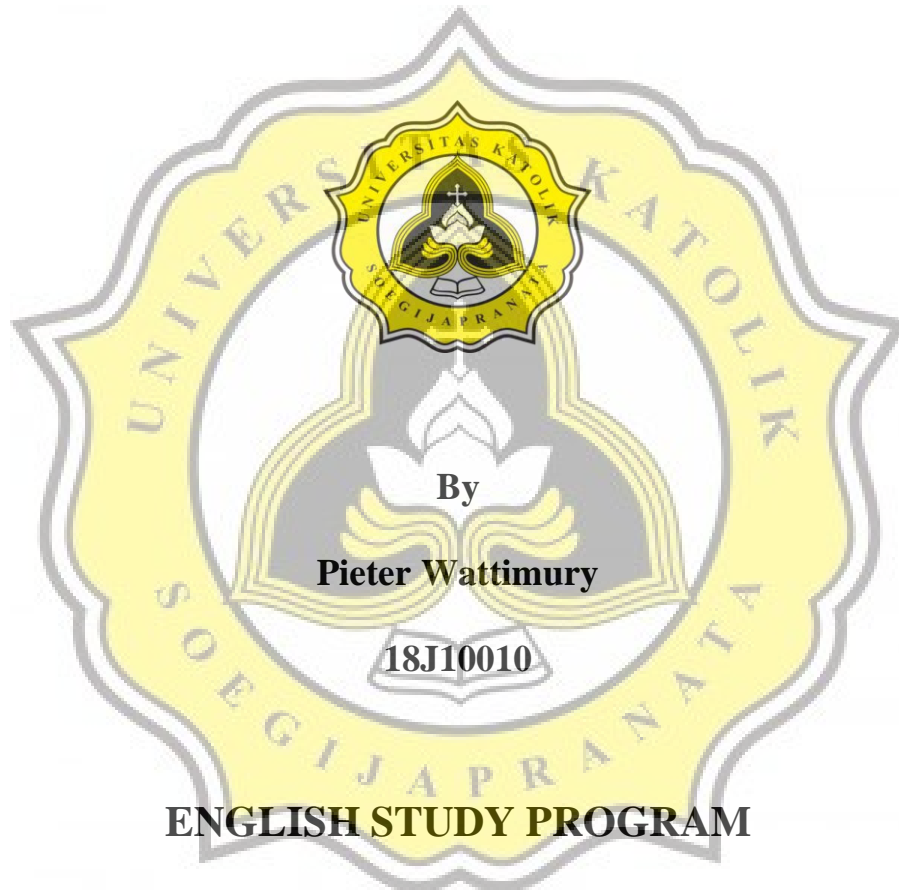


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**A Thesis Presented as a Partial Fulfillment of the Requirements for the
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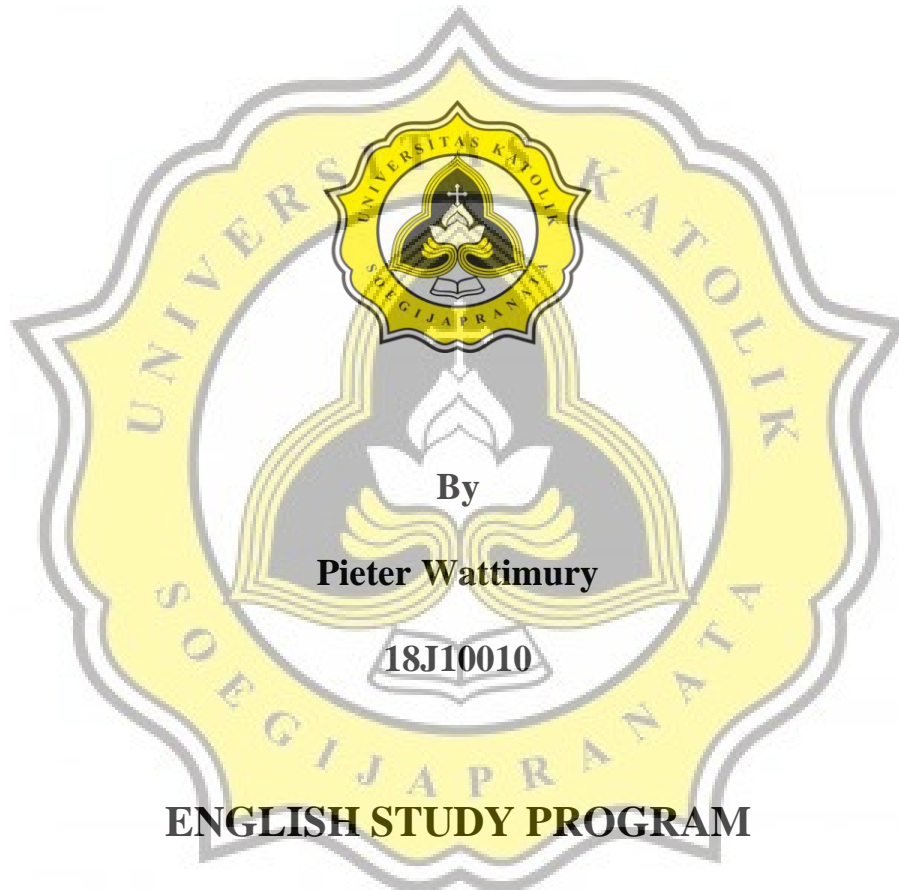
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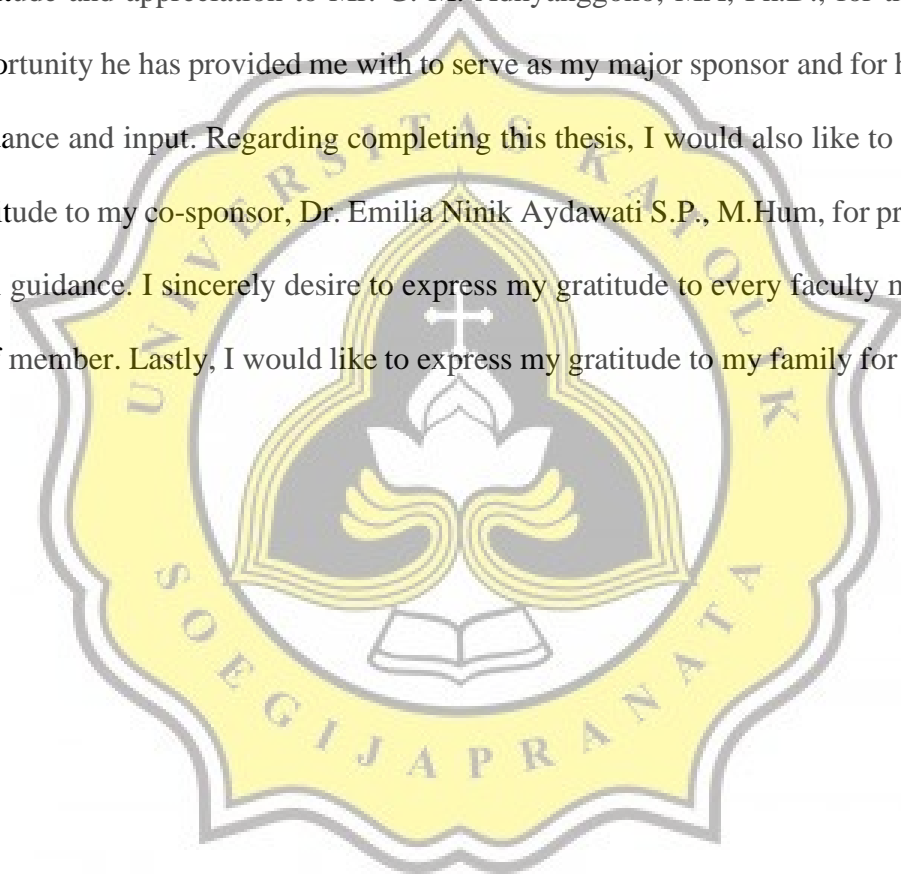


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The writer

ABSTRACT

The material of this study is *The Newly Rich* (Harahap, 2019). It is a comedy-drama genre with the theme of social changes and different levels of social class. This film tells the audience of a family who instantly becomes rich. Initially, the family lived a simple life with a meagre income but still lived happily. Having watched this film, the writer is interested in deeply studying the hedonistic life in *Orang Kaya Baru/The Newly Rich*; such a hedonistic life in the film may reflect a phenomenon of social reality. This study aims to identify the extent to which hedonism is represented in the movie. The writer carried out some steps to analyse this *Newly Rich* film. Firstly, the writer searched websites or applications that provide the film to watch. The next step was watching the film to have a general impression. Then, the writer applied a close reading method to *Newly Rich* in more detail to know their hedonistic lifestyle. It is found that there are two types in this film: folk hedonism and value and prudential hedonism.



ABSTRAK

Materi penelitian ini adalah film *THE NEWLY RICH* (Harahap, 2019). Film ini bergenre drama komedi dengan tema perubahan sosial dan perbedaan tingkat kelas sosial. Film ini menceritakan kepada penonton tentang sebuah keluarga yang secara instan menjadi kaya raya. Awalnya, keluarga tersebut hidup sederhana dengan penghasilan yang tidak seberapa, namun mereka tetap hidup bahagia. Setelah menonton film ini, penulis tertarik untuk mengkaji secara mendalam kehidupan hedonis dalam film *Orang Kaya Baru*, kehidupan hedonis dalam film tersebut dapat merefleksikan sebuah fenomena realitas sosial. Tujuan dari penelitian ini adalah untuk mengetahui sejauh mana hedonisme direpresentasikan dalam film tersebut. Beberapa langkah dilakukan oleh penulis untuk menganalisa film *Orang Kaya Baru* ini. Pertama, penulis mencari website atau aplikasi yang menyediakan film tersebut untuk ditonton. Langkah selanjutnya adalah menonton film tersebut untuk mendapatkan kesan umum dari film tersebut. Kemudian, penulis menerapkan metode close reading terhadap film *Newly Rich* secara lebih mendetail untuk mengetahui gaya hidup hedonisme mereka. Ditemukan bahwa ada tiga jenis hedonisme di dalam film ini yaitu folk hedonism, and value and prudential hedonism.

