

TYPICAL INDONESIAN CHICK LITERATURE NOVEL

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Abstract

Novel of chick literature growing in Indonesia in the early 2000s was from England. The novel of chicklit growing in Indonesia deals with Indonesian author's style. Thus, the aim of this study is to describe the typical Indonesian chicklit novel. This study uses content analysis related with the latent content analysis. The literary approach being used is structural as the intrinsic element of literary works such as female characters, background, style language including the language used and the title of the novel. The results of this study imply that woman figures in chicklit novel are young figures that have high education and high career. These women have commitment to professionalism because they are smart and have high competitiveness. The background place of chicklit novel contains many places abroad, and metropolitan cities. The language in the novel uses much foreign languages as well as many specialist terms found. Moreover, the titles of the novel are also dominated by foreign-language titles.

Keywords: *Language style, Background place, Chicklit novel, Typical, Women figures*

BACKGROUND

Chicklit was a new novel in Indonesia whose presence began in the early 2000s. In that era, there was an interesting phenomenon in the world of Indonesian literature related with the popular novel that is associated with the phenomenon of teenlit and chicklit. Here, popular novels seemed to find form transformation in the form teenlit and chicklit. The market share of Teenlit ranged in the neighborhood girls, while chicklit is more directed at the young woman who is protagonist, independent, single, cosmopolitan life style, and with various problems of romance. The presence of chicklit novel in Indonesia is started from the name of IchaRahmanti with Cintapuccino which has sold more than 40,000 copies. Up to now, the authors of chicklit novel who joined in Gramedia bookstore Group are 150 people and 99% of them are women authors (Dewojati, 2015: 25).

Before the presence of chicklit novel in Indonesia, the presence of popular novel is highly regarded in the literary world scene in the 70s era because it gives its own color in the life of Indonesian literature. The emergence of a popular novel in 70s era began with the success of two novels entitled *Karmila* by Marga T. and *Cintaku di Kampus Biru* by Ashadi Siregar in market and reaped so many readers. Since that, a lot of writers who raised the stories in line with both the previous novel appear. They are Abdullah Hararap, La Rose, Ike Supomo, Mira W. Yudhistira etc. (Dewojati, 2015: 22-24).

Even if its presence was in longer range, the presence of popular novel in Indonesia over backward has been around since the early 19th century, by the presence of Chinese-Malay Literature.

The presence of Malay Literature also gives the option of reading in society among the works published by Balai Pustaka which were called serious reading and popular reading or as known as "dime novel" at that time (Sumardjo, 2004).

The term of chicklit is merged by chick as American slang for young women, and lit as short for literature. By connotative, chicklit is associated with Chiclets chewing gum brand, indicating the readers of this genre are women who uneducated and cliches who like chewing gum and away from "serious" literature (<https://nuruddinasyhadie.wordpress.com/2008/02/29/chiklit-user-created-Indonesian-native/>). However, chicklit novel provides an alternative reading to people who want a light reading, reading among the crush of life and bustle duty. Although this chicklit novel is "lighter" than the literary novel, chicklit novel has already aroused the reading interest of public. Therefore it is needed to describe typical or characteristic of chicklit novel as a literary work, so that readers know their expectation of a reading.

History of Chick Literature

Helen Fielding's novel titled *Bridget Jones Diary* is identified as a novel that spawned the chicklit genre. Within a period of 10 years this novel has been translated into 30 languages, sold more than 2 million copies worldwide, and in 2001, became the best-selling movie watched by over 245 million people (Ferriss, 2011). Afterwards, there was the Fielding novel then followed by the presence of the novel *The Girl's Guide to Hunting and Fishing* by Melissa Banks, as well as *The Nanny Diaries* by Emma McLaughlin and Nicola Krause.

Chicklit is a term to identify popular fiction written and marketed to young women. This genre portraying the lives of urban women between the ages of 20-30's, such as the activities of their shopping, working and activities after working, love life, etc. (Cooke, 2006). This was in line with Widodojati (2015: 25) states that chicklit is a popular literary work that tells the story of the daily life of a single woman of the city with modern mindset. Ways of presenting the chick literature uses light reading, entertaining, and informal speaking.

According to Well in the Glasburgh (2006), way to understand the chicklit is to place it in a series of women writers. A monumental female writer in the 18th century was Jane Austen. Fielding novel titled *Bridget Jones Diary* is inspired by Austen novel *Pride and Prejudice*. Furthermore, Well states that chicklit seen from the format of long history of women's fiction writer is equipped with literary debates with lifestyle.

The entry of chicklit to Indonesia is begun with the works of the British chicklit translation into Indonesian. Some of the early works of translation were *Bridget Jones's Diary*, *Diary of the bride*, and *the Recognition Shopaholic*. The birth of the early works chicklit in Indonesia occurred in 2004 with the publication of the work *Cintapuccino* by IchaRahmawati.

The success of the first generation of Indonesian chicklit is accompanied by the birth of new writers and the birth of Indonesian chicklit phenomena in around year 2004-2005. Taufiqurrohman (2010) mentioned that Indonesian chicklit is the name of popular fiction written by Indonesian young women (Although it is also found the men author in this genre), which tells about the issue of the daily life of middle-class single women living in modern and metropolitan city in Indonesia. Chicklit novel usually tells about the life of ordinary and lonely women in an urban setting with the newest and the latest lifestyle, and also a little naughty life. They are usually depicted in a process of searching for identity and looking for the perfect companion. Sexuality is often raised and it even could be the primary theme displayed in adventurous (<http://media-dunia-sastra.blogspot.co.id/2011/09/sebuah-jembatan-bernama-chicklit.html>).

At the initial appearance in around year 2004-2005, this kind of novel labeled or marketed as chicklit. However, as the dynamics flowed chicklit label is no longer written on the front cover. Now it is renowned as *Metropop* (metro popular) and *amore* as the specific name made by Gramedia bookstore.

RESEARCH METHODS

This study uses content analysis method which related latent content contained in the documents and manuscripts (Ratna, 2004: 48). Literary theory used in this research is the theory of structuralism. The structure is to assess the relationship among the elements, in this case are literary elements. For literature, the elements related with the elements contained in the literature itself (Ratna, 2004: 79). Elements contained in the literary of prose genre are the theme, the mandate, character, background place or setting, point of view, and language style. In accordance with that, this one only highlights the character, background place or setting, and language style. There is a restrictions related with characteristics of chicklit novel itself. This research data is chicklit novels published by Gramedia which are sometimes purchased as Metropop label, and Amore. The sampling is done randomly.

Typical Indonesian Chick Literature Novel

Women's Figures

Female figures in the novel of Road to Love written by Sari Narulita in 2015 are Ms. Rina, Mia, and Tara. Ms. Rina is a modern woman who formerly worked as a stewardess. After her husband died, She continued his husband efforts then became a successful businessman. Mia is her daughter. She studies in Los Angeles, and lives with her boyfriend in an apartment. Another character in the novel is a famous Indonesian artist, Tara. She is very busy with her work as an artist. The problem that is encountered Tara is a matter of life partner. Busyness makes her has no time to have a serious relationship with a man. When her age is increasingly moving towards 30, she began to worry about not getting a partner. For that matter, Tara is looking for her old love in Bali. Her effort to meet her love is not vain. She met Wayan who has been successful and also has expected her arrival. This novel portrays women in metropolitan city with a modern lifestyle. A successful women who continue her husband's business with the lifestyle and perfect appearance, an independent daughter who has modern mindset such as studies in Los Angeles and lives with her boyfriend; And a famous movie star with a busy schedule.

Another problem presented by novel of Flambe by Club Snack published in 2014 is about the issue of human sexual orientation. There are some figures such as Frey paired with Langit, Gina paired with Seana, and Ola paired with Crissy. They all are lesbian and gay couple. The problem faced by them is related with the public, parents, and relatives who do not easily accept their abnormal sexual orientation.

The phenomenon of cyber world development was also highlighted in the novel *Riana* by FifiMardhi in 2015. Riana is a figure in this novel. She is a career woman who suffered from insomnia. Therefore, every evening she accesses the cyber world. Once when she updated a status on facebook, there was a message from Adit in yahoo messenger who greeted and responded to her status. Afterwards, they became often sending news to fill the time at night. In fact, the existence of Adit often disturbs Riana, because Adit also often sends her messages in yahoo messenger in the working hours.

Novel of CintaPenuhAirmata by Andrei Aksana in 2007 wrote about Rana as a secretary in large companies who easily fall in love with Jordi for his good looking. While in her home life with Jodi, she experienced family violence. Then character of Rana who has been divorced by Jodi meet with a handsome café singer, Hastar, but unfortunately her love foundered again. On the other hand, Sasmis as another character is a mother who also suffered oppression from her husband. Her husband left her with two small children, and chose to marry another woman.

Novel of Complicated Thing Called Love written by Irene Dyah in 2016 wrote about the story of four women who are friends living in Tokyo. They live in a super busy city. The first character is Sora, a woman who has a good job then meet Langit, a young man whose pioneering new business. Sora determine that she will fit with Langit after having experience with various men. The second figure is Aalika. She was on her vacation with her boyfriend to Chiang Mai to remove stress and

boredom with her husband, Daud. There were problems in her marriage because of their different interests, views, and activities. Finally, her marriage cannot be saved. The third character is Nabila. She has a problem in determining life partner that chosen by her parents, namely Bagas. That is because she loved another man. However, after a long period of choosing the right one, she decided to choose Bagas who love her so much. The fourth figure is Dania. She was a housewife who was busy taking care of the household. She just dedicated her life to the family. She did not have time to relax and take care of her body. She never got the praise and flattery of her husband.

In the novel of *Segenggam Daun di Tepi La Seine* by Wuwun Wiati written in 2015, the character of Ajeng has a boyfriend named Yves from France. They had met at the airport Suvarnabhumi in Thailand. They do a long distance relationship (Long Distance Relationship). Maya hesitated to establish the relationship towards marriage because she had a bitter experience caused by his parents' divorce. Therefore, with the permission of his father and taking time off work for 6 months, she will stay in Paris with Yves so that she will know more and deeper about Yves.

A Week to Forever Novel by Stephanie Zein 2014 has a female character named Amaya. She is a successful career woman in the department of finance. She earned a master's in Melbourne. While attending a conference in Singapore, she is looking for traces of her past love. She discovered her love then broke off her engagement with Caleb due to his infidelity.

More than Words novel by Stephanie Zein 2015 wrote about Rania. She is from a humble family yet her persistence had made Rania earn a scholarship to continue her high school to Singapore. In Singapore she met with Marvel Wongso, a rich kid who has everything. He also studied in the same school with Rania. A few years later, with her ingenuity and persistence, Rania obtained the master degree from the University of San Francisco, where her boyfriend Marvel studied too.

Some novel figures described above are the figures of young women who live in a metropolitan city with all the activities of life to achieve success. The character in the novel is a woman reaching a better life, having a good career complete with life problems, facing problems with a partner, and even about women who experience sexual disorders written in *Flambe* novel.

Background Place/Setting

The existence of the background in a novel is an important element and can give you an idea of culture espoused in the novel. For example, when the background of a novel is in Indonesia, the novel certainly will embrace the culture of Indonesia. Although there is culture anomaly, we will certainly compare it to the Indonesian culture. Therefore, according Nurgiyantoro (2005), background place or setting gives foundation to a story concretely and clearly. It is important to give a realistic impression to the reader, creating a certain atmosphere as if it really existed and happened, so that readers find it easy to operate their imagination, as well as allowing readers to participate critically in relation to the knowledge of the background place or setting.

Chicklit novel uses background of many places abroad. In addition, it also uses metropolitan Jakarta as the setting. *A Week to Forever* by Stephanie Zen (2014) uses the background place in Singapore with all the life and activity of school children and activities of the characters in the church. The background novel of *Complicated Thing Called Love* by Dyah Irene (2016) is more dominant in Tokyo. Tokyo is not only a place where four female characters living, but also a place where they are usually busy with their work.

The novel of *All You Need is Love* by Fakhrisina Amalia dominantly uses abroad place for the setting such as in Scotland. It is also equipped with a fairy tale atmosphere of the community of Scotland as a background story. The novel of *Segenggam Daun di Tepi La Seine* by Wuwun Wiati using Paris as the background with all the style of French life such as living in the apartment, describing the bustle of people in Paris, and also mentioning the evening entertainment for the young with all of free life. The novel of *Kepada Gema* by Diego Christian uses two background cities such as Jakarta and Dutch, the place where Jesse studies in a college. Jesse always tell Atisha every corner of the city in her visit through social media. The character of Adrik in the novel of *Istana di Atas Pasir* always make trips abroad, he even has a joint venture companies abroad.

The novel of *Haute Heart* by Regina Alexandra using Jakarta and Surabaya for the background, but Diandra as the figure had completed a course of French cuisine at Le Condon Bleu. Her activity is

as an assistant chief de cuisine at the restaurant Parasian Chic. Whereas Ilana Tan's novels also uses Paris, Seoul, Tokyo, London, etc as the background.

Language Style

Highlighting the language of literature is the act to understand a literature because the media of a literary work is the language. Language is the means by which authors use to convey thoughts, concepts, and ideas. The ability of authors to choose the language that will be used to pour his or her ideas are always associated with the writing style. Language for authors is a tool used to revive the observations of the phenomenon of life in story form. Through the use of language in literature, the interwoven stories can be identified (Supriyanto, 2011: 3-4).

The use of foreign language such as English language is mostly found in the conversations among characters of chicklit or Metropop novel. The ordinary or everyday conversation is blended using English language. Hence, code-mixing and code switching occurs in the language including some terms related to foreign products.

A Week to Forever by Stephanie Zen also uses much English language since the background is in Singapore. The characters are Amalia who is a student studying in Singapore, and Dirga who is a son of diplomat that familiar speaking in English language and living in different countries. Thus, the conversations between characters are predominantly in English language.

The figures of Katrina and Eiden in the novel of All You Need is Love by Fakhrisina Amalia are college students at a prestigious university. They are smart and intelligent so that their mastery of foreign languages is also nice. Besides, Mother Katrina comes from Scotland, so English language is widely used at home when interacting in the family. Furthermore, Eiden is a scholarship student who studies in the UK. Thus, Eiden surely has good English. As a result, figures' conversation in the novel with the background places either in Indonesia or in Scotland is characterized by the use of English language.

The novel of Haute Heart uses much French language because Diandra learned to cook French cuisine and worked at a French restaurant. In addition she also worked with French people. Hence there were found many terms of French cuisine.

Differ from the novel of Istana di atas Pasir, the title of this novel uses Indonesian language, yet Adrik as the figure of the novel usually travel abroad. Therefore, this novel still has the characteristic of chicklit novel.

Title is the head of composition which can imply a story problem or topic to be discussed. The title is not necessarily the same as the content of the topic. The title allows reader to imagine about what is inside the story. The title role in chicklit is alike with the title role in other novels. However, the title of chicklit novel has its own type.

Most of Indonesian chick literature title was written in English language, even though not all. For example Dangerous Love was written by Christina Tirta, All You Need is Love by Fakhrisina Amalia, Morning Brew by Ninna Addison, Embrace the chort by Santy Agatha, Heart by Ninit Yunita, A Week to Forever, More than Words, One Last Chance by Stephanie Zen, 9 Summers 10 Autums by Iwan Setiawan, Riana: I'm the Other Woman by Fifi Mardhi, Complicated Thing Called Love by Irene Dyah, Men 2 Love by Andrei Aksana, Haute Heart by Regina Alexandra, and others. Ilana Tan also utilized English-language titles, such as Summer in Seoul, Autumn in Paris, Spring in London, Winter in Tokyo, and Sunshine Becomes You.

CONCLUSION

Indonesian chick literature novel as the influence of chicklit novels that penetrated Europe and America can not be separated from the publishing industry which its license held by Gramedia. Indonesian chicklit novel has its own characteristics. The characteristic related with the figure in the novel. She is a young female character who has a great career; studies in favorite university both domestic and foreign. This young woman has not had time to be in a serious relationship because of

busy; She is also a young women who faces the problems of modern era including sexual disorders. These happen because chick literature portrays the modern times.

Chicklit novel has broken through the room; it means that it has already used the places of other countries as the background story unlike any previous prose such as BalaiPustaka production, New Poet, 45's era, and 66's era except for Nh. Dini. In fact the popular novel before 70's-80's era had placed many locations inside the country as the background of the story. The use of other countries as the background shows the reader that going abroad is not impossible in these modern times, and open era. It also supports the activities of the figures that have been modern and successful.

The use of foreign languages in chicklit literature is very much in the form of dialogues, and some terms including cuisine, social media, fashion, famous brand, etc. As an example is the opus of Nh. Dini. It had written many words and phrases in French to turn on the story because the background of the story is in French. Chicklit novel portrays characters that are educated, modern, and also rich. These characters live abroad, work abroad, study abroad, and spend holiday abroad as well. Therefore the mastery of foreign language will describe the "existence" of the character. It gives an overview about "who" the author is as well. Moreover the title is also written in a foreign language which will give the idea that the novel has been a "worldwide" novel.

Thus, typical Indonesian chick literature novel portrays the metropolitan and modernity of Indonesian woman; uses overseas and metropolitan city as the background places; and also uses much foreign language for both the title and the language in the novel.

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