

CHAPTER 4

CONCLUSION

As the result of the analysis, the writer concludes the study. The conclusion is elaborated into two main points. The first point is related to the characterization in *The Clique*, based on the characters' lifestyle, which affected by consumerism. Second point is, the analysis on the effect of consumerism that is focused on peer pressure among the characters' life, and also the importance of brands in characters' lifestyle.

First conclusion is how the characters show that consumerism does take part in characters' daily life through their lifestyle. The author of *The Clique* novel is succeeding on giving a description on how the characters live. The author also helps the readers to realize about how the teenager goes through their life. The struggle of being a teenager in the novel is not as easy as what people thought. They need an extra ability and strong personality in order to fit in, because it is not easy to find someone who really accepts people as the way they are. Consuming is one of many ways to be accepted in their surroundings. They want to be a center of attention and get accepted by everyone in order to fit in.

Second conclusion, there are two main key aspects on how the characters' lifestyle show how consumerism affected their life. Firstly, peer pressure is contagiously affecting the characters in the novel. They would do anything to be accepted by surrounding. For the characters, spending money for shopping is about 'creating the image' in front of the public. Buying products is only about

popularity, it is not about a quality anymore but also prestige. The characters believe that the more they consume, the more they will get respect from their environment. In addition, the characters believe that peer pressure is related with their dignity. If they cannot have a better appearance than the others, their social life would be endangered because no one will make friends with a 'loser'. It happens because of the characters' exact thought that being a liar is better than being a loser.

Next conclusion is the characters' ideas that the using of branded products is the only way that can make them overawed by surrounding; good enough to make other teenage girls wants to be like them. Having an expensive outfit is needed as an endorsing factor for their popularity. Products and outfit no longer functions only as an identification function, but it has already become a cultural function among society. As a result, they are affected by the importance of brands to their creation of identity and image, and it has changed the way they socialize with each other, interact with adults and view themselves and the world.

There are so many efforts to give people an idea, concerning with how they try to find, and focus on the exact thought about what they identify as the happiness from material things. As a final thought, every effort should be made to make sure that people, especially teenagers, do not become a materialistic buying machine or even worse, consumption lover. Teenagers should start to look into their minds and try to improve their lives through the pleasure of human interaction based on someone's personality or ability, rather than how much someone can consume.

WORKS CITED

