

Popular Cultures in Novel *Ketua Kelas VS Perusuh Kelas* by Rainniya

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ABSTRACT

This research aims to describe the forms of popular culture in the novel of *Ketua Kelas VS Perusuh Kelas* by Rainniya. This research is a qualitative research using descriptive methods. Data were analyzed using the theory of literary sociology. In literary sociology, literary works can be considered as representations of various social phenomena that occur in society. In this case mainly related to popular culture. The results showed that there were several forms of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya, 1) communication patterns and social interaction; 2) people's lifestyle; and 3) patterns of community activities and daily habits.

Keywords: *Popular culture, popular novel, sociology of literature*

1. INTRODUCTION

As a cultural product, popular literature has become an important part of people's lives. Popular literature represents the people themselves. The problems presented therein are increasingly complex, in line with the increasing complexity of various socio-cultural phenomena that occur in society. The presence and space of popular culture, including popular literature, is very significant. He also influenced the lifestyle and cultural attitudes of some people. For the people who are interested, it not only functions as a distributor of obsessions, aspirations, and ideologies, but is also seen as a means of legitimating the ideal world image [1]. This is in line with Levin's opinion [2]. According to Levin literary works have a reciprocal relationship with the community. How the community will be reflected in literary works and literary works is a reflection of the reality of society.

According to Strinati [3], the significance of popular social culture in modern times can be mapped based on how popular culture is identified through the idea of mass culture. The development of popular culture is inevitable. Although happy or unhappy, popular culture reflects the needs and desires of everyday people. It is with popular culture that people become global. The emergence of the term popular culture is in line with changes in various dimensions of community life, including relating to the development of science and technology.

In this connection, popular culture, on the one hand is a unique form of culture and becomes popular because it is easy to understand so that it is liked by many people. On the other hand, popular culture is a study that is not easy to learn because it involves dimensions that are quite sensitive in society. It is in this context that studying popular literature as one of the products of

popular culture is important. Popular literature is useful to explain the cultural phenomena of the creator and audience. Adi, [4].

In sociology studies, especially based on the concept of Gramscian hegemony, popular culture is a container of struggle between forces that survive from the subordinate group against the incorporation of the dominant group. Meanwhile, according to structuralists, pop culture is an ideological engine that continuously reproduces dominant ideologies. Mahayana [1]. In-depth studies of popular literature and popular culture will reveal many things, revealing the various portraits and social dynamics that occurred in his day. It is in this context that cultural studies are important as an effort to understand anxiety, obsessions, hopes, dreams, and at the same time social development and change.

Fiction (novel) as a product of popular culture represents how popular culture is drawn from each story event. This means that popular fiction, including popular novels, plays an important role in cultural analysis. Longhurst (in Storey, [5]) explains that popular fiction studies play an important role in cultural analysis. Reading physics is no longer generally seen as an activity associated with an undisclosed bad nature. The object of study in cultural studies is not culture that is defined in a narrow sense, but culture that is understood as texts and practices of everyday life.

This article reveals how popular culture is expressed in the novel popular *Ketua Kelas VS Perusuh Kelas* by Rainniya that appears in the structural elements of the work which includes themes, facts, and literary devices.

2. METHODS

This research is a qualitative research with descriptive method. The data source in this study is the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya. Data were analyzed using the theory of literary sociology. This research was conducted in several stages, 1) reading novels that have been used as material objects intensively; 2) identify aspects related to the research problem; and 3) record the results of identification; 4) data analysis; and 5) present the results of the analysis and discussion.

3. RESULT AND DISCUSSION

Popular culture is a commercially produced culture and there is no reason to think that it will change in the future. However, it is stated that pop audiences create their own meaning through popular culture texts and give birth to their own cultural competence and discursive resources. Pop culture is seen as the meaning and practice produced by the pop audience at the time of consumption and the study of pop culture is centered on how it is used. Pop culture is formed through the production of popular meanings formed during consumption. The meaning is an arena of dispute political values and cultural values (Barker [6]).

William in Storey [5] explains that the popular term has four meanings, a lot of people like it, kind of inferior work, work done to please others, culture made for oneself. Popular culture must be seen as a phenomenon of society. If popular culture is a phenomenon of society, popular culture is worthy of being the object of research. The emergence of this popular term is in line with changes in various dimensions of people's lives, including relating to the development of science and technology. In this connection, popular culture, on the one hand is a unique form of culture, and becomes popular because it is easy to understand so that it is liked by many people. On the other hand, popular culture is a study that is not easy to learn because it involves dimensions that are quite sensitive in society. In this context, studying and researching popular literature as one of popular culture products is as important as studying valuable cultural products. Both are cultural products so that it is useful to explain the cultural phenomena of the creator society and its audience (Adi, [4]).

Based on the results of the analysis, it was found several forms of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya. First, the form of popular culture is seen in patterns of communication and social interaction. The form of communication patterns in social interaction is seen in the use of language that is often used. The use of slang (prokem), the language of Jakarta dialect, a mixture of foreign languages (English) is the choice as a form of popularity. Language that is light, easy to understand, popular with teenagers, and characterizes identity and identity formation. The use of language as a form of popular culture in the popular novel *Ketua Kelas VS Perusuh Kelas* by Rainniya is shown in the following quote.

“Lo suka, ya sama gue?”
 “Apa?!” level pede lo, tuh, tinggi banget, ya!” balas Tara ketus, lalu berbalik dan berjalan meninggalkan Aldi yang kehujanan sendirian. (Rainniya, 2019: 169).

Iya, *dare or dare*, bukan lagi *truth or dare*. Soalnya, mereka maunya tantangan aja. Kalau *truth*, mah, nggak seru. Kita nggak pernah tau kan, jawabannya benar-benar jujur apa nggak. (Rainniya, [7])

Other forms of language patterns that are often used are unique terms, self-created acronym patterns which can also be seen as iconic in popularity. As shown in the following quote.

Rino meringis dan menatap ketus ke arah Richard, Padahal, baru juga lo *pedekate* sama Loli, tapi udah *over* banget. “Bukan Loli, *peak!* Tapi sebelumnya, noh, si Tara!”

Richard pun menyengir kuda. “Hehe...kalau itu, mah, nggak apa-apa.”

“Lo mau kasih *dare* apaan emangnya ke Aldi? Kok, bawa-bawa Tara? “Tanya Raffi Penasaran. (Rainniya, [7]).

“Kalau kata anak *jaman now*, tuh, *php*, ya, Neng? Nungguin bintang kayak nungguin kepastian, Neng, sakitnya tuh di sini,” Sambungnya dengan wajah dramatis sambil menunjuk keningnya. (Rainniya, [7]).

The use of foreign languages that are often used by the community, is easily recognizable, especially for young writers also seen from the aspect of naming characters in the novel. In this novel there are names of characters, such as Richard and Airysh.

In addition to the use of language, the sustainability of the communication process is also supported by the use of adequate communication facilities. In this context, smart phones (other electronic devices) with various sophisticated applications are selected as popular cultural products. As in the following quote.

Perkataan Richard dan Rino masih terngiang di kepalanya, membuat Tara makin merasa bersalah. Tapi, dia juga gengsi. Apa gue *chat* Aldi aja? Ah, tapi nanti makin gede aja kepalanya.

Tara membuka aplikasi *LINE*, lalu mencari kontak Aldi. Dengan sedikit ragu dan menyipitkan mata, dia mulai mengetik sebuah pesan. (Rainniya, [7])

Today, the use of smart phones with various innovative and new applications is a necessity for modern society. Various needs for information can be accessed without limited space and time, and can be accessed anywhere and anytime. This is a social phenomenon as a form of popular culture.

Second, the form of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya is the pattern and lifestyle of the people. The community featured in the novel *Ketua Kelas VS Perusuh Kelas* is described as a modern hedonist society, shopping mall, fashion style (fashion), fast food (instant), online shopping, including the use of online transportation through the application.

Tara tersenyum kecil. “Gue naik taksi *online*, kok. Tenang aja. “Tara mengeluarkan handphone dari saku celana jeansnya dan membuka sebuah aplikasi dengan nuansa hijau. (Rainniya, [7]).

“Bang, stop di sini aja!” Tara berseru dan menepuk dua kali bahu abang ojek *online*. Tara langsung turun setelah motor berhenti dengan agak kurang mulus karena sang abang ojek yang kaget ditepuk bahunya secara tiba-tiba. (Rainniya, [7]).

Third, the form of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya is also seen in the activities and habits of the community. Society (teenagers) in this novel is described as a society accustomed to popular games among teenagers, online game, *tik tok*, fond of light reading, such as teenlit novels, as in the following quote.

Karena merasa malu, Tara memutuskan untuk fokus membaca novel *teenlit* yang dia pinjam dari Airysh kemarin. Melihat itu, Aldi hanya terkekeh. Dasar cewek! (Rainniya, [7]).

Aldi diam, malas merespon, dan malah Rino yang menyahut, “daripada lo, kayak monyet lagi main Tik Tok!” Rino tertawa ngakak, tapi tetap fokus pada *handphone*-nya. (Rainniya, [7]).

“Lo hobi banget buat ketua kelas kita cepet tua, ya” celutuk Rino, teman sebangku Aldi yang sedang

bermain Game *CoC* di *handphone*-nya. (Rainniya, [7]).

Rino segera menyahut sambil bermain *game mobile legend* di *handphone*-nya. “Nggak tau tuh. Tapi tadi dia udah bilang otw. (Rainniya, [7]).

The various forms of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya are a representation and social reflection of Indonesian society today.

4. CONCLUSION

Based on the analysis and discussion that has been presented, it can be concluded that there are three forms of popular culture in the novel *Ketua Kelas VS Perusuh Kelas* by Rainniya, form of communication patterns and social interactions, patterns and lifestyles of the community, and patterns of activities and daily habits of the community.

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