



ABSTRAK

Penelitian ini membahas mengenai tindakan hedonisme dengan menggunakan drama Korea *Cheongdamdong Alice* sebagai objek. Jenis hedonisme yang ditemukan dan dianalisis yakni *Value Hedonism*, *Motivational Hedonism*, *Hedonistic Utilitarianism* dan *Prudential Hedonism* yang dijelaskan oleh Weijers (2012) dalam tesisnya. Penelitian ini mengaplikasikan salah satu dari tiga perspektif teori Sosiologi sastra milik Alan Swingewood (1972) yang mengemukakan bahwa sastra adalah cerminan dari masyarakat. Teori tersebut diaplikasikan untuk menganalisis tindakan hedonisme di dalam objek yang juga ditemukan pada beberapa kelompok masyarakat Korea Selatan. Berdasarkan analisis yang menjawab rumusan masalah, terdapat beberapa adegan di mana tokoh di dalam drama *Cheongdamdong Alice* melakukan tindakan hedonis. Tindakan tersebut juga ditemukan pada data pendukung yang telah dianalisis.

Hasil riset menunjukkan bahwa tindakan hedonisme yang ditemukan adalah *Value Hedonism*, *Motivational Hedonism*, *Hedonistic Utilitarianism* dan *Prudential Hedonism*. Tindakan hedonis yang paling sering ditemukan adalah tindakan *Value Hedonism* yakni, membeli barang mewah demi kepuasan diri sendiri. Tindakan *Motivational Hedonism* di dalam drama dilakukan oleh tokoh yang melakukan pembelian barang mewah tanpa pemotongan harga. Tindakan *Hedonistic Utilitarianism* yang ditemukan adalah hubungan patron-klien yang didapatkan oleh pembeli saat berniaga dengan pramuniaga toko ketika berbelanja. Lalu yang terakhir adalah *Prudential Hedonism*, di dalam drama tokoh Han Sejin rela untuk melakukan cuti kuliah setelah dijanjikan tas mewah.

Laporan-laporan dalam Majalah *sn@pp* dan *Wmagazine*, saluran Youtube *Hawamodu* dan Korean TV, tajuk berita dari, *Jungang Ilbo*, *The Guardian* dan *The Korean Times* digunakan untuk sebagai bukti nyata adanya tindakan hedonisme di dalam masyarakat Korea Selatan seperti yang tercermin dalam drama *Cheongdamdong Alice*.

Kata kunci: hedonisme, drama *Cheongdamdong Alice*, barang mewah, *Cheongdamdong*



ABSTRACT

This research is to discuss the acts of hedonism by using Cheongdamdong Alice drama as the object. This research delves into several types of hedonistic acts found in the drama. The types of hedonism visible in the drama are Value Hedonism, Motivational Hedonism, Hedonistic Utilitarianism and Prudential Hedonism as elaborated by Weijers (2012) in his thesis. This study applies one of the three perspectives of Alan Swingewood's (1972) literary sociology theory which emphasizes that literature is a reflection of society. This theory is applied in order to analyse the acts of hedonism that are also found or happening in South Korean society. In other words, this study attempts to prove that the acts of hedonism in the drama are glimpses of the real world situation in South Korea. Based on the analysis, there are several scenes where the characters in the Cheongdamdong Alice drama portray hedonistic acts. The same hedonistic acts are also found in the supporting data being analysed.

The study indicates that the most commonly found hedonistic act is Value Hedonism, that is, buying luxury goods for the sake of self-satisfaction and the viewpoint of others about themselves. Motivational Hedonistic act found in drama is when the characters simply do not buy discounted luxury goods. The act of Hedonistic Utilitarianism is found in the patron-client relationship as portrayed between a buyer and a salesperson during shopping. Then the last act is Prudential Hedonism, which is visible in a character called Han Sejin who is willing to take a leave of absence after being promised of getting a luxury bag.

In order to show how the drama represents Korean Society's act of hedonism, this study uses articles and reports from Sn@pp magazine and Wmagazine, Hawamodu Youtube channel and Korean TV, headlines from, Jungang Ilbo, The Guardian, Pulse and The Korean Times, Jin's journal. Based on several news and journals, it is obvious that particular scenes in the drama are reflections of real events in South Korea.

Key words: *hedonism, Cheongdamdong Alice drama, luxury goods, Cheongdamdong*



초록

본 연구는 드라마 ‘청담동 엘리스’ 내에서 나타나는 쾌락주의 행동에 대해 논의하고 여러 종류의 쾌락주의를 연구한다. 쾌락주의의 종류로는 바이저스가 (2012) 제시한 가치 쾌락주의, 동기적 쾌락주의, 공리주의적 쾌락주의, 프루덴셜 쾌락주의가 있다. 또한 본 연구는 문학이 사회의 반영임을 강조하는 앨런 스윙우드(1972)의 문학사회학 이론의 세 가지 관점 중 하나를 바탕으로 하여, 한국 사회에서 발견되는 쾌락주의 행동을 연구하고 이를 통해 드라마 속 쾌락주의 모습이 한국의 실제 사회를 대변함을 증명하고자 한다. 한편, 청담동 엘리스 속 등장인물들은 문제 유형에 대한 해답을 바탕으로 쾌락적인 연기를 펼치는 장면도 등장하는데, 연구 자료에서도 동일한 쾌락주의가 발견된다.

발견된 쾌락행동은 가치 쾌락주의, 동기적 쾌락주의, 공리주의적 쾌락주의, 프루덴셜 쾌락주의이다. 그 중 가장 흔히 발견되는 쾌락행동은 가치 쾌락주의, 즉 자기만족과 자신에 대한 타인의 관점을 위해 명품을 사는 행동이다. 드라마 속 동기적 쾌락행동은 할인 명품을 구매하지 않는 행동이다. 공리주의적 쾌락행동은 후원자와 의뢰인 관계 같은 장면들과 또 마지막으로 드라마 속 프루덴셜 쾌락행동은 명품을 얻기 위해 자신을 희생하는 학생을 설명했다.

이 연구는 이 드라마가 어떻게 한국 사회의 쾌락주의를 대변하는지 보여주기 위해, Sn@pp잡지와 *Wmagazine*, 하와모두 유튜브 채널과 한국 TV, 중앙일보, 가디언, *Pulse* 와 코리아 타임즈의 헤드라인 그리고 진 선생의 저널인을 사용한다. 몇 개의 뉴스와 저널을 바탕으로 볼 때, 이 드라마의 특정 장면은 한국의 실제 사건들의 반영이라는 것은 알 수 있다.

키워드: 쾌락주의, 명품, 청담동, 드라마 청담동 엘리스.