

INSATIABLE BEHAVIOR AS REFLECTED IN THE NECKLACE AND ITS CONNECTION TO SOCIAL MEDIA CONSUMERISM

Sastila Calista Sumbayak¹⁾, Winarti²⁾
^{1,2}UIN Raden Mas Said Surakarta
Corresponding Author:sastilacalista@gmail.com

ABSTRACT

The purpose of this study was to know insatiable behavior in the “Necklace” and its connection to social media consumerism. The methodology of this study was a qualitative research method. The primary source of data was the “Necklace” short story, and the secondary source of the data was the dialogue, and action done by the main character. The result of this study showed that insatiable behaviors could be seen from the character Mme. Loisel. Her insatiable behaviors came from her dissatisfaction about life. She tried so hard to look like those who come from upper class society. Her jealousy on her friend, led her to the insatiable desire and her consumerism behavior. This behavior had connection to modern day's consumerism behavior.

Key words: Instable Behavior , Media Consumerism

INTRODUCTION

The mass distribution of social media has taken so many people to have a broader view about the world. People joining social media and not for so long they begin to share everything on it. With the development of social media's features, it is easier to see what's happening on someone's life. Things that are usually private and considerably as secrets are now publicly open for everybody in the world. This could lead to so many issues. It can be a good thing if what people discover are news about the world, thus they can help those in need. Apart from it, these new features of social media can cause harm too. One of the things that should become the awareness in this case is the insatiable behavior. This behavior can come from so many different sources. Since people now can see what happened to others, they also see things that kind of unnecessary. For example, someone just posted a picture of his/her new car. Their followers can feel uneasy about it since maybe they didn't have new car or didn't have car at all. This can be followed with pride that comes with the insatiable behavior. The people who see the new car can feel that they are not cool enough and therefore they can be impulsive on buying the same or more which would make more people turn into consumerism.

In order to take a step back and reflect to this phenomenon, looking deeper into “The Necklace” by Guy de Maupassant can be the best way. This short story captured insatiable behavior in its character, Mme. Mathilde Loisel. The story tells about Mme. Loisel and her desire to have new dress and jewelry because she and her clerk husband invited to a party.

When they are about to go home, the jewelry Mme. Loisel borrowed is gone. The two then struggles to bring back the jewelry, not expecting that it's going to change their lives.

This paper aims to point out the insatiable behavior in "The Necklace" and relate it to the consumerism in social media nowadays. In order to do it, this paper will give explanation about each subtopic, analyze the work through each stages of the plot and also connects the story with social media consumerism. Then, the paper will conclude all the findings and summarize the discussion.

RESEARCH METHODOLOGY

The writer uses a qualitative research method. The purpose of the research was to explain the insatiable behavior in "The Necklace" and relate it to the consumerism in social media nowadays. The source of main data of this research was taken from the dialogue and action of Necklace short story. It is the library research to describe, discuss, and analyze the study. The writer also gets some literary books, which the contents related to the topic of the study as the references. They are taken from the library, internet, and other sources. To collect the data, the writer uses the following steps to collect data:

1. Download Necklace short story on the internet.
2. Reading the script or dialogue from scene and situation
3. Collecting references relevant to the analysis of the short story.
4. Identifying to find the data related to the study and reporting selected data.

RESULT AND DISCUSSION

Internet has become one of the greatest things that have been found by humankind. Its development has going rapidly. From a simple computer graphic and cables until it become sophisticated. It brings so many useful experiences for people, especially the development of social media. At first social media was only about chatting and sending electronic mail (E-mail), to upload and share live videos. Almost everything can be done by online right now; connecting friends, reading news, to buying-selling activities. Aside from its convenience offered, social media can bring up insatiable behavior that can lead to consumerism

According to Oxford Dictionary, insatiable is having a desire that impossible to satisfy. People can have such desire when they came to social media. They presented with all the information that came from another users of the social media. Some people posted their new car, house, jewelry and so on. These things can make jealousy effect. Therefore, insatiable behavior is inevitable. Insatiable is an option. Some choose to be difficult to please even though they're fully fulfilled. Possessing an insecure mind gives certain people more to

rely on and they use that little negativity to believe they need more. The need to fulfill everything even though they already have anything can lead to consumerism.

Consumerism is the belief that increasing the intake of products and services bought on the market is often a positive objective and that the well-being and satisfaction of an individual relies ultimately on the purchase of goods, services and material things. In this context, consumerism is generally understood to lead to the disruption of cultural traditions and ways of life, the manipulation of large customers, environmental pollution and harmful psychological consequences.

To see how the insatiable and consumerism depicts in classic literature, the writer use a short story by Guy de Maupassant, "The Necklace". The Necklace or "The Diamond Necklace" is an 1884 short story by French writer Guy de Maupassant. It is known for its twist ending, which was a hallmark of de Maupassant's style. The story was first published on 17 February 1884 in the French newspaper *Le Gaulois*. It tells about Madame Loisel, a wife of a clerk who's invited to an elite party. It is an ironic story about the distinction between appearances versus reality. Guy de Maupassant describe Mme Loisel as "an error of fate", though the fact that she is pretty.

Henri Ren Albert Guy de Maupassant (Aug 5, 1850-Jul 6, 1893) was a famous French writer who wrote under the pseudonym of Guy de Maupassant. He is known as the founder of a modern short story and is also one of the best practitioners. His influential and highly appreciated body of work has inspired a significant number of authors. Through his career, he was a famous novelist, and he had the great fortune to see that his stories were widely recognized. He served in the Franco-Prussian war as a young soldier. He focused extensively on that perspective, and the conflict was the background for most of his stories that also depicted the horror and pain of common citizens trapped in the course of war. He also took inspiration in the non-so-admirable actions of the bourgeoisie, making them the objects of his biting pessimism and skewering ink.

The Necklace is depicting the act of insatiable and consumerism back in 1884. In order to analyze this theme, the need to break down the plot stages is necessary. Plot is how the author arranges events to develop the basic idea; it is the sequence of events in a story or play. The plot is a planned, logical series of events having a beginning, middle, and end. A short story usually has one plot so it can be read in one sitting. There are five essential parts of plot:

- 1) Exposition (Introduction)
- 2) Rising Action
- 3) Climax
- 4) Falling action
- 5) Resolution (Conclusion)

The exposition or the introduction in *The Necklace* is where the narrative starts with describing Madame Loisel's life and how she is born into the „error of fate", because she is pretty and all but she is born into a poor family and her husband also just a clerk in the Minister of Education. The starting sentences of *The Necklace* depict Mathilde as an extraordinarily attractive woman in an average social condition. Through this point of view, the reader will foresee the connection between attractiveness and social ambition that will be discussed in the rest of the plot.

Mathilde was always in the middle class, but she grieves as though she was a woman who "descended into the world." This may be normal for the attractive and charming ladies, such as Mathilde, as for the women, "their beauty, their grace and their charm serve them instead of their birth or background." By suggesting that the "greatest ladies' equals" might be pretty women without means, Maupassant suggests that elegance will gain richness and social standing. Mathilde receives this notion absolutely, which leaves her uncomfortable with her humble life.

From this introduction, the reader can see the first sign of insatiability. Madame Loisel seems couldn't feel satisfied enough with her condition, even though she is not rich but she is not really poor and still has a husband who loves her dearly. Mathilde's dissatisfaction seems like an option because Mathilde's husband, who lives under the same circumstances, is absolutely content with her nice humble stew. Mathilde reflects more on the things she does not own than the little comforts of life. It indicates that a great cause of discontent is an insatiable desire for material possessions.

The complication, or in this case the rising action, begins with the invitation to a rich people's ball at her husband's office. She orders new clothing and she borrows from her friend, Madame Forestier, an exquisite diamond collar to go with it. One evening, M. Loisel is coming home with an invitation from the Minister of Education for an elegant gathering. While she "entered endless trouble" receiving such a famous invitation, Mathilde declined the offer and was near to tears to remind him that she couldn't find anything pretty to wear. M. Loisel cares a lot about his wife and spends time making her happy. Despite her husband's best intentions, Mathilde is miserable, revealing once again how exaggerated her unhappiness is.

When her husband realizes how sad Mathilde is, he wonders what the price for a dress will be. For a bit Mathilde contemplates, then asks for 400 francs, which is appropriate to buy a decent dress but not enough to make the 'thrifty' clerk automatically refuse it. M. Loisel turned pale quickly. M. Loisel offers to give the money to Mathilde, even though he had saved 400 francs to purchase a new rifle to go hunting with his colleagues in the Nanterre plains. By knowingly demanding some proper money, Mathilde appears to use the kindness of her husband to expose some of the destructive characteristics that lie under the surface of his outward attractiveness. M. Loisel, in order to emphasize his generosity, risks

his own pleasure. In comparison to Mathilde, M. Loisel sees gladness not in worldly things but in the pleasure and the company of others.

Mathilde's new dress is ready on the day of the party. She says she is disappointed because she doesn't wear jewelry on her robe when her husband asks her why. M. Loisel says to Mathilde to buy 2 or 3 roses for 10 francs, but Mathilde says that it's nothing more shameful than to appear like a pauper among rich ladies. Mathilde still desires more: she is never content with her need for material property, which again indicates that objects are not the way to preserving satisfaction. Mathilde uses luxurious things as a means of feeling wealthy, forgetting she is not as rich as she wishes to be. By selecting the most costly piece in Mrs. Forestier's jewel case, Mathilde shows her earthly desires and self-centered appeal. Mathilde even shows her ego by gazing at herself in the mirror. Mathilde's shallow and illusory display of riches echoes his flatness of reflection.

As the gathering is over, Mathilde is humiliated to see other women dressed in "costly furs." When M. Loisel covers Mathilde with the wraps he has carried from their place. Mathilde feels the cover is "modest clothes of the common lives, their desperation contrasting with the beauty of the ball gown." Once she wrapped with it, Mathilde's image of money fades, causing her to embarrass again by the women who cover themselves with "expensive fur", which brought her night of pleasure to an end. This abrupt mood change is proof of Mathilde's influence of items, as for her the wraps are everything that she considers to be missing in her life.

Mathilde points out that she missed the diamond collar in the climax of this short story. When Mathilde stopping to admire herself, she realizes that her necklace is gone. She and her husband search everywhere for the necklace, but without any luck. Eventually, M. Loisel decides that they must replace the jewelry.

The falling action stage is when Mathilde and her husband purchase the same necklace for thirty-four thousand francs, in order to replace the missing diamond necklace. Her husband inherited eighteen thousand francs from his aunt, and he borrowed the remainder from different sources. They go to the jeweler and buy a diamond necklace that looks just like the necklace they're looking to replace with. It costs 40,000 francs for the necklace. M. Loisel owns 18,000 francs which he inherited from his aunt, but to pay for the necklace, he is forced to borrow the rest of the funds. He makes ruinous transactions with moneylenders and loan sharks and borrows money from his relatives. In order for the necklace to be replaced, M. Loisel risks the remainder of his life and is distressed that without knowing if he would be able to honor it. Mathilde seems optimistic about this price because she mostly enjoyed the jewelry for its pricey look. To her an object's worth is correlated with its price. Mathilde returns the necklace to her friend after receiving the item. Ms. Forestier doesn't even open the package, so she doesn't even note the substitute.

The following years are tough for both Mathilde and her husband when they have to work really hard to pay their debt. Loisel takes in night work. Mathilde doing her part with her "sudden heroism" and she demonstrates the work of an employee to do the hard housework. The pain faced by the Loisels as they try to settle their debt is a kind of suffering, as indicated earlier in the story. In Mathilde the full reverse of fortunes is clearly obvious, and her unhappiness in the past is sharply contrasted to the real challenge she is facing today. However, her heroism reveals that she enjoys her suffering: one night of riches is worth 10 years of hardship for her.

The awful debt is eventually settled after ten long years. This hardship time takes its toll on Mathilde, who loses her charm that was once extraordinary. She now looks like an elderly lady, but comfort herself with the recollection of the party night when she was always admired and glamorous. A sign that beauty often disappears and can thus not be relied on to attain social acceptance or permanent satisfaction is the collapse of Mathilde's physical image. The fantasies of Mathilde have changed, she no longer dreams of disappearing into a world of illusory riches, but rather focuses on her past life, indicating that Mathilde's background has made her reality more grounded.

The resolution of this short story falls in after ten years, when Mathilde and Madame Forestier meet once again Madame Forestier tells the Mathilde that the diamond necklace that she borrowed was fake. The pride of Mathilde shows that she has been able to find meaning based on her misery. By announcing, however that the necklace was a fake, Mme. Forestier make those sacrifices pointless. As their meaning can be illusory, the twist ending often reveals the hidden truth of appearances and the risks of attributing so much value to material possessions. In each stages of the plot there almost always depicted the insatiable which Mme Loisel had. The insatiable that she have come from her dissatisfaction on her life. She believes that she is in the wrong side of fate. When in fact it is herself that cannot accept how her life actually is. Mme Loisel is not poor but she in the middle class society. Her dissatisfaction also comes from her jealousy. She is befriended with Mme. Forestier who's wealthy and Mme. Loisel reflects her jealousy, then this jealousy growing into competition; competition of having more than the other.

The needs to have more than the other develop into insatiable behavior and then can lead to consumerism. Competition plays a big part in the worst of people and social media makes it possible for people to "virtually compete" with each other through images, videos, and status updates. Daily life documenting is a digital way for current customers. From waking up to getting out of bed to adding a filter on every particular place, it's as if users can imitate the lives of ordinary people they follow almost as effortlessly as they follow the lives of social media celebrities.

Social media have a huge influence on the way we live our lives. As shown in a new report in The Washington Post, our friends' posts often push us to buy even more. Unlike

radio or television, which shows the extent of guessing and a little bit of imagination when it comes to advertisement and promotion, sites like Facebook allow advertisers to market specifically to their target consumer audiences. As Facebook, Twitter, Instagram, Pinterest, YouTube, (including Amazon) obtain so many more personal experience about us the ads we see become more and more significant since advertisers use the data to select and choose who gets their ads.

These personalized ads can be the other factors of growing the insatiable desire. As we looking at other people new things, we will seek the same things and the relevant ads keep showing the same things and we will keep on wanting more. Shoppers today sound as though they're part of a brand, instead of a viewer waiting outside. It is not rare for brands to advertise exclusive offers on their social media to make news updates, to introduce new items, and to offer a wide range of other advantages to their most hardcore consumers; all those that have enthusiastically "followed" them online. In reality, if you watch any industries or companies online, you may also be familiar with the strategies. Through social media, merchants and consumers can now have a two-way instead of one-sided interaction and as a result, brands can build loyal customers.

It portrayed in Mathilde's pride in her beauty which prompts her to buy an expensive dress and borrow seemingly expensive jewelry, which triggers her downfall. She ate her pride for one night but paid for it over the next 10 years of hardship, which destroyed her beauty. People on social media will also do the same thing to look the same as other people, ignoring that they have consume by the insatiable desire and at some points it will also trigger their downfall.

CONCLUSION

The Necklace depicts insatiable behaviors as seen from the character Mme. Loisel. Her insatiable behaviors came from her dissatisfaction about life. Her jealousy on her friend, especially Mme. Forestier also lead her to the insatiable desire and her consumerism behavior. The mass usage of social media has taken people to take a look on what is going on with other people lives through their update on the social media. This can develop the needs to compete with one another. With that in mind, insatiable behavior may occur and consumerism can happen. Personalized ads are also one of the factors that can lead so many people to be a consumptive society.

Mathilde in The Necklace is portrayed this behavior perfectly. She couldn't care less about her social class then she forces herself to fit in into the upper class by buying the things she actually couldn't afford just to look like other people

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