

## ABSTRACT

*This Side of Paradise* is one of the best novels of 1920's or post war era when America was troubled and confused. The 'sad young man' (Horton and Edward 315), a term for the intellectuals of the era who had lost their faith and wanted the world to know. As a sad young man and a post war writer, Fitzgerald found fault with his society especially the new generation or the youth of America.

*This Side of Paradise* is telling about the complexity in searching one's identity influenced by the socio-cultural and economic condition of which a young American lived in 1920's era or jazz age. Fitzgerald uses Amory Blaine as the representative, the model, and the hero of American youth of the era.

The writer applies Erikson's psychosocial theory to get a general understanding of Amory's search for identity, particularly concerning his third, fourth, and fifth stages of personality development. The theory is also used to describe the factors that lead Amory experiences identity crisis and identity confusion. Besides, the writer also applies sociological approaches. The sociological approaches consist of the importance of socialization within family, school, and peers in determining children's self concept, Cooley's looking glass theory, which is used to look closely the influence of family base socialization on teenager's identity development and also theories of conformity

Through the analysis, the writer finds that Amory's family background and childhood life are the primary factors, which influence Amory to achieve his

self-identity. Amory's mother plays a big role in shaping Amory's early identity, the unconventional person. However, being unconventional makes Amory socially suffered. He decides to live conventionally by conformity. Convention is one of the other three factors that influence Amory's search for identity. But, succeed socially and become too conventional, make him find emptiness in conformity. He experiences identity crises and tries to turn back to be unconventional person. The other two factors are woman and money. As each of three fails him, he comes closer to achieve his true self, the fundamental of Amory.