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The Ideology of Capitalism in The Novel Clara Ng's "Langkah Sejuta Suluh"

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Abstract

One of the novels about capitalism is a novel entitled Langkah Sejuta Suluh by Clara Ng. The main character in the novel has a high spirit of capitalism to achieve success. The main character named Merry managed to change the lower class's fate because his hard work turned into the upper class. This study aims to determine the characteristics of capitalism in the main character in Clara Ng's novel Langkah Sejuta Suluh. The researcher uses a theoretical approach in the form of literary sociology theory and Marx's theory of capitalism, as well as a qualitative descriptive methodological approach. The data collection technique of this research used heuristic techniques. The data analysis technique used is hermeneutic. Researchers used triangulation techniques for data validity, namely different data collection techniques to obtain data from the same source. The analysis results show that (1) the ideological characteristics of the main character in the novel Langkah Sejuta Suluh by Clara Ng are competition (competition) to become the best employee and pursue personal gain. (2) The practice of capitalism ideology in Clara Ng's novel Langkah Sejuta Suluh, Merry works for others and dares to earn money. (3) The social class of the main character, namely Merry, has changed due to his efforts and hard work so that those who were originally from the lower class turned into the upper class.

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INTRODUCTION

According to Marx, the development of society is the result of a productive and repeated interaction between nature and man. Humans begin to differentiate themselves from animals after producing their life tools. "production and reproduction of life". Both are exigencies driven by the biological needs of the human organism and, more importantly, are creative sources of needs and abilities. Production is history's first action, and earthly life is the basic condition of all history, so needs must be met every hour and every day to sustain human life (Giddens, 2007).

The author uses a novel entitled Langkah Sejuta Suluh by Clara Ng. This novel is a literary work about the motivation to achieve financially before the age of 30. The novel Step a Million Suluh by Clara Ng was published by PT Gramedia Pustaka Utama, Kompas Gramedia Building, with a thickness of 449 pages, chosen as a study in this research because it reflects what existed in society at that time. The opinion of Hemalatha (2019), every writer has his characteristics in his writing style.

Literary works created by writers can be said to be a reflection of people's lives Sugiono & Mulyono (2020). One type of literary work is the novel. The novel is an imaginary literary work written by an author, the stories in the novel can be a reflection of society, and novels are usually full of values, including sociocultural values that influence the birth of these literary works (Amalia & Qomariah, 2020).

Novels as works of imagination always offer various human and humanitarian problems between life and life. One type of fiction novel is a novel that tells about various events in life experienced by the characters in the story. A novel is an "organism structure" that is complex and unique and expresses something indirectly (Christiani et al., 2015). So, the novel analyzed in this study is entitled "Langkah Sejuta Suluh by Clara Ng" with the main character named Merry.

During the New Order period, racial discrimination was against Indonesians of Chinese descent. The minority group of foreign

traders is a classic target of prejudice, property confiscation, and violence (Nur Feti & Mulyono, S, Pd., 2015). Khoiriyah (2020) argues that many problems in life are ultimately documented in a novel. Not only problems but also many cultures born from a community group which is finally represented by a novel. One is the description of life during the New Order era that happened to the Chinese race in Clara's Langkah Sejuta Suluh novel. Rahayu & Andalas (2020) say that literary works are not created just like that but through contemplation and reading of real conditions. Therefore, the novel can have similarities with reality. The contents of Clara Ng's novel, Langkah Sejuta Suluh, is a truly inspirational story of Merry.

It is inseparable from the main struggle of humans, namely the need to fulfill their material needs. This struggle brings humans face-to-face with nature as a source of fulfillment of needs. In order to fulfill their needs, humans are required transform nature. These transformation efforts produce technology and social relations (Faruk, 2019, pp). Through research on literary works, it is also expected to find ways or concrete actions that can improve the formation of independent young people. One can learn about the nature of life and existence, even though almost all the features of society's life are implied and stated in a literary work (Benny & Doyin, 2014).

In addition, Clara Ng's novel "Langkah Sejuta Suluh" was found to be related to social reality, so the analysis of the study used the sociology of literature approach. In this study, novels were selected that featured female characters involved with social and cultural reality issues. In the novel "Langkah Sejuta Suluh" by Clara Ng, the researcher views this novel as both an ideological site and an ideological institution. As Supriyanto (2006) argues, the point is that the text is a site for various ideas or ideas as a result and expression of the transmission of the author's ideology and the ideology involved in the production of the published text. It is possible if the editor interferes in the publishing production process. As an institution, Clara Ng's novel "Langkah

Sejuta Suluh" can be played in the framework of spreading ideology from various interests.

The author uses a novel entitled "Langkah Sejuta Suluh" by Clara Ng. This novel is a literary work that tells the motivation to achieve finances before the age of 30 years. The novel "Langkah Sejuta Suluh" by Clara Ng was published by PT Gramedia Pustaka Utama, Kompas Gramedia Building, 449 pages thick. Clara Ng's novel was chosen as the study in this study because it reflected what was going on in society at the time. There is a main named Merry. Merry is a smart and independent woman. Merry always tried to pursue success. She was evidenced by his efforts to achieve a high social status and become a rich man—any work done by Merry. Merry also strives to become an outstanding student and graduate on time. To achieve her success, Merry built her career from scratch. Merry believes that if we change into the upper social class, we will be well-received by the community. It is what makes Merry always oriented toward material things until Merry managed to achieve success before the age of 30 years. Merry already has his own company and many employees. From this explanation, the researcher took the title of this research, namely "The Ideology of Capitalism in the novel "Langkah Sejuta Suluh" by Clara Ng.

Rahayu & Andalas (2020) say that literary works are not created. Rahayu & Andalas (2020) say that literary works are created not just through contemplation and reading of real conditions. Therefore, the novel can have similarities with reality. It is inseparable from the main struggle of humans, namely the need to fulfill their material needs. This struggle brings humans face-to-face with nature as a source of fulfillment of needs. In order to fulfill their needs, humans are required to transform nature. These transformation efforts produce technology and social relations (Faruk, 2019). Through research on literary works, it is also expected to find ways or concrete actions that can improve the formation of independent young people. One can learn about the nature of life and existence, even though almost all the features of society's

life are implied and stated in a literary work (Benny & Doyin, 2014).

In addition, the novel "Langkah Sejuta Suluh" by Clara Ng was found to be related to social reality, so the analysis of the study used a theoretical approach in the form of literary sociology and Marx's theory of capitalism. Fragment of the story of the main character's efforts always leads to capitalist things. For example, the character has a strong will to succeed in making his parents happy. The ideology of capitalism is based on competition (competition) to become the best employee.

Through research on literary works, it is also expected to find ways or concrete actions that can improve the formation of independent young people. One can learn about the nature of life and existence, even though almost all the features of society's life are implied and stated in a literary work (Benny & Doyin, 2014).

In the novel "Langkah Sejuta Suluh" by Clara Ng, the researcher views this novel as both an ideological site and an ideological institution. As Supriyanto (2006) argues, the point is that the text is a site for various ideas or ideas as a result and expression of the transmission of the author's ideology and the ideology involved in the production of the published text.

The story in the novel "Langkah Sejuta Suluh" by Clara Ng is a vehicle for the ideology of capitalism for readers. The novel "Langkah Sejuta Suluh" by Clara Ng is interesting to study because the contents of the novel are expected to influence the reader to become a human being with a high work ethic and not easily give up on achieving the desired goals. Based on the background described, this research focuses on the life of a character who always leads to material things, which is capitalism. The researcher uses a theoretical approach in the form of literary sociology and Marx's theory of capitalism.

METHODOLOGY

The approach used in this study is theoretical and methodological. The theoretical approach uses the sociology of literature

approach and the theory of capitalism. Damono (2002) explains that the sociology of literature reflects the condition of society at that time. This research data collection technique uses heuristic techniques. Data collection techniques can be used in the novel "Langkah Sejuta Suluh" by Clara Ng, history books, magazines, and the internet related to the events of Suharto's fall in 1998. Wallek and Warren, (1989) reveal that the heuristic technique is an analysis of giving meaning based on conventional language structure, meaning that language is analyzed in the true sense of language intent. Heuristic work produces an understanding of literal meaning, and actual explicit meaning, meaning (Nurgiyantoro, 2007)

The researcher uses a literary sociology approach because Clara Ng's novel "Langkah Sejuta Suluh" describes the Chinese community affected by the fall of the Soeharto era in 1998. This research also uses a qualitative descriptive methodological approach. Α qualitative descriptive approach distinguishes itself by presenting data in its natural state, unaltered, and in the form of number symbols. This research focuses on the ideology of capitalism in the novel "Langkah Sejuta Suluh" by Clara Ng. The research data is in the form of fragments of the text from the novel "Langkah Sejuta Suluh" by Clara Ng, which allegedly contains the ideology of capitalism as the main character in the novel "Steps One Million Suluh" by Clara Ng. Ideological practices in the novel "Langkah Sejuta Suluh" by Clara Ng. The social class of the main character in the novel "Langkah Sejuta Suluh" by Clara Ng. The data found are collected, understood, and compared with each other to find a conclusion.

This research data collection technique uses heuristic techniques. Data collection techniques can be used in the novel "Langkah Sejuta Suluh" by Clara Ng, history books, magazines, and the internet related to the 1998 Suharto fall. Researchers used triangulation techniques for data validity, namely different data collection techniques to obtain data from the same source. It aims to increase the researcher's understanding of what has been

found widely, in addition to collecting the data obtained will be more consistent, complete, and definite.

The data analysis method used in this study is hermeneutics, which is derived from the German hermeneutic philosophy. Hermeneutics comes from hermeniein, which means to interpret. Historically, the term hermeneia comes from the word hermes. Hermes is the god who conveys or interprets the words of the gods Jupiter or Zeus to be conveyed to humankind. The words of the gods must be interpreted into human language to be accepted. It is Hermes' job. It can be concluded that hermeneutics is a technique of interpreting texts from understanding to understanding or understanding. At first, this technique was used to interpret religious texts. Hermeneutic methods are often used to analyze and interpret texts.

The data collected must be tested for validity so that the data is said to be valid. Another term for data validity is data validation. Data validation is carried out to ensure the accuracy and credibility of the

RESULTS AND DISCUSSION

The study results include the ideological characteristics of the main character in the novel "Langkah Sejuta Suluh" by Clara Ng. The results of the study are described as follows.

a. There is competition to become the best employee.

One characteristic of the ideology of capitalism is competition. It teaches us how to overcome obstacles and competitors when realizing our goals. It is reflected in the main character Merry in the novel "Langkah Sejuta Suluh" by Clara. Below are the characteristics of the main character's capitalist ideology, which is based on competition. The following is an excerpt below.

 He used always to be number one. With my presence, he retreated to number two. It was certain that he was heartbroken to be defeated by a stranger whose appearance was different from his own! The competitive aura becomes thick at the office with Mr. Tan as the provocateur. I feel the spirit of Mei Ching, who is determined to defeat me. (Langkah Sejuta Suluh: 97).

Based on data excerpt 1 proves that Merry can sell tickets and occupy the number one position. So that competitors even hate Merry even more. How could it not be that Merry is new to the office but has the potential to beat an old Singaporean employee, Mei Ching. Other quotes show the existence of competition between Merry and other figures. Here below is the quote.

 "I did not wait long. The meeting room door suddenly opened. Mei Ching came out."Merry" he called.

His face was flat. No smile at all. His hand went up to smooth his glasses.

"Sorry, our group is full. All members only want six. We do not want to accept new people anymore. Mei Ching did not give me a chance to say anything. As soon as he finished speaking, he walked away as if I were a wall he had just broken through. I stood dumbfounded as if there was a hurricane hitting there. It took five minutes to digest what Mei Ching had said. I returned to my desk with a slowly dropping consciousness. I sighed. What can we do about it. I am ready to accept the consequences if they do not want me. They call themselves the Vegas team. Another team, my team, is called Morning Star. I joined two new salespeople and five less productive salespeople" (Langkah Sejuta Suluh: 127).

Based on data excerpt 2, it is known that Mei Ching did not like Merry because Mei Ching considered Merry a competitor. When Merry wanted to join the team, Mei Ching immediately experienced rejection from Mei Ching. Mei Ching's attitude towards Merry must be faced by Merry gracefully. Every job will experience obstacles and meet friends as competitors, and we must be prepared to face the bitter things that will happen. Then Mei Ching formed a team called Team Vegas. Merry formed his team called Morning Star. The fierce

competition between Merry and Mei Ching began in both teams. Here below is the quote.

3) "A few days later, when I was selling on the street, I saw a group of people doing the same thing I was doing, not far from where I was. It turns out the Vegas team. They are aware of my strategy to get clients. It turned out that they were doing what I had been doing. Then why can't I join them as if they are afraid I will take their strategic ideas to apply to my sales? Instantly I felt hit." (Langkah Sejuta Suluh: 128).

Based on data excerpts from 3 above, it is known that the team from Mei Ching did the same sales strategy as the Morning Star team to clients. The Vegas team secretly watched how the Morning Star team implemented the strategy. The Vegas team did not want to lose to the Morning Star team. Merry was surprised to know that. Moreover, the strategy to compete carried out by the Vegas team is the same as the Morning Star team. Then it is unknown why Mei Ching did not accept Merry to join the Vegas team, Even though the Vegas team imitated the idea of selling Merry. The strategy adopted by the Vegas team was the same as the Morning Star. Mei Ching did not like Merry from the start. So whatever Merry's attitude is, according to Mei Ching, it will not be right. Merry is an employee with enough potential, so Mei Ching considers Merry her biggest rival. It is what makes competition in winning the hearts of clients to achieve the targets set by the company. It is hoped that Mei Ching and her team will always be at the forefront. A few days later, a meeting was held by Mr. Tan with Team Vegas. Below is a quote.

4) A few days later, Mr. Tan has a public meeting with the Vegas team. We heard the whole conversation. He looked down for a moment, looked at the data on the paper, then looked up again. "How about your sales results, Vegas?". Ask Mr. Tan.

"It seems the results are mediocre. Merry did it alone, but he made better sales than the six of you". (*Langkah Sejuta Suluh*: 129).

Based on data quote 4, it is known that there was a competition between the Vegas team and the Merry team. It is known from the sales results data that Merry's team is superior to the Vegas team even though Merry does much selling himself. The Vegas team is creative and productive. They always have a new way to attract clients. Even Team Vegas is willing to spend much money to hold sales at the mall. The fee is divided equally across all costs among the Vegas Sales Team. Even then, Mei Ching thought of providing part-time workers whose jobs attracted potential clients. It will make it easier for Sales to get more clients. Their ideas turned out to be fruitful.

b. Pursuit of Personal Gain

One of the characteristics of the ideology of capitalism is that humans always try to seek and pursue profits. Here below is the quote.

The is my inspiration and motivator who inspires and teaches how to make money work for people. I was very excited when I held a ticket booklet containing one ticket. This seminar is not included in the category of expensive seminars. The price is only 50 Singapore dollars, and the target audience is thousands.

All right, where do I sell tickets for the Robert Kiyosaki seminar? I racked my brain. I tried to sell to students, starting with my friends. To a student, I do not know.

"Do you want to buy tickets for the Robert Kiyosaki seminar?" I offered to a friend." (Langkah Sejuta Suluh: 31-32).

Based on data from excerpt 5 above, it is illustrated that Merry's character has a high enthusiasm for work. Robert Kiyosaki inspired merry. Passion for teaching how money can work for humans, and we can get many benefits. Merry thought hard about how to sell the tickets assigned by Robert Kiyosaki. Merry also offered to friends, companions, and people he met even though he did not know them. He hopes the tickets can be sold and profit from the sales.

Below are also excerpts showing that Merry pursued personal gain.

6) After that, I tried to sell it to my lecturers, whom I knew and did not know.

I chatted with one of my lecturers. "Sir, did you know that Robert Kiyosaki came to Singapore?"

"Robert Kiyosaki? Really? he said.

I was immediately delighted. My lecturer gave me the reaction I was hoping for. "You know who he is?".

" You know! ".

It turned out that this method worked, and the lecturers were interested. First, they know Robert Kiyosaki. Second, they also have larger funds. In a very short time, one of my ticket booklets sold out. I happily returned to the office and met with Ming Hok to hand over the money. (Langkah Sejuta Suluh: 33).

Based on data excerpt 6 above, it is known that Merry is trying to sell tickets to his lecturers. Of course, the opportunity is greater when compared to selling tickets to students. Lecturers are more inspired by the world's motivators. They also have enough money to buy tickets. Lecturers also like new knowledge to continue learning to seek knowledge and experience. So the tickets offered by Merry sold out in a short time. It makes Merry more enthusiastic about selling tickets. Then Merry asked Ming Hok for 1 more ticket booklet. Here below is the quote.

7) "I want one more ticket booklet. I still have time to sell ten more tickets."

Ming Hok looked at me in surprise. "Oh my god!" he exclaimed, startling me. "You managed to sell ten tickets?"

"Yeah, what is wrong with everything?"

"I guess you will not sell anything." Ming Hok smiled, looking at me. He did not mean to insult me. Instead, he was amazed at my success. (*Langkah Sejuta Suluh*: 33).

Based on data excerpt 7 above, it is known that Merry's success in selling tickets, and finally, Merry asked Ming Hok for 1 more booklet to be resold. Ming Hok did not expect Merry to sell tickets so quickly. Ming Hok was amazed because Merry was adept at selling, Even though he is an Indonesian with few acquaintances. However, with determination and a sense of enthusiasm, Merry was able to spend the tickets. So Merry will also get more profit from the sale. Merry sold the tickets to anyone. The most important thing in Merry's mind was the target to spend the tickets. Here below is the quote.

8) Furthermore, I also sold the second booklet that Ming Hok gave me. Restroom. I gave the money to Ming Hok. He smiled, accepting my sale. I smiled back at him. Her smile is a simple tribute to my first sales success. (*Langkah Sejuta Suluh*: 35).

Based on data excerpt 8, it is known that Merry has high confidence in getting more profits. The proof is that Merry asked for a second booklet and sold it all. Ming Hok smiled proudly at Merry's sales achievement. The key to success is confidence and courage. If we want to get more results, then we must be able to communicate well. The hope is that sales will be achieved and will get a higher profit. Here below is the quote.

9) "What kind of people would be interested in buying a workshop?"

"Good question," Alva whispered back.
"Let us pay attention first."

After observing several times, I finally decided to start writing down my plans. I open a small note that I keep in my bag.

"The people who sit at the very front!" whispered Alva.

"Okay, they are the first target." I took a quick note. Then I whispered to Alva, "The second target is the people most serious about listening to the seminar.

"That is right". I took notes again.

"People who are busy taking notes."

"or people who comment and ask."

Seminar ends. Enter the sales minutes. I was frantically preparing myself. (*Langkah Sejuta Suluh*: 37-38).

Based on data citation 9, it can be seen that Merry was looking for ideas and discussed with Alva how Merry could sell tickets quickly. Finally, after observing the client's condition and atmosphere in the seminar room, the person

with the highest potential to buy a ticket is sitting at the front. The people sitting in the front must have been more intent on attending the seminar than those in the back row. It is just a matter of fate on Merry's side or not. Then the next sales target is people serious about recording seminar material. Merry and Alva are looking for the next target idea to get more profit. The second target is people who listen diligently to the course of the seminar. The people who took notes on them had much attention while listening to the seminars. Here there is a sense of interest from the audience. Then the second target has quite a big potential as well. Merry and Alva are very optimistic about getting big profits from selling seminar tickets. With high optimism, Merry finally succeeded in selling seminar tickets. Not only one but also three tickets were sold.

10) "How many managed to sell three tickets?"

I raised my hand high. The room immediately fell into an extraordinary silence.

"Where else?" Ming Hok asked loudly, "Only one?" I turned my head slowly, looking around the room in confusion. Really, Ming Hok was right! No one raised their hand but me. (*Langkah Sejuta Suluh*: 42).

Based on data excerpt 10, it can be seen that after Merry experienced repeated rejections, Merry finally managed to sell three tickets. Ming Hok then asked if anyone other than Merry had managed to sell three tickets. Nothing. The people applauded Merry for selling three tickets. Merry also received appreciation from Ming hok, as quoted below.

11) "That is, only Merry managed to sell three tickets! Extraordinary!".

He clapped loudly, inviting the rest of the Sales team to applaud. They clapped their hands, looked at me, and nodded their heads, praising my success. At first, it was quiet, but as time went on, more and more people joined in the applause. Finally, thunderous applause filled the entire room. (*Langkah Sejuta Suluh*: 43).

Based on data excerpt 11, Merry managed to sell three tickets. Nothing is beyond his capabilities. Ming Hok appreciated Merry's success with applause and a proud smile. Merry, with his persistence, of course, will get more profit than other Salesmen who have managed to sell less than Merry.

"That means only Merry managed to sell three tickets! Extraordinary!".

He clapped his hands loudly, inviting the rest of the Sales team to clap. At first, it was quiet, but gradually, more people joined in the clapping. Finally, thunderous applause filled the entire room. They applauded and looked at me and nodded their heads in praise of my success. I lowered my hand after min-ho wrote down the numbers. Three tickets are on the blackboard. How many people applauded, But not as lively as before. Minhok looked back at us all.

" Anyone selling 4 tickets? " Minhok's head was running around. No hand goes up. Five tickets? Six tickets?

Keep quiet my heart is pounding.

Anyone managed to sell more than three tickets?"

No hands are outstretched.

Ming Hok laughed loudly. He spun around, then gave a big circle to the number three tickets on the blackboard. When he turned back towards us, his finger pointed at me and said excitedly, "meaning only Merry managed to sell three tickets! Extraordinary. (Langkah Sejuta Suluh: 43).

Based on data 11 above, Merry managed to sell three tickets. With his persistence, Merry will get more profit than other Salesmen who have managed to sell less than Merry. Nothing is beyond his capabilities. Ming Hok appreciated Merry's success with applause and a proud smile.

12) Ineeded more time to think about the bulletin board because my number two prospective client had already arrived.

At noon, I walked toward Mr. Tan. "Get my cheers again".

Mr. Tan looked at me in disbelief. "Did you succeed again?"

"Yes, it worked."

For the first time, Mr. Tan no longer looked down on one eye. He immediately listened to my report. I see his eyes sparkle (Langkah Sejuta Suluh: 90).

Based on data 12 is that Merry succeeded again in selling. Mr. Tan was also proud of Merry. Merry always strives to achieve the target. Whatever way it goes. Looking for creative ideas and never giving up on the key. All of this was done by Merry in order to get more personal benefits than other employees. Merry has a dream to be able to earn 1000 dollars before the age of 30 years. It is what always fuels Merry's passion for work. Below is a quote that proves that Merry was pursuing personal gain.

13) "But I want to be on your team!"

" okay, for a while, you join the team, Mr. Tan first. When I become a manager, you can join my team. I will arrange it later. Agreed?"

My college friends agreed.

Finally, I have some team members, even though I still need to become a manager. They follow Mt. Tan for a while, but when the time comes, they will join me.

Little by little, without realizing it, there were already 18 people interested in joining our team. (*Langkah Sejuta Suluh*; 173).

Even though he has not officially become a manager, Merry is already looking for ways to strengthen the team he leads. Data 13 above proves that Merry is persistent in inviting his college friends to join his team. Merry's strategy is to become a manager by having many team members. In this way, it is hoped that the work of Merry's team members will maximize their profits from the sale of insurance products.

At the end of 2003, I finally succeeded in being listed as the first Indonesian to this day to become the company's number-one salesperson. I managed to reach the achievement that I once told Mr. Edward Navvaro, CEO of the company. Thanks to my hard work, I finally became the number one Sales by reaching Star Club President. I also broke a record by being a

Salesman who had only worked for one and a half years at the company and received the Star Club President award. In early 2004, I was ready to start my own agency business after telling Mr. Tan I had established myself as a manager. With eighteen team members, I started climbing a new rung of the ladder, striding with ever-brighter torches toward the future I had dreamed of since I was a student. (Langkah Sejuta Suluh: 187).

Data 14 above proves that Merry has become a manager. Merry is ready to start her own business. The team consists of 13 people. Merry started from scratch because this was all Merry's dream since he was a student. Merry opened his own company, so it is hoped that his career will continue to grow. Profits will be more and more successful, of course, so that the life of Merry and his family will be more prosperous.

CONCLUSION

This study uses the theory of capitalism from Karl Marx. The data source used in this research is Clara Ng's novel Langkah Sejuta Suluh. After researching, there characteristics of the ideology of capitalism as the main character in Clara Ng's novel "Langkah Sejuta Suluh," including competition and the pursuit of personal gain. In addition, capitalism ideology is practiced in Clara Ng's novel Langkah Sejuta Suluh. Includes: Merry working for others and the courage to earn money. This study also analyzed the social status of the main character in Clara Ng's novel Langkah Sejuta Suluh.

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