difference is that attitudinal pleasures need not have any "feel". We know we have them not by sensation, but in the same way (whatever it may be) that we know when we believe something, or hope for it, or fear that it might happen (Feldman, 2004:56).

From the quotation above we can conclude that attitudinal pleasures are different from sensory pleasures, which needs 'feel' from your sensors. 'Object' itself can be interpreted as a tangible thing. So that we can feel the happiness from a thing that we can see, touch, hear, or taste.

CHAPTER IV

ANALYSIS

4.1. Intrinsic Elements

4.1.1. Narrative Elements

4.1.1.1. Theme

'The Great Gatsby' takes place in the United States in the 1920s who is told from the perspective of Nick Carraway, a simple yet humble young man. In this movie, Nick Carraway met with Jay Gatsby, a wealthy young businessman who likes to throw a party for the upper middle class just to draw attention of Daisy Buchanan, a former lover who is now married, who is also the cousin of Nick Carraway.

Ultimately, the story of Jay Gatsby's love for Daisy Buchanan does not manifest, Daisy still chooses to be with her husband. This can be seen at the funeral of Jay Gatsby, Daisy Buchanan which is the indirect cause of the death of Gatsby run away with her husband.

Regardless of the end of the love story of Jay Gatsby and Daisy Buchanan, the film is characterized by the glitter of life in the United States in the 1920s. This film shows a scene that takes the background of New York at that time both the day and night. The scenes show how the city of New York is built into a city that is so luxurious and sparkling. People who are in the city of New York is also shown really enjoy their life, regardless of white or black. The black man has a dream, the American Dream, to receive equal treatment with the whites. In the

movie 'The Great Gatsby', there is a scene where Nick was amazed to see a black man driving a car driven by a white man.

In various scenes in the film, including the residence of the party scene in Gatsby, the film director wanted to show clearly how the lifestyle of the people at that time. Look at all that a party at the residence Gatsby shown many times in the film, showing the audience habits party in this film represents the community in the United States in the 1920s. They love to dance, listen to jazz, smoking, and drinking.

Of course the partying habits of various circles in New York cannot be separated from the nature of hedonism. Party held by Jay, which is described as a party with a background major city in the United States in the 1920s. The party is just for sheer pleasure. It was very clearly seen in several scenes in the film that this party is a very great and messy party. All people from all over come to visit. They are the officials, workers, and even students. The women come dressed in fancy clothes and jewelry. Their mutual reason to come is to have fun and forget the sadness and pain.

4.1.1.2.Character

4.1.1.2.1. Jay Gatsby



Picture 11

Picture 12

Picture 13

(The Great Gatsby, 00:30:07) (The Great Gatsby, 00:31:53) (The Great Gatsby, 00:55:51)

Gatsby is the main character of this film. He used to have a romantic relationship with Daisy Buchanan until he was sent to war. After he came back from the war, he bought a large mansion so that he could see the Buchanan mansion across the land. He also held an enormous party every week just so that Daisy will come to his mansion.

He also does not hesitate to do anything to meet with Daisy. In fact he is willing to offer a high-paying job for Nick if he is willing to confront them with Daisy, despite the fact that Nick will be happy to do without anything in return.

Jay Gatsby loves Daisy Buchanan and always believes that Daisy would go back to him. He may be a wealthy businessman, but his love for only Daisy will make him forget everything and make him difficult to accept the fact that Daisy actually hesitates to leave her husband and return to Jay Gatsby.

4.1.1.2.2. Daisy Buchanan



Picture 14
(The Great Gatsby, 00:07:30) Picture 15
(The Great Gatsby, 01:04:54) Picture 16
(The Great Gatsby, 01:30:58)

Daisy is Jay Gatsby's lover. She is married to Tom Buchanan after Jay Gatsby set off to the war and never be heard of. At the end of this film, it is shown that Daisy does not choose Jay Gatsby, although he has been protected her from the accident that she did to cause Myrtle Watson died. She chooses to run away with her husband.

Daisy is a debutant with adorable appearance. She has a bob haircut and often wears a dress that shows her arms. She is a woman who is shown as a free woman, because despite having a husband and children, Daisy still undergoing a secret relationship with Jay Gatsby before the accident happens.

At first Daisy is a woman who looks fun by her 'flowery' way of talking, but over the story, Daisy is depressed for not being able to take the decision to choose Jay Gatsby or her husband. Feeling depressed is what ultimately makes Daisy with recklessly drives the yellow car and crashes Myrtle Watson.

4.1.1.2.3. Nick Carraway



Picture 17
(The Great Gatsby, 00:07:16)

Picture 18
(The Great Gatsby, 00:54:10)

Picture 19
(The Great Gatsby, 00:54:10)

Daisy Buchanan's cousin who is a Yale University graduate. The story is viewed from his side. Nick is a simple guy and does not have a life of luxury as in the Long Island community in general. He is later asked by Jay Gatsby to hold a little tea party so that Jay Gatsby and Daisy Buchanan can meet other call now. Although Jay Gatsby offered him a job in exchange for bringing with Daisy, Nick politely refuse and say that he would be happy to bring them both.

Nick is told keeping two secrets, the secret of Tom Buchanan, and the secret of Jay Gatsby and Daisy Buchanan. Nick knows that Tom is having an affair relationship with Myrtle. A few moments later, he keeps another secret of Jay Gatsby and Daisy Buchanan, who is none other than Tom's wife, that they also have a secret relationship.

4.1.1.2.4. Jordan Baker



Picture 20
(The Great Gatsby, 00:45:31)

Picture 21
(The Great Gatsby, 00:08:00)

Picture 22
(The Great Gatsby, 01:29:12)

Jordan is Daisy Buchanan's close friend who is a professional golfer at age 22. She always wears bold makeup and dress showing her skinny body. Nick Carraway describes her as a woman who makes him stunned because in their first meeting, Jordan looks at him with sharp eyes and do not hesitate to show her slim body curves before Nick.

Jordan is a woman who loves party and is shown as a woman who does not want to be tied to one man. There is one scene that shows Jordan with another man, but in the next scene she is seen together with Nick in the closed place and play chase. She is also a woman who always updates the gossips around her

4.1.1.2.5. Tom Buchanan



Picture 23
(The Great Gatsby, 00:09:19)

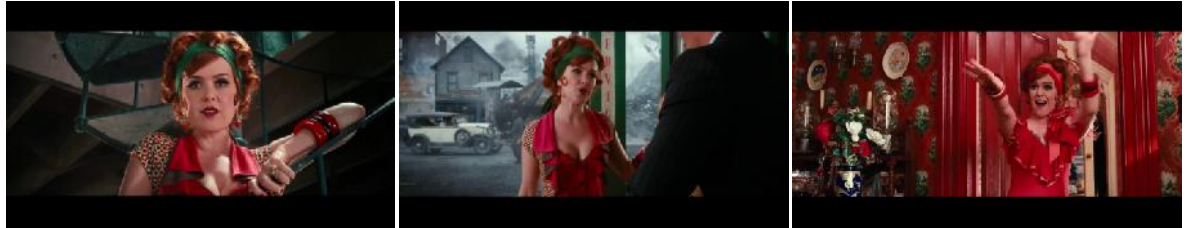
Picture 24
(The Great Gatsby, 01:39:15)

Picture 25
(The Great Gatsby, 01:44:06)

Tom is Daisy Buchanan's husband who is having an affair with Myrtle Watson. Tom is a man with a hard character and wants to look better than anyone. His profession as an athlete makes he has a nature that always wants to win. He continues to hinder Daisy as possible in order to prevent her returning to Jay Gatsby, while Tom himself is having an affair relationship with Myrtle Watson.

Tom is shown as a cunning leader for inciting Myrtle's husband to give a lesson on Jay Gatsby and says that Jay Gatsby is the person who hit Myrtle, but after that Tom finds the truth that Daisy is the one who accidentally hits her. Instead of telling the truth, Tom uses this opportunity to reclaim Daisy by bringing her moves from Long Island and lets Jay Gatsby killed by Myrtle's husband.

4.1.1.2.6. Myrtle Watson



Picture 26 (The Great Gatsby, 00:16:15) Picture 27 (The Great Gatsby, 00:16:48) Picture 28 (The Great Gatsby, 00:16:48)

Tom Buchanan's mistress. She is a lower middle classed woman who is not happy with her marriage and is having an affair with Tom Buchanan from the upper middle class. In this film, she is described as having a different appearance with other women from the upper middle class. Myrtle is not slim and she has curly hair that tends to long.

Myrtle finally is being hit to death by Daisy Buchanan. Myrtle thought the car that is driven by Daisy was Tom's car and Myrtle wants to meet with her paramour after she had a quarrel with her husband. She runs into the street and gets hit by a car driven recklessly by Daisy.

4.1.1.3. Setting

4.1.1.3.1. Place

The film 'The Great Gatsby' takes setting in several major places. It takes places in couple cities in the United States of America, namely New York City and Long Island. In New York City, the film takes place in several different places such as hotels in downtown, on the highway, the gentleman's club, and a

luxury cafe on the top of building's roof. All of the pictures are taken using the long shoot which is used to define the setting.



Picture 29
(The Great Gatsby, 00:44:50)



Picture 30
(The Great Gatsby, 00:22:05)



Picture 31
(The Great Gatsby, 00:17:40)



Picture 32
(The Great Gatsby, 00:45:01)

In Long Island, the film takes setting in the characters' houses, such as Buchanan mansion, Nick Carraway's house, and of course the Gatsby's mansion.



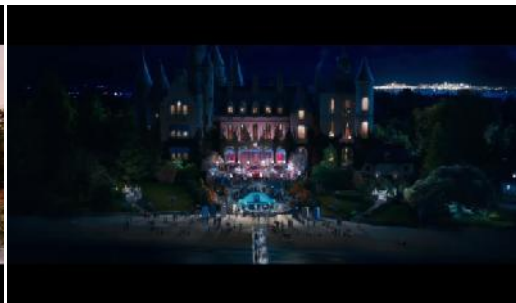
Picture 33
(The Great Gatsby, 00:05:38)



Picture 34
(The Great Gatsby, 01:31:50)



Picture 35
(The Great Gatsby, 01:00:30)



Picture 36
(The Great Gatsby, 01:10:04)

Besides New York City and Long Island, the film also takes place in the connecting roads between New York City and Long Island where Myrtle Watson and her husband live.

4.1.1.3.2. Time

The film ‘The Great Gatsby’ taking backdrop of the 1920s, after the first world war ended. This is evidenced as the male character in this film is a war veteran who had just ended a few years ago.

There is a scene where Jordan told Nick that Jay Gatsby and Daisy had a relationship before finally Jay Gatsby sent to war.

JORDAN Well... I don't know quite where to start. You see... I met Gatsby, five years ago, in Louisville... (00:45:33).

NICK Five years ago Gatsby found himself at Daisy's house by colossal accident. (01:21:42)

From Jordan's quote, we can conclude that Jay Gatsby was not sent to war until five years ago. The First World War started from 1914 to 1918. It can be concluded that 5 years after the end of the first world war was in the 1920s.

4.1.1.3.3. Social Environment

Although this film also shows several scenes that show the lower middle class life represented by the character Myrtle and her husband, the movie 'The Great Gatsby' more emphasizes on the social setting of the upper middle class life represented by Jay Gatsby, Tom and Daisy Buchanan, Jordan Baker, and the fans party in New York City in the 1920s.

Those characters always look neat and clean, unlike the minor characters that live in the connecting road between Long Island and New York City, as Myrtle Watson and her husband. The major characters, such as Jay Gatsby and Daisy Buchanan as major characters, look fancy and it is not uncommon to see they use jewelry in several scenes. It shows that they are, or try to be, a part of upper middle class.

4.1.2. Cinematic Elements

4.1.2.1. Visual Elements

4.1.2.1.1. Distance

The writer will use distance of shots to observe flapper lifestyle in this film. Some of long shots are used to determine the scene setting.



Picture 37
(The Great Gatsby, 00:24:22)

Picture 38
(The Great Gatsby, 01:21:50)

Picture 39
(The Great Gatsby, 02:01:03)

From the picture we can see how crowded it is in Gatsby's party. While short shots are used to analyze the details of the characters' appearance.



Picture 40
(The Great Gatsby, 00:07:22)

Picture 41
(The Great Gatsby, 00:07:22)



Picture 42
(The Great Gatsby, 00:08:00)



Picture 43
(The Great Gatsby, 00:26:16)

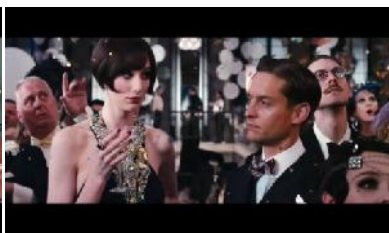
From the pictures, we can see how both Daisy and Jordan use makeup to bold their faces.

4.1.2.1.2. Mise-en-scène

Costume and makeup take as important roles in the film since the film takes the setting in 1920, so that the fashion style is totally different from the current era. The costume and makeup should make the characters look like they really live in America in 1920s.



Picture 44
(The Great Gatsby, 00:07:55)



Picture 45
(The Great Gatsby, 00:31:36)



Picture 46
(The Great Gatsby, 01:42:37)

We can see that both Daisy and Jordan have bobbed hair style. The hairstyle is very popular in the 1920s. The hairstyle is also reflecting how the women of that era were very fond of freedom, so they cut their hair short to free them to move. They also wear open dresses that show their bare arm.

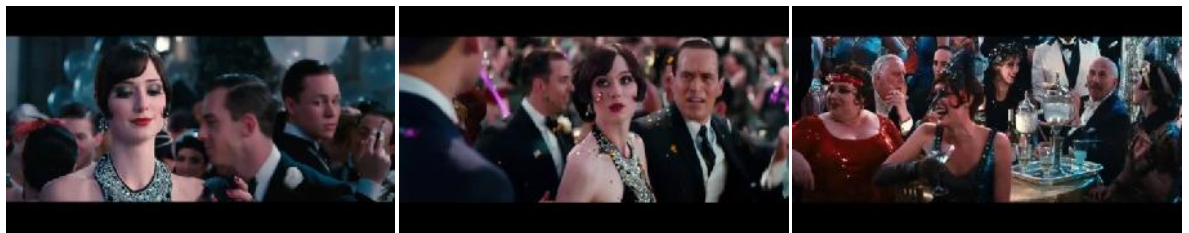


Picture 47
 (The Great Gatsby, 00:24:40)

Picture 48
 (The Great Gatsby, 00:24:56)

Picture 49
 (The Great Gatsby, 01:11:25)

The other female characters' appearances are very similar to Daisy and Jordan's. The film is trying to show that their appearances are the appearance that is very popular in the era so that every female character in this film wears it.



Picture 50
 (The Great Gatsby, 00:26:16)

Picture 51
 (The Great Gatsby, 00:29:05)

Picture 52
 (The Great Gatsby, 01:11:42)

The other component of *mise-en-scène* besides costume and hairstyle, which is also very important to determine the character's appearance and behavior is make up. Jordan Baker is always seen wearing a bold-colored makeup, such as thick eyeliner and red lipstick. Her bold makeup shows that she wants to look flashy.

4.1.2.2. Audio Elements

4.1.2.2.1. Dialogue

The dialogue helps the writer to find out what a character thinks or wants. In observing flapper lifestyle in this film, the writer will use several dialogues to find what the characters think of themselves or other character.

JORDAN Well I don't care; he gives large parties - and I like large parties, they're so intimate. (00:28:10)

JORDAN At small parties there isn't any privacy. (00:28:12)

From the dialogue, we can conclude that Jordan Baker, as one of the female characters in the film, likes to party, especially large party so that she has some privacy.

4.1.2.2.2. Music

This music is using several songs namely 'Bang Bang' sung by Will.i.am and 'A Little Party Never Killed Nobody' sung by Fergie. Both of the songs are played during the party scene. Party is identical to festive atmosphere. The vibrant beat in both songs is used to build and take the audience to feel the festive image of the party at the Gatsby's. Both of the music also played with saxophone, which is very identical with jazz music, one music genre popular in the 1920s.

4.2. Extrinsic Elements

4.2.1. Flapper Lifestyle as One of American Sub-Culture

4.2.1.1. Appearance

In studying the movie, the writer finds similarities among most of female characters, whether she is a major character or support character. They have short-bobbed haircut, wear flashy open dress, and bold makeup



Picture 53

Picture 54

Picture 55

(The Great Gatsby, 00:26:40)(The Great Gatsby, 01:11:42)(The Great Gatsby,01:11:45)

Bob hairstyle is chosen by Jordan, Daisy, and the other female characters in this movie because it is practical and does not hinder them to dance and move freely. They also look moist due to the excessive use of hair gel. Excessive use of hair gel can make the hair look wet. Generally, people use hair gel to keep their hair tidy. They may use hair gel to keep her hair bobbed. This shows that the flappers are trying to look more attractive, especially for the opposite sex.

The flappers' dress usually has slim cut and no sleeves. Some dresses are bare back to show beautiful skin of the flappers. It is easy to find the flappers among the crowds since they wear sparkling dress. Some of the flappers also wear flashy hair dresses, such as hat or hairpin.



Picture 56
 (The Great Gatsby, 00:25:50) Picture 57
 (The Great Gatsby, 00:25:47) Picture 58
 (The Great Gatsby, 01:11:25)

Their dresses have similar cut, which is the one that shows slim silhouette. Most of their dresses are in dark color, whether it is a black or other dark colors. Dark colors are usually used to make the body curves to look slimmer. It can be concluded that they are trying to show that they have a thin body, instead of ‘curvy’ which was identical with women in the previous era.

Flapper appearance symbolizes the freedom of women conveyed by the flappers, which that real woman can dress like what she wants and shows parts of the body that has not previously been shown.

4.2.1.2. Behavior and Habits

4.2.1.2.1. Drinking and Smoking

At the party in the Gatsby’s, most of the female visitors are holding a tiny glass. According to Nick Carraway when he arrives at the party, the glass is filled with alcoholic beverages.

This means that the glasses held by the female characters are alcoholic beverages. This is also supported by the scene where the party ended some of the female characters are drunk.



Picture 59 (The Great Gatsby, 00:25:01) Picture 60 (The Great Gatsby, 01:10:10) Picture 61 (The Great Gatsby, 00:33:02)

Two of the female major characters, Daisy Buchanan and Jordan Baker are often seen smoking chic cigarette.



Picture 62 (The Great Gatsby, 01:10:11) Picture 63 (The Great Gatsby, 00:44:57) Picture 64 (The Great Gatsby, 01:10:11)

Jordan is still relatively young at 22 years old, but she does not hesitate to smoke. Even in the scene, it is shown as if Jordan has been used to smoke because she does not seem awkward. By using the medium shot, we can see that Jordan Baker looks very chic and elegant with cigarette in her hand as if she knows how to behave while smoking.

4.2.1.2.2. Modern Thinking

In the era of flapper, women are no longer bound by the old idea that woman should be in the house doing chores taking care of children. Instead, flapper's way of thinking has developed them to be more brave and free. It is

mentioned by Daisy Buchanan that her friend, Jordan Baker is a professional golfer at the age of 22.

DAISY *Jordan Baker; a very famous golfer.* (00:07:58)

NICK *I'm looking for Ms. Baker. Yes. The famous sporting star. The golfer... There... I've spotted her.* (00:45:00)

It is also shown that during the scene, Jordan is holding a golf stick and playing golf inside the room.



Picture 65 Picture 66 Picture 67
(The Great Gatsby, 00:08:47)(The Great Gatsby, 00:45:48) (The Great Gatsby, 00:45:40)

At the picture above, it is shown that Jordan is playing golf. Jordan Baker as a professional golfer at the age of 22 is an example of sexless because it can be inferred that golf used to be men's sports. So if there is a woman who does all or one of those two sports, the women do an unusual thing women do. The woman does what the opposite sex usually does, so she is not identical to a particular sex.

It implies that Jordan Baker as one of the flappers also like to do things that are not identical to their own sex, such as sports. This shows that the women

in that era has had a modern thinking and do not want to be bound to the thinking that has developed in the society before.

4.2.1.2.3. Casual Relationship with Men

The women who are categorized as flapper in the movie ‘The Great Gatsby’ also show their habits who like casual relationship with solely for their pleasure. This is consistent with the characteristics of the flapper which is previously mentioned.

In this film the casual relationship of women and men can be seen from the women’s courage to show their curves in men who are neither their husband nor lover.



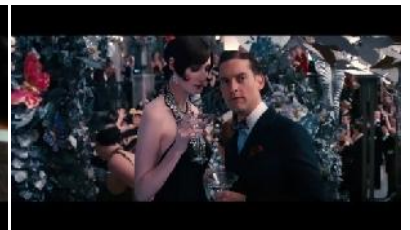
Picture 68

(The Great Gatsby, 00:08:09)



Picture 69

(The Great Gatsby, 00:11:28)

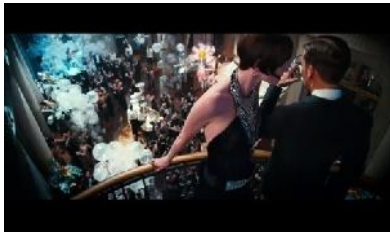


Picture 70

(The Great Gatsby, 00:26:48)

Both Daisy and Jordan, did not hesitate to show how their curves in front of Nick. This suggests that women at that time, in this film, do not assume that showing her curves just for the nearest or loved ones, especially Jordan who never met Nick before. This proves that men and relationships with men are not regarded as sacred.

Other evidence that indicates that women in the film consider a relationship with a man is not a very sacred thing is the scene where Jordan seduces Nick who is curious to know who the real Gatsby is.



Picture 71

(The Great Gatsby, 00:27:21)



Picture 72

(The Great Gatsby, 00:27:26)



Picture 73

(The Great Gatsby, 00:27:28)

However, even though she already knows who the real Gatsby is, Jordan takes Nick from the crowd and teases Nick with a whisper directly into Nick's ear. Then they play chase to go to a place further away from the crowds. Jordan does not do that to get a heart or a love story of Nick, but just for fun.

4.2.1.3. Entertainment

4.2.1.3.1. Reading Magazine

One other entertainment for the flappers which has been mentioned in the previous chapter is reading a magazine. The proof of this entertainment can be seen at the scene when Daisy introduces Jordan Baker. Jordan is seen reading a magazine while relaxing on the couch.



Picture 74 (The Great Gatsby, 00:07:57) Picture 75 (The Great Gatsby, 00:07:55) Picture 76 (The Great Gatsby, 00:08:05)

From the cover of magazine which Jordan reads, it appears that the title of the magazine is the ‘Town Tattle’. *Tattle* itself could mean rumors which is identical with gossip. The word *town* that was in front of the word *tattle* shows that the meaning of the title is gossips spread across the city. This type of magazine is suitable for Jordan who always aware of gossip around.

4.2.1.3.2. Dancing

In some scenes in Gatsby’s party, it is seen very clearly that the women and men dancing to the lively song.



Picture 77 (The Great Gatsby, 00:27:08) Picture 78 (The Great Gatsby, 00:28:40) Picture 79 (The Great Gatsby, 01:10:25)

It is also clearly mentioned by a male character at (00:27:25) that the dance brought by a dancer named Gilda Grey is ‘The Charleston’. The moves of

the dance are also consistent with the explanation on the previous chapter, which are the combination of kicks, crossing hands over the knees, and bending and straightening up to the beat of the music.

This proves that in the movie ‘The Great Gatsby’, the woman characters that come to Gatsby’s party, which has been categorized as the flappers, make dance as one of their entertainment at a party, in addition to smoking and drinking.

4.2.1.3.3. Sunday Ride

Sunday ride can also be described as leisure ride outside the business hours since Sunday is always known as a day off. There are scenes showing that Daisy Buchanan and Jordan Baker are taking a ride with the major male characters when the male characters are currently enjoying their day off and do not need to go to work.



Picture 80 (The Great Gatsby, 01:35:10) Picture 81 (The Great Gatsby, 01:31:50) Picture 82 (The Great Gatsby, 01:32:13)

This is consistent with the theory that has been mentioned earlier that the flapper women like to enjoy a ride outside the business hours.

4.2.1.4.Hedonism

There are many aspects raised in the film 'The Great Gatsby', one of which is hedonism. Hedonism can be defined as actions taken solely for pleasure and self-satisfaction.



Picture 83 (The Great Gatsby, 00:24:44) Picture 84 (The Great Gatsby, 01:10:03) Picture 85 (The Great Gatsby, 01:10:25)

Party held by Jay, which is described as a party with a background major cities in the United States in the 1920s, not much different from the party which was held on the 21st century. The party is just for sheer pleasure. It was very clearly seen in several scenes in the film that this party is a very great and messy party. All people from all over come to visit. They are the officials, workers, and even students. The women come dressed in fancy clothes and jewelry. Their mutual reason to come is to have fun and forget the sadness and pain.

All the characters in the film, including the female characters, love to party. Party can be one way to feel pleasure. In the party, you feel pleasure and forget all of your pains. But you cannot guarantee that everyone in the party feels happy.

In the previous chapter, it is also explained one of the forms of pleasure which is attitudinal pleasure that can be associated with hedonism. The writer

hasfound a couple of aspects shown by the characters that can be reflecting attitudinal pleasure, such as their love of party and luxurious things. How do they express their love of the things of luxury and pleasure, is to enjoy the party and put the items they consider a luxury.

In the movie, especially in the party scene, we can see that all of the major and minor characters, especially the female ones, are wearing the similar outfit and jewelry – they all look flashy.

CHAPTER V

CONCLUSION

Flapper is a sub-culture of the United States that emerged in the 1920s. Flapper itself is the young woman at the time who likes to look inconspicuous, such as using open dress and have a bob haircut; love smoking and dancing.

The Great Gatsby movie, a film taking setting in the era, shows lots of the characteristics of the flappers through physical features, such appearances, supported by costume and makeup using in the film; through the figures of young female characters who are the part of the story, like Daisy Buchanan and Jordan Baker.

Through these characters, it can be concluded that the flappers have striking and very interesting style; like a bob haircut, slim body, and flashy makeup. The flappers also make a habit of smoking. The flappers also like to do things that are not identical to their own sex, such as sports and work. They are also very casual in relationships with men.

The film is trying to show the flappers in high class society. It is proven by the scenes that showing the flapper lifestyle only in high class social environment, such as Gatsby's party, Long Island, and New York City.

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