

THE INFLUENCE OF MATERIALISM TOWARDS CHARACTERS DEVELOPMENT IN F. SCOTT FITZGERALD'S *THE GREAT GATSBY*

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Abstract

The objectives of this study entitled The Influence of Materialism Towards Characters Development in F. Scott Fitzgerald's The Great Gatsby are (1) to figure out the materialism described through the character of Jay Gatsby and Daisy Buchanan. (2) to learn the influence of materialism towards the characters development of Jay Gatsby and Daisy Buchanan. The writer used library research to analyze the analysis. The main data is taken from novel of The Great Gatsby. Some theories used to analyze the data are American Dream, Character, Character Development, Marxism, and Materialism. Moreover, the approaches used in this research are sociological approach, psychological approach, marxism approach. The portrait of materialism in The Great Gatsby can be seen through the main characters namely Jay Gatsby and Daisy Buchanan. Both of them represent materialism in two ways which relate to the wealth that they have and their effort in pursuing their American Dream. Furthermore, their materialistic lifestyle also influences their characters development. It makes their desire become unattainable and their efforts directed towards a negative outcome. Jay Gatsby suddenly is being so ambitious and being spendthrift along with the story. Besides, Daisy Buchanan is also being a careless and shallow person who sees nothing except money and material luxury.

Keywords: American dream, materialism, character development

1. INTRODUCTION

The 1920s were an exciting and significant time in American History; the end of WWI fueled rapid social and financial change. It was the era of prohibition, but America partied and celebrated as it embraced social change and the promise of the American Dream--the belief that all people, with enough hard work and determination, could achieve wealth and prosperity. Historically, it became known as the Jazz Age, a term coined by F. Scott Fitzgerald to describe his generation through his work entitled *The Great Gatsby*. In *The Great Gatsby*, money plays important role in the characters' relationships, motivations, and outcomes. The characters in this novel are too fixed on material things, losing sight of what is really important. It can be seen from the main character themselves, Jay Gatsby and Daisy Buchanan. Jay Gatsby was born poor and so had no social status to show off. Daisy, the woman he loves, was born wealthy, and so their social classes did not mingle very much. Gatsby aspire to win Daisy through his status and so had to work hard to create his own wealth. Despite this, she marries someone else, and Gatsby

becomes obsessed with the idea that can win her away with little more than his wealth and new social status in the community. While, Daisy, despite the fact that she does not love Tom Buchanan, she still marries him because he comes from a wealthy family and is rich. Instead of marrying someone she loves, Daisy's decision is based on her financial security. From the story, the writer will only focus on two problems the first one is the portrait of materialism through the representation of Jay Gatsby and Daisy Buchanan. The second problem is the influence of the materialism towards both main characters.

There are five theories to support finding the answer from the problem statements. They are theory of American dream, character, character development, marxism, and materialism. In *The Great Gatsby*, materialism happened because of the main characters' American dream. The American dream is a myth that, in America, opportunity exists for reward that is directly commensurate with one's effort. It means that everyone can be success and happy. Being success here has a strong relation with being rich. That is why, American dream in *The Great Gatsby* leads to the materialism and materialistic lifestyle. According to Ward and Wackman (1971:422), materialism is an orientation emphasizing possession and money for personal happiness and social progress. Materialists who acquire as the pursuit of happiness view their possessions or the acquisition of possessions as a way to derive pleasure or self-satisfaction.

2. RESEARCH METHOD

This study employed qualitative method. According to Slavin (1992:65) "Qualitative research is intended to explore important social phenomena by immersing the investigator in the situation for extended periods." It means that qualitative research, seek primarily to describe a situation as it is, without formal testing or hypothesis, and it makes little or no use of numbers but rather focuses on thick description.

The data of this study are words, sentences, and dialogues of the novel by F. Scott Fitzgerald, *The Great Gatsby*, which shows materialistic lifestyle in America in early twentieth century. The source of data is F. Scott Fitzgerald's novel, *The Great Gatsby*, published by Scribner, United States, in 1925, and it contains 180 pages.

The technique of collecting data in this research is library research. This method is accompanied by a technique named documentation. Bowen (2009) states that document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic.

In order to analyze the data, firstly, the researcher read F. Scott Fitzgerald's *The Great Gatsby*. The next step, the researcher chooses the problems to be analyzed as the influence of materialism and Jay Gatsby's and Daisy Buchanan's character development in F. Scott Fitzgerald's *The Great Gatsby* dealing with materialism. Then, in analyzing the problems, the theories and approaches are used. There are three approaches used to conduct this research. They are sociological approach, psychological approach, and Marxism approach. Those approaches are the most appropriate approaches which can be used in conducting this research. Next, analyze the data. The last step is concluding the result analysis.

3. RESULT AND DISCUSSION

The writer chooses *The Great Gatsby* by F. Scott Fitzgerald because it takes place during the Roaring Twenties, in 1922 and tells the story of one man's pursuit of the American Dream. The protagonist, Jay Gatsby, is a self-made millionaire from the Midwest who lives the high life

from the profits of his minor criminal activities. Gatsby's infamous parties are attended by many guests who do not know their host. Nick Carraway, the narrator, learns that Gatsby and Daisy had been in love, but that Daisy had not waited for him to return from the war and had married another. In the traditional culture of US in 1920s, rich people who have enormous amount of money to spend are seen as a god, while the poor are left behind. Popularity of any members of the society is determined by the amount of money one has to spend on alcohol and fancy clothes. Wealth-obsessed lifestyle has gradually destroyed the traditional moral values of people in that Roaring Twenties.

Moreover, the writer intends to explain the way materialism described in the novel and also the influence of materialism towards Gatsby and Daisy's character development.

- **Materialism Described in *The Great Gatsby***

Materialism reflects material condition of someone. In other words, material determines the social life. So, value of a society is reflected from the material conditions of life. Materialism described in *The Great Gatsby* through the representation of Jay Gatsby and Daisy Buchanan. Both characters reveal themselves to be highly materialistic and their motivations driven by their desire for money and happiness since it is influenced by American Dream at that period.

- **The Have**

Over past two decades, Marx (in *Socrates Meets Marx*, 2003:50) divided American society into two groups, the "haves" and the "have-nots". In essence, the "haves" or usually known as bourgeois is the people in a society who have a lot of money and property. *The Great Gatsby* focuses on the stereotype of the American upper classes during the roaring twenties, which live wildly and carelessly in the suburbs, enjoying their wealth and escaping from the troubles of those who are socially below them. In this novel, most characters are rich, either because they belong to the high classes, such as Tom and Daisy Buchanan or because they have succeeded and become wealthy through a mixture of work, luck, and wit, such as Jay Gatsby.

- ✓ **Jay Gatsby's Possession**

Fitzgerald portrays the materialism in the character of Jay Gatsby. Gatsby succeeds in changing his life as he goes from having nothing to being very wealthy. His success, however, comes during a corrupt time. Exactly how Gatsby makes his fortune is not clear but it is clear that he involves in some illegal business. Jay Gatsby is the wealthiest and most spendthrift character of the novel. The reader is continuously given details about Gatsby's fortune through the eyes of his neighbor, Nick Carraway.

The one on my right was a colossal affair by any standard—it was a factual imitation of some Hotel de Ville in Normandy, with a tower on one side, spanking new under a thin beard of raw ivy, and a marble swimming pool and more than forty acres of lawn and garden. It was Gatsby's mansion. (Fitzgerald, 2012:4)

This quotation refers to Gatsby's enormous house, and the only time he uses the whole mansion is when he gives his extravagant parties full of prosperous and famous people. In fact, not only the invited guests but also the uninvited intruders

go to enjoy the madness and debauchery that Gatsby provides. His mansion also proves that he spends much money on it.

One of the reasons that Gatsby has become so famous around New York is that he throws elaborate parties every weekend at his mansion, lavish spectacles to which people long to be invited. Gatsby's party is almost unbelievably luxurious: guests marvel over his Rolls-Royce, his swimming pool, his beach, crates of fresh oranges and lemons, buffet tents in the gardens overflowing with a feast, and a live orchestra playing under the stars.

In his blue gardens men and girls came and went like moths among the whisperings and the champagne and the stars. At high tide in the afternoon I watched his guests diving from the tower of his raft or taking the sun and the hot sand of his beach while his two motor-boats slit the waters of the Sound, drawing aquaplanes over cataracts of foam. (Fitzgerald, 2012:29)

Besides, apart from the mansion and the wild parties, Jay Gatsby also boasts about his fortune with his car, a long yellow Roll-Royce which dazzles wherever it appears. It is also conclude that Gatsby can buy the things that rich people have by owning a luxurious car and mansion.

✓ **Daisy Buchanan's Possession**

Daisy Buchanan is also the representative of materialism shown in *The Great Gatsby* for her safety net, both financially and socially after she married Tom Buchanan. Daisy's life illustrates the hysteria of the post-war time, and the hedonistic chase of a good time. Knowing that Tom and Daisy are financially well-off, Nick expects a grand home but is shocked by the extent of its splendor.

Their house was even more elaborate than I expected, a cheerful red and white Georgian Colonial mansion overlooking the bay. The lawn started at the beach and ran toward the front door for a quarter of a mile, jumping over sun-dials and brick walks and burning gardens—finally when it reached the house drifting up the side in bright vines as though from the momentum of its run. The front was broken by a line of French windows, glowing now with reflected gold, and wide open to the warm windy afternoon. (Fitzgerald, 2012: 5)

When Tom goes inside, the splendor and elegance of the Buchanan Home are further reinforced. It is clean and bright, and like the exterior, benefits from the sunlight which pours in through the windows.

We walked through a high hallway into a bright rosy-colored space, fragilely bound into the house by French windows at either end. The windows were ajar and gleaming white against the fresh grass outside that seemed to grow a little way into the house. (Fitzgerald, 2012: 6)

These two quotations create the image for the readers as the use of the words "mansion" (a very large and expensive house where the rich and famous live) and "Georgian colonial" (classical architecture which the most prevalent style in the English colonies throughout the 18th century and reflects a period of colonial growth and prosperity) sets the scene of a

gigantic house. Also the fact that Nick, the narrator, is being shocked by the elaborateness of the house shows that this house is bigger than the typical home on East Egg, reflecting The Buchanans' lifestyle that live a well-off life with luxury items.

Along with the descriptions, it gains an idea of their wealth. The grand detail of their house shows that they are a privileged family because of their possession of luxury things.

Why they came east I don't know. They had spent a year in France, for no particular reason, and then drifted here and there unrestfully wherever people played polo and were rich together.
(Fitzgerald, 2012: 5)

The quotation also shows that Fitzgerald places a lot of emphasis on money throughout his novel especially when dealing with The Buchanan. By playing polo, it can be imagined how rich The Buchanan really are. Polo is a game played on horseback between two teams of four players. Centuries ago, Polo grows popularity in the United States. Many people named Polo as the most dangerous, expensive, and beautiful sport in the world.

Accordingly, it can be concluded that Daisy is also one of the have in this novel. Those explanations show that the possession of material things and money is the equivalent of happiness through personal fulfillment in life, financial success and material.

○ **The Pursuit of American Dream through Possession**

The Great Gatsby focuses on this new idea that by having money will lead to material gain and success. As depicted in the novel, the "roaring twenties" prompted a materialistic consumer society who obsessed with money and excess. Palmer (2006, 4) states "the accumulation of material goods became a national obsession and their availability, even to lower-income earners, seemed to justify the faith of many Americans in capitalist entrepreneurship".

Many of the characters in Fitzgerald's novel fall for the idea of conspicuous consumption that of money buys happiness which is usually identical with materialism. They discarded their morals and values in return for a kind of superficial happiness. During this time, they felt the way to happiness was through money and it seemed everyone in this novel is materialistic, greedy, and self-centered. In *The Great Gatsby*, materialism is portrayed through the act pursuit of happiness by possessing something and it represents by two major characters; Jay Gatsby and Daisy Buchanan.

✓ **Jay Gatsby's Pursuit of American Dream**

Jay Gatsby was born James Gatz. He was a Midwest boy who met a millionaire, Dan Cody, for whom he worked. From him, he learned everything that he needed to know about the aristocratic gentleman behavior. After Cody's death, James does not receive the money that he thought he would get. He changes his name and goes to war. There he meets Daisy Fay with whom he has

some kind of a relationship. Eventually, Daisy marries Tom Buchanan, an aristocrat who can give her money that Gatsby cannot.

“She only married you because I was poor and she was tired of waiting for me. It was a terrible mistake, but in her heart she never loved anyone except me!” (Fitzgerald, 2012: 100)

This quotation refers to the Gatsby’s thought that from the beginning Daisy wants someone who could pay for the type of life she wanted to have. He knows that, so, he works very hard and waits until he has money to appear again in Daisy’s life.

After some time, Gatsby earns a lot of money by bootlegging and pursuing his dream of repeating the past and having Daisy in his arms again, by showing her his material wealth. He then moves to West Egg right across Daisy’s mansion.

“It was a strange coincidence,” I said.

“But it wasn’t a coincidence at all.”

“Why not?”

“Gatsby bought that house so that Daisy would be just across the bay.” (Fitzgerald, 2012: 58)

This conversation of Nick Carraway and Jordan Baker happens after Jordan finishes the story later in Central Park. She says Gatsby never fell out of love with Daisy and buys his giant mansion in West Egg to be across the bay from her. He has hope that the magnificent house will impress her and win back her love.

Gatsby knows that Daisy chooses the security of money over love, so, he makes himself rich because he thinks that money will win her back. By winning Daisy back, he thinks that he will be completely happy, since Daisy is the source of his happiness.

Money is seen as a vehicle to achieve almost everything one desires. For the naïve Gatsby, this includes even the love of another human being; in this case that human being is Daisy. He feels that by seeking greater wealth and status, he would be able to win back Daisy from her husband, Tom Buchanan.

‘I think he half expected her to wander into one of his parties, some night,’ went on Jordan, ‘but she never did. Then he began asking people casually if they knew her, and I was the first one he found.’ (Fitzgerald, 2012: 59)

Beside buying mansion across the bay from Daisy’s house, the reason why he throws these parties is to impress Daisy and convince her that he is wealthier, and therefore more worthy of her now than he was earlier. Gatsby also wants to seek greater wealth and status so that he has come to view Daisy as a material possession that can be obtained through wealth and status.

The term of materialism is usually associated with dreams of money and prosperity; Gatsby’s dream, however, is different. He has plenty both money and prosperity, but these are only the means by which he hopes to achieve his dream of winning Daisy’s love. Gatsby’s materialistic approach in his pursuit of love was all part of his external interest to impress Daisy. It is the fact that his wealth is nothing more than a useful tool in his dream to win back Daisy.

○ **Daisy Buchanan's Pursuit of American Dream**

Daisy is very active and energetic since, instead of staying at home sewing or cooking, she goes to New York, goes shopping, and goes to parties. She can do those activities because she marries someone who can provide her anything she wants. Daisy comes from the social class whose work is simply finding a rich husband to marry, having children, and portraying a perfect family.

In June she married Tom Buchanan of Chicago, with more pomp and circumstance than Louisville ever knew before. He came down with a hundred people in four private cars, and hired a whole floor of the Seelbach Hotel and the day before the wedding he gave her a string of pearls valued at three hundred and fifty thousand dollars. (Fitzgerald, 2012: 56)

Daisy marries Tom because she sees him as an achievement. Their luxurious wedding is an example of Daisy's realization that being with Gatsby is no longer a possibility and thus on some level knows that Tom's money will make her happy.

Daisy's material motive for marrying Tom becomes clear when Jordan Baker further describes the Buchanan's marriage. In choosing Tom Buchanan over the absent Gatsby, Daisy has allowed her life to be shaped forever by the crude force of Tom's money. This becomes evident as the Buchanan's relationship is described throughout the novel.

Next day at five o'clock she married Tom Buchanan without so much as shiver and started off on a three months' trip to the South Seas. (Fitzgerald, 2012: 57)

Daisy is ready for the marriage despite the letter from Gatsby, she knows that marrying Tom is the right thing to do because she will be better off in the end. Gatsby is poor and will not have been able to give her everything that Tom can do. Tom is being able to travel all around the world to as many different countries and states as he wants while Gatsby is busy fighting in the war.

They moved with a fast crowd, all of them young and rich and wild, but she came out with an absolutely perfect reputation. (Fitzgerald, 2012: 57)

It shows that everyone the Buchanan's hung around with and be friends with are young and rich just like them. That is why Daisy does not want any other lifestyle but this one because she does not do anything to get out of it.

Daisy's American dream is being financially secure. Her obsession with the stability of old money makes her crave consistency and is uncomfortable with anything unfamiliar. She finds herself be challenged by Gatsby to step outside of her comfort zone and takes a chance on new money, only to eventually wander back to the stability that she is grown so accustomed to.

▪ **The Influence of Materialism towards Jay Gatsby and Daisy Buchanan's Character Development**

Blind pursuit of materialism can have serious negative effects on society. These effects have been illustrated by Fitzgerald in *The Great Gatsby* to bring home the point that in a materialistic society in which people's desires become unattainable, the interpretation of the American Dream can go sour, with people's efforts directed towards a negative outcome.

- **The Influence of Materialism towards Jay Gatsby's Character Development**

Jay Gatsby is a self-made man who started out with no money—only a plan for achieving his dream. He has a dream to win the heart of the woman, whom he loves, and he concentrates so much on becoming a member of upper class. He realizes that he needs money first of all in order to be with his beloved woman. This explanation states that Jay Gatsby has unrestrained desire for money and pleasure surpasses more noble goals and reality which changes his character during the story goes on.

- ✓ **Being Ambitious**

In *The Great Gatsby*, the prime example of the negative effects of becoming too invested or obsessed with a goal is Gatsby himself. Gatsby wants to achieve the American Dream, which for him consists of money, power, and of course, the love of his life, Daisy Buchanan. Throughout the novel, it can be seen that all of the success in Gatsby's life attributed to his needs to impress Daisy. Gatsby does know very well that Daisy is married with Tom Buchanan, who is a very rich guy. So it is not possible for him to get Daisy in his life and that is why he chases the American Dream; through following his dream, he becomes a very rich and wealthy man, but not through the best methods because he is doing an illegal business in order to gain his wealth.

"Who are you, anyhow?" broke out Tom. "You're one of that bunch that hangs around with Meyer Wolfshiem—that much I happen to know. I've made a little investigation into your affairs—and I'll carry it further tomorrow."

"I found out what your 'drug stores' were." He turned to us and spoke rapidly. "He and this Wolfshiem bought up a lot of side-street drug stores here and in Chicago and sold grain alcohol over the counter. I picked him for a bootlegger the first time I saw him and I wasn't far wrong."
(Fitzgerald, 2012: 102)

This quotation shows that Gatsby makes all of his money from bootlegging. Tom does research on Gatsby and finds out he has been in business with Meyer Wolfsheim selling grain alcohol over the counter in the drug stores. It concludes that Gatsby's ambition in winning Daisy causes him to cross the line between right and wrong. His obsession makes him become involved in illegal activities to make money. He will do everything for her and become so ambitious when he perceives that he can only have a chance by achieving a certain financial status.

I suppose he'd had the name ready for a long time, even then. His parents were shiftless and unsuccessful farm people—his imagination had never really accepted them as his parents at all. The truth was that Jay Gatsby, of West Egg, Long Island, sprang from his Platonic conception of himself. (Fitzgerald, 2012:75)

Gatsby's ambition stems from lot of dissatisfaction that he was born into. Every action in his life has purpose to create a better or more superior image for himself. All he wants to do is to impress people and he craves reassurance from others that he is succeeding in this task.

'Jimmy was bound to get ahead. He always had some resolves like this or something. Do you notice what he's got about improving his mind? He was always great for that. He told me I et like a hog once and I beat him for it.' (Fitzgerald, 2012:134)

This quote refers to the act when Mr. Gatz, Gatsby's father, shows Nick the book, which depicts how as a child Gatsby was constantly trying to better himself, and achieve what he did not have. It reveals Gatsby's true nature that he is an ambitious person even since he was a young. It also makes a great impact in Gatsby's future for making him a determined character who will not give up until he achieves what he wants.

Gatsby's ambition comes from his obsession with the idea of the American dream, which is getting a better life and becoming a rich man in order to win Daisy back, so he plans his whole life around her. He moves in across the bay from her, makes friends with her friends, and even asks her cousin to reintroduce them.

✓ **Being Spendthrift**

It is previously mentioned that Gatsby's American Dream is tightly bound to Daisy and winning her back, so he uses many different attempts, one might consider even naïve ones, to reach her. As long as Daisy is already a member of that part of the society that has always been rich and wealthy, only money cannot satisfy her and cannot make Gatsby reach her. She is already rich enough and has a rich husband. Gatsby fails to realize and understand that no matter how much Daisy involves with him, she will never leave the life that she has and the society she belongs to or being an "old money" representative.

He believes that having more materialistic wealth for Daisy will make him have higher chances to be loved by her. This belief makes him be involved in many illegal businesses until he realizes that money cannot make him happy.

On week-ends his Rolls-Royce became an omnibus, bearing parties to and from the city, between nine in the morning and long past midnight, while his station wagon scampered like a brisk yellow bug to meet all trains.

Every Friday five crates of oranges and lemons arrived from a fruiterer in New York—every Monday these same oranges and lemons left his back door in a pyramid of pulpless halves. (Fitzgerald, 2012: 29)

By seven o'clock the orchestra has arrived—no thin five piece affair but a whole pitful of oboes and trombones and saxophones and viols and cornets and piccolos and low and high drums. (Fitzgerald, 2012: 30)

When he achieves his objective of picking up the suitable measure of riches, he throws enormous, wasteful gatherings, with the expectation that she may happen to appear at one of them. Gatsby does not really even go to these gatherings, as he is a sad standard individual; rather he just watches them from a distance, inside his home. This act consider as a spendthrift because he wastes away thousands of dollars at his huge parties. He believes that the glitz and glam will bring Daisy to him.

Gatsby being obsessed with money since wealth is a direct reflection of how successful a person. Wealth becomes the new stable in the American Dream that people yearn and chase after all their lives. It also makes Gatsby being spendthrift with all of the money he gets. He thinks that he is rich enough so he wants to impress the other using his wealth through the party he throws and his extravagant lifestyle.

- **The Influence of Materialism towards Daisy Buchanan's Character Development**

The main female character is Daisy Buchanan, a young and beautiful woman is, the object of Jay Gatsby's obsession, Nick Carraway's cousin, and Tom Buchanan's wife. She plays a huge role in the novel and another role in the problems with the new model of the American Dream.

Within this story, Daisy meets Jay Gatsby, one of the young officers that demand her company. In an attempt to be worthy of her love, Gatsby lies to Daisy about his origins and pretends to belong to a wealthy family. They immediately fall in love and have a brief love affair, but he has to leave her to fight in the war. Although Daisy has promised to wait for him, she finally gets engaged to Tom, who fits the type that her environment expects Daisy to marry, since he ensures her economic security. From this explanation, it clearly states that the character of Daisy gets the influence of materialism.

- ✓ **Being Careless**

Daisy is an attractive, wealthy, and shallow young lady. She has a fling with Gatsby when he is stationed in the army in Louisville, her hometown, and fancied that she loved him. When Gatsby has sent to Europe to fight in the war, she waits for him to return for a short while. She is bored and impatient, so she begins to date other man of her same social class. She meets and falls in love with the wealthy Tom Buchanan, whom she marries. The young couple moves to East Egg, where they lead a meaningless and shallow existence. When Daisy meets Gatsby again at Nick's house, she has an affair with him; but she will never leave Tom for Gatsby. Throughout the novel, Daisy is the object of Gatsby's dream; even in the end, he does not realize that she is not worthy of his adoration.

Daisy demonstrates the theme of carelessness. She shows her carelessness through being foolish thus lacking a lack of good sense or judgment. She also often makes selfish decisions without considering the consequences of her actions or caring about the way they negatively affect others. In spite of being a charming

and lovely young woman, she gives herself over to her passiveness; she lets it happen that she lives an unhappy relationship with Tom cheating on her.

“Don’t talk. I want to hear what happens.”

“Is something happening?” I inquired innocently.

“You mean to say you don’t know?” said Miss Baker, honestly surprised.

“I thought everybody knew.”

“I don’t.”

“Why—” she said hesitantly, “Tom’s got some woman in New York.”

..... “She might have the decency not to telephone him at dinner-time. Don’t you think?” (Fitzgerald, 2012: 11)

The telephone rang inside, startlingly, and as Daisy shook her head decisively at Tom the subject of the stables, in fact all the subjects, vanished into air. (Fitzgerald, 2012: 12)

During the course of the dinner, part of the reason for Daisy’s unhappiness is revealed. When Tom receives a phone call and leaves the table, followed by his wife, a second guest, Jordan Baker, tells Nick that Tom has a mistress in the city. Daisy’s carelessness can be seen through the way she acts as if she does not care that Tom cheats on her. The important matter to her is that she lives a wealthy life with Tom.

Daisy’s carelessness also reflected in her relationship with Gatsby while she is someone else’s wife. Daisy enjoys flirting with Gatsby, but she always refuses to choose a side between her husband and Gatsby.

‘Oh, you want too much!’ she cried to Gatsby. ‘I love you now— isn’t that enough? I can’t help what’s past.’ She began to sob helplessly. ‘I did love him once—but I loved you too.’ (Fitzgerald, 2012: 101)

Her affair with Gatsby does not make her be able to choose Gatsby over Tom Buchanan. Although she now has Gatsby, she is still in love with Tom. She cannot bring herself to let one or the other go. She wants everything she can get, regardless of who will get hurt.

Another carelessness of Daisy Buchanan spotted in the last chapter of this novel. Daisy and Tom hurt many people, they are even to blame for the death of George Wilson, Myrtle Wilson, and Jay Gatsby.

I couldn’t forgive him or like him but I saw that what he had done was, to him, entirely justified. It was all very careless and confused. They were careless people, Tom and Daisy—they smashed up things and creatures and the retreated back into their money or their vast carelessness or whatever it was that kept them together, and let other people clean up the mess they had made. (Fitzgerald, 2012: 138)

This quotation happens after Gatsby tells Nick that Daisy was driving when the car struck Myrtle, but that he himself will take the blame. Meanwhile, Daisy and Tom resolve their differences and leave soon thereafter, moving presumably to another city where they will remain utterly unchanged and life will continue as it always does. It considers as the act of carelessness because when they have done

having fun, they go back to their money, expecting their wealth and status to take care of the mess they leave behind.

Daisy Buchanan shows that materialism comes with the powerful effect which makes people being careless and selfish. She cares to nothing but only the way to get what she wants. She does not care with the other as long as she gets what makes her secure which is wealth.

✓ **Being Shallow**

At a first glance, Daisy is an utterly flat character, she comes from wealth, she is currently wealthy, and will have wealth in the future. However, upon closer look, Daisy fluctuates in being shallow and careless. Near the end of Chapter One, Daisy is telling Nick how she has become very cynical. When Nick tries to lighten the subject by switching topics to her daughter, Daisy responds by saying:

“It’ll show you how I’ve gotten to feel about—things. Well, she was less than an hour old and Tom was God knows where. I woke up out of the ether with an utterly abandoned feeling, and asked the nurse right away if it was a boy or a girl. She told me it was a girl, and so I turned my head away and wept. ‘all right’, I said, ‘I’m glad it’s a girl. And I hope she’ll be a fool—that’s the best thing a girl can be in this world, a beautiful little fool.’” (Fitzgerald, 2012: 13)

Clearly, she has some experience in this area and implies that the world is no place for a woman. The best she can do is hope to survive and the best way to do that is through beauty rather than brains. She may have felt that her daughter would have a similar fate; that she would grow up, marry a brute like Tom who cheats on her, and be pressured to simply accept this role. Daisy seems to indicate that if she has a baby boy, she will not necessarily be happier about that but she will feel better knowing that the boy, in a man’s world, will have an easier life than a girl. Despite, in the end, Daisy mockingly but legitimately says she hopes her daughter will be a beautiful fool. Being beautiful, she will have more suitors, more options of men to marry. Being fool, she will be too ignorant to realize if she is married a cheating brute of a man.

In Chapter Five, Gatsby specifically wants Daisy to see the lavish and elegant lifestyle he must lead. It is important to Gatsby to make Daisy impressed with how nice his house and his things are. Gatsby shows his vast assortment of finely-made shirts to Daisy. He tosses them, along with many silk ties into the air and Daisy is overwhelmed by their quality.

He took out a pile of shirts and began throwing them, one by one before us, shirts of sheer linen and thick silk and fine flannel which lost their folds as they fell and covered the table in many-colored disarray. While we admired he brought more and the soft rich heap mounted higher—shirts with stripes and scrolls and plaids in coral and apple-green and lavender and faint orange with monograms of Indian blue. Suddenly with a strained sound, Daisy bent her head into the shirts and began to cry stormily. ‘They’re such beautiful shirts,’ she sobbed, her voice muffled in the thick

folded. 'It makes me sad because I've never seen such—such beautiful shirts before.' (Fitzgerald, 2012: 69-70)

Daisy's response to Gatsby's wealth shows her shallowness as well. When Daisy bows her head and sobs into the shirts, she displays her interest in materialism. Daisy is being emotional when Gatsby throws those shirts to her that makes her want to cry. The reason behind Daisy's response is because now Gatsby is rich and she cannot have him because of her marriage status. She does not cry because she is reunited with Gatsby, she cries because of the pure satisfaction all his material wealth brings her. Daisy is just so overexcited and surprised by the wealth that Gatsby earned. It makes her no longer being able to contain herself so that is why she says what she says in that quote.

Daisy's character turns from a sophisticatedly charming woman into a shallow person who sees nothing except money and material luxury. She is no longer cares with her own feeling. Daisy's materialism is far more important than anything. Her materialism proves that she is ignoring the things that matter most.

4. CONCLUSION

Materialism is a doctrine that material success and progress are the highest values in life. The phenomenon of materialism becomes one of the subjects of attention in F. Scott Fitzgerald's novel entitled *The Great Gatsby*. This novel is chosen to be analyzed since it focuses on the materialistic behavior of the American upper classes during the roaring twenties, which live wildly and carelessly in the suburbs, enjoying their wealth and escaping from the troubles of those who are socially below them. *The Great Gatsby* also portrays the influence of materialism towards Jay Gatsby and Daisy Buchanan's characters development.

The writer applies some theories namely; theory of Character, theory of Character Development, theory of Marxism in general, and theory of Materialism. There are three approaches used to conduct this research. The first approach is sociological approach which discusses about the problem that happens in society. The second approach is psychological approach which analyzes the motive an individual's overt action. The last approach is Marxist approach which deals with the class constructs demonstrated in the literature.

There are two problems found out in *The Great Gatsby* dealing with materialism. The first problem is the way materialism portrayed in this novel towards the two main characters, Jay Gatsby and Daisy Buchanan. The second is about the characters development dealing with materialism since it can be seen from the characters' life.

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