

ABSTRACT

The Clique written by Lisi Harrison describes something common that happened in teenagers in order to get public's attention. The novel intends to make another point of view of teenagers' obsession by wearing the right clothes in order to fit in. The characters in this novel give portraits about the situation that experienced by a few people in America as a country that has prestige. In addition, to live in America, being stylish and expensive is one of many requisite to blend in society.

Using the concept of consumerism that mainly stated by Steven Miles, the study that is going to be conducted will be focused on how the characters using their appearance as a representation of their personality, and to get a high social status. However, a general concept to determine a characterization in a text will also be used as a bridge to relate between the characters and consumerist lifestyle. The concept of characterization that will be used is stated by Henry Jacobs. The characterization in the novel, especially their lifestyle and habits in spending money on branded products in order to keep their prestige, is discussed further to relate between the characters and consumerism. After the characterization is revealed, the writer conducts the analysis on how consumerism affecting the characters to consume more. The facts and researches from different experts about the lifestyle of American teenagers portrayed in the novel will also discussed in order to sharpen the analysis. Last but not least, their characters' environment will

also be discussed since it gives big effect to the characters' daily life and their thoughts about consuming branded things.

The result of the study will show to the readers how the characters in "*The Clique*" portray consumerist lifestyle of the American teenagers. The characters in the novel will give a clear picture how consumerism affects their daily life through their action and speech, and also the cause of their consumerist lifestyle itself. Overspending money by the characters for branded products in order to fit in among their society will show the reality of American teenagers nowadays to the readers. How the characters grow up faster than any other teenage girls because of their action, especially in spending money and brand minded, will provide the reality that really happened in society. Another result also shows about how consumerism influences the characters' performance in the novel, and cause peer pressure among them and also the exact thought of brand minded. The explanation of the peer pressure and brand minded among the characters will complete the result of the study.

CHAPTER 1

INTRODUCTION

