

ABSTRAK

Penelitian ini menganalisis tentang gaya hidup tokoh pemuda gen Z sebagai representasi subkultur pemuda Amerika dalam novel-novel Amerika terbitan rentang satu dekade 2010-2020, yakni *The Serpent King*, *The Hate U Give*, dan *To All The Boys I've Loved Before*. Dalam penelitian ini, dideskripsikan 1) dinamika kehidupan karakter pemuda dengan relasi di luar dirinya dalam novel-novel tersebut; 2) subkultur pemuda dalam novel yang terepresentasi melalui gaya hidup para karakter pemuda; 3) konteks budaya, sosial, dan politik di Amerika yang relevan dengan subkultur pemuda dalam novel-novel tersebut. Analisis novel menggunakan pemikiran Karl Mannheim tentang Pemuda, Twenge dkk tentang Gen Z, Hebdige dan Haenfler yang merujuk pada Subkultur, Pemikiran Luigi dan Carno tentang Gaya hidup, dan konsep Vana & Longo tentang meneliti fenomena sosiologi dalam karya sastra. Penelitian ini menggunakan analisis deskriptif dimana isi dalam novel dan konteks sosiologi Amerika dalam 1 dekade dibaca sebagai fakta sosial yang sama. Hasil penelitian ini menunjukkan adanya relevansi antara dinamika kehidupan tokoh pemuda dalam novel-novel tersebut dengan subkultur yang direpresentasikan dalam gaya hidup mereka sebagai Gen Z. Selain itu, peneliti meyakini bahwa konteks budaya, sosial, dan politik juga mempengaruhi gaya hidup Gen Z di Amerika yang terepresentasi di dalam ketiga novel objek material utama. Peneliti selanjutnya disarankan untuk meneliti lebih banyak novel untuk mengetahui perkembangan subkultur dan gaya hidup remaja, terutama generasi setelah gen Z dengan menemukan kekhasan dalam subkultur mereka.

Kata Kunci: subkultur, gaya hidup, gen Z

ABSTRACT

*This study analyses the lifestyle of Gen Z youth characters as a representation of American youth subculture in American novels published between 2010 and 2020, namely *The Serpent King*, *The Hate U Give*, and *To All The Boys I've Loved Before*. This study describes 1) the dynamics of the lives of young characters as Gen Z and their relationships with others in these novels; 2) the youth subculture in the novels as represented through the lifestyles of the young characters as gen Z; 3) the cultural, social, and political contexts in America that are relevant to the youth subculture in these novels. The analysis of the novels uses Karl Mannheim's thoughts on Youth, Twenge et al. on Gen Z, Hebdige and Haenfler's references to Subculture, Luigi and Carno's thoughts on Lifestyle, and Vana & Longo's concept of researching sociological phenomena in literary works. This study uses descriptive analysis in which the content of the novels and the American sociological context in a decade are read as the same social perspectives. The results of this study show the relevance between the dynamics of the lives of young characters in these novels and the subcultures represented in their lifestyles as Gen Z. In addition, the researcher believes that cultural, social, and political contexts also influence the lifestyles of Gen Z in America, which are represented in the three novels that are the main material objects. Researchers are further advised to study more novels to determine the development of subcultures and lifestyles of youth, especially the generation after Gen Z, by finding the uniqueness in their subcultures.*

Keywords: Subculture, Lifestyle, Gen Z.