

## Art and Entertainment as Representation of Urban Community Lifestyle in Indonesian Metropop Novels

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### Abstract

As a popular novel genre, Indonesian metro pop novels are claimed to represent a cultural phenomenon of urban communities who live and settle in big cities. This cultural phenomenon is closely related to the behavior and lifestyle of the urban community. The study of urbanism is assumed to attempt to understand the patterns, attitudes, and lifestyles of urban people reflected in various aspects and activities of life. The results of this study indicate that people who live in metropolitan cities and urban communities featured in Indonesian metro pop novels are described as people who have a luxurious lifestyle, hedonic, instant, consumptive, well-established profession, and have a pragmatic approach. In addition, the lifestyle of the urban community in the metro pop novel is also reflected in the model of clothing (fashion) used, the food and beverages consumed, the language used, ways of communicating, use of various devices, forms of art and entertainment, and habit of social media.

### Article History

Received: 6 December 2022

Accepted: 13 April 2023

Published: 13 April 2023

### Keywords

art, entertainment, metropop, novel, urban community

### How to cite:

Zulfadhli, WS, Hasanuddin., & Ramadhan, S. (2023). Art and Entertainment as Representation of Urban Community Lifestyle in Indonesian Metropop Novels. *Humanus: Jurnal Ilmu-Ilmu Humaniora*, 22(1), 101-117. DOI: 10.24036/humanus.v22i1.120776

### Introduction

Indonesian metropop novels provide a clear picture of the behavior and habits of today's urban communities. As a literary work, popular novels are also related to a world that represents reality. Trismanto (2018) explains that the presence of literary works cannot be separated from other socio-cultural phenomena, such as politics, economics, religion, and others. In the process of the birth of literary works, both Indonesian literature and other literature, there is an interrelationship between the creation of literature and the phenomena of people's lives.

Popular novels are often considered simple literary works and have no aesthetic value, so they are not valuable enough to be noticed and appreciated. However, popular novels have become an essential and exciting literary phenomenon to be used as an object of research. Noor (2017) explains that popular literature (popular novels) as a material object of literary research is rich in materials and data, primarily sociological materials

and data closely related to social problems. The world's leading researchers in the social, political, economic, and artistic fields often make popular literature the object of scientific research. Most of the new facts and phenomena are discovered through research on popular literature concerning the tendency of the values it contains and its influence on the tendencies of the readers' mindset, attitude, behavior, and lifestyle.

Storey (2010) citing Longhurst's view, explains that studying popular fiction plays a vital role in cultural analysis. Reading popular fiction is no longer viewed as an activity associated with undisclosed vices. The object of study in cultural studies is not a culture that is defined in a narrow sense but a culture that is understood as the text and practice of everyday life. In line with Longhurst's opinion, Adi (2011) explains that studying and researching popular literature as a cultural product is essential to explain the cultural phenomena of the creators and audiences. In addition, Arief (2014) argues that popular literature talks about things close to people's lives and thus is more readily accepted and influences society's practice.

One of the cultural phenomena conveyed in Indonesian metro pop novels is related to lifestyle issues. Channey (2003), citing Ibrahim's view, states that modern Indonesian society has grown in tandem with the history of economic globalization and the transformation of consumer capitalism. This circumstance is marked by the proliferation of shopping mall-style shopping centers, the fashion industry, the beauty industry, the culinary industry, luxury residential areas, apartments, real estate, the incessant advertising of super-luxury goods, and holiday trips abroad, the establishment of expensive schools, an addiction to foreign brands, fast food, cellular telephones, entered through the invasion of the advertising and television industries.

Urban behavior has a significant influence on the lifestyle of Indonesian people who live and settle in big cities. Scott (2011) explains that urbanism (the way of life of city residents) is defined as a planned creation of a particular environment to create a certain lifestyle.

Urban communities can be classified into two groups, slum (poor) people and jet-set (high-class) people. In the metropop novels discussed, the urban society highlighted is a high-class urban society with an urban hedonist lifestyle. Susanto (2001) calls it the metropolitan lifestyle. Lifestyle is one of the most important concepts proposed by Max Weber when explaining stratification in modern society (Damsar & Indrayani, 2017). Several forms of a metropolitan lifestyle include hedonism, consumptive, instant, and virtual lifestyle (Susanto, 2001).

According to Ibrahim (2005), lifestyle as a group differentiator will appear in a society that is formed on the basis of social stratification. Each group in a specific social stratum will have a distinctive lifestyle. It can be said that this lifestyle will become a symbol of prestige in the system of social stratification. In other words, lifestyle can be seen as an "ID card" for membership in a social stratum. This predicament can be recognized from the habit of wearing fashionable clothes and specific ways of behaving to the language used for communication purposes and as a symbol of identity.

Channey (2003) assumes that lifestyle is a feature of a modern world, or what is commonly called modernity. That is, anyone who lives in modern society will use the notion of lifestyle to describe his actions or those of others. Lifestyles are patterns of action that distinguish one person from another. Therefore, lifestyle will help us understand interpersonal interactions. Chaney further argues that lifestyle is a patterned way of investing in certain aspects of daily life and reflects social identity.

The study of lifestyle can be classified into two main things. First, lifestyle analysis cannot be a static category but must focus on social trends, structural variables, and

attitudes. Second, lifestyle analysis is part of the cultural implications and social trends (Channey, 2003). Scott (2011) reveals that lifestyle does not depend on ecological factors but on the class position and life cycle of the community and the level of mobility in which they live.

Research on various socio-cultural phenomena in popular novels has been carried out by previous researchers, including Enns, A. & Metz, B (2015), Intan (2020), Jatmiko (2015), Karyanto (2010), Mulyani (2020), and Noor (2017). This study aims to describe the lifestyle of the urban community represented in Indonesian metropop novels.

## Method

This research is a literary research using literary works as research objects. The objects in this study were Indonesian metropop novels for the period 2000-2020 which were selected using purposive sampling. The object of research is determined based on the following aspects (1) Metropop novels published by PT Gramedia Pustaka Utama; (2) Not a dwilogy and tetralogy (3) Bestseller category novel and (4) written by an author who is already known as a writer of metropop novels. Based on these criteria, 8 metropop novels were determined to be used as research objects. The eight novels are *Jodoh Monica* and *Cewek Matre* by Alberthiene Endah, *A Very Yuppy Wedding*, *Divortiare*, dan *Critical Eleven* by Ika Natassa, *In A Blue Moon* by Ilana Tan, *Resign!* and *Ganjil Genap* by Almira Bastari. Data collection techniques were carried out in stages, (1) intensive reading and understanding Indonesian metropop novels that had been designated as research objects; (2) take an inventory of data by recording and collecting all research data using a data inventory format; (3) identify data through story characters, narrator's narrative, character's speech, and character's actions; (4) analysis data using a predetermined theory; and (5) formulate research results.

## Results and Discussion

Data on aspects of art and entertainment as a representation of the lifestyle of the urban community in Indonesian metropop novels are described in the following table.

Table 1

*The Data of Art and Entertainment in Indonesian metropop novels*

Various Art Forms	Sport Game	Music and Film	Shopping/Vacation, and Business Trip
My favorite is the one I read on the flight from Sydney to Jakarta five years ago, after my first meeting with Ale a few days earlier. I bought Antoine de Saint Exupery's book <i>Airman Odyssey</i> on a whim at an airport bookstore. (Natassa, 2015: 329).	Adjie took off his golf gloves and opened the can of Pocari Sweat on the table. (Natassa, 2007: 30).	The Java Jazz album "Yellow Paradise" played in Adjie's car, accompanying the trip along Sudirman street. It is 21.00, and three in one has passed, but the road is still jammed. (Natassa, 2007: 131).	"Ah, you are such a joke. There is no need to keep it a secret," Tania protested. "I want to take you shopping this afternoon, and you do not have plans to go out, do you? "I think it is time for us to look for clothes and shoes at Plaza Senayan. You've been through the stress of thinking about work..." he said in a concerned tone as he walked away. (Endah, 2004: 97).

<p>Despite all the books, articles, and scientific journals I have read about loss, I also read some fiction and memoirs. (Natassa, 2015: 99).</p>	<p>"I want to invite you to basketball tonight, it is been a long time, bro." "Usually, at night, you go to your girlfriend's place. So strange. "She is still working in London. So? one on ene, bro, or are you still tired of being made by Anya?" said Harris in a mocking tone. (Natassa, 2015: 165).</p>	<p>Adjie turned the stereo album "Mezzoforte" on and broke the silence between us. (p. 175).</p>	<p>From an innocent student appearance three years ago, Arintha has now completely transformed into a young jet-set who is incredibly up-to-date. Whatever the world's famous brand, something must be attached to her body. Every day. She can go to Singapore or Hong Kong every month. (Endah, 2004: 82).</p>
<p>Do not take her to the cinema. She prefers to watch theatrical performances." Lucas sighed. It looks like it is going to be a very long morning. (Tan, 2015: 35).</p>	<p>This is better than saying, "it's okay" the third time. Out of the corner of my eye, I can see him taking his iPad out of his bag, then starting to play a game, smiling to himself. (Natassa, 2015: 136).</p>	<p>Now I have reduced the frequency of my fantasies because it is too much. After sipping my coffee, I usually close the curtains immediately. I am staring at the HBO channel, which is increasingly fond of repeating the same movie. I eat nuts or crackers and do my best not to add fat. Endah, 2004: 9).</p>	

### Various Art Forms

As a product of culture, art plays a vital role in human life. Susanto (2001) suggests that art is vital to human life. Through art, humans can strengthen their sense of humanity because there is a soul called "beauty" in art. If humans consider something to be of beautiful value, humans will automatically appear to have a sense of belonging, love and care. Without having an artistic spirit, even if it is limited to appreciation, it can be said that something is lacking in humans.

Several disclosures of art forms, such as literary arts, exist in Indonesian metropop novels. This point can be seen in the following quote.

Favoritku di antara semuanya adalah yang pernah kubaca dalam penerbangan dari Sydney ke Jakarta, lima tahun yang lalu, setelah pertemuan pertamaku dengan Ale beberapa hari sebelumnya. Buku Antoine de Saint Exupery berjudul *Airman Odyssey* yang iseng kubeli di toko buku bandara. (Natassa, 2015: 329).

My favorite is the one I read on the flight from Sydney to Jakarta five years ago, after my first meeting with Ale a few days earlier. I bought Antoine de Saint Exupery's book *Airman Odyssey* on a whim at an airport bookstore.

The quote in the novel *Critical Eleven* illustrates that the urban community likes the art form in the form of literary art. This matter can be seen in Anya's passion for reading and appreciating novels as a form of art. The quote explains that Anya likes to spend her time traveling by reading various literary works. The same behavior is also recorded in the following quote.

Di luar semua buku, artikel, dan jurnal ilmiah tentang kehilangan sudah ku lalap habis, aku juga membaca beberapa fiksi dan memoar. (Natassa, 2015: 99).  
Despite all the books, articles, and scientific journals I have read about loss, I also read some fiction and memoirs.

As a work of art, literature provides an element of pleasure and education. It means that by enjoying literary works, a person will get entertainment and obtain various proper life values. The enjoyment of literature as a work of art is also seen in Indonesian metro pop novels through the characters displayed.

Bisa foto lama yang nggak sengaja tersepak kesitu, atau novel yang belum tuntas dibaca—tapi lagi-lagi—tertendang ke situ, gelang yang sudah ribuan tahun masehi dicari-cari tapi nggak ketemu-ketemu, atau bahkan, ponsel Pongky yang sudah diklaim hilang lebih dari enam bulan! (Endah, 2004: 26).  
It could be an old photo that was accidentally kicked there, or an unfinished novel—but then again—kicked there, a bracelet that had been searched for thousands of years but could not be found, or even, Pongky's phone, which has been claimed to miss for more than six months! (Endah, 2004: 26).

In addition to having an interest and pleasure in literary arts, the urban community in Indonesian metro pop novels also likes performing arts (theater). This point can be seen in the characters Sophie and Christina in the novel *In a Blue Moon* by Ilana Tan, as in the following quote.

“Dan jangan mengajaknya nonton di bioskop. Dia lebih suka menonton pertunjukan teater.”  
Lucas mendesah. Sepertinya pagi ini akan menjadi pagi yang sangat panjang. (Tan, 2015: 35).  
Do not take her to the cinema. She prefers to watch theatrical performances.”  
Lucas sighed. It looks like it is going to be a very long morning.

Christina menggemari pertunjukan teater, sama seperti Sophie, dan memasang lagu-lagu dari pertunjukan musikal di dalam toko. “Suara Jon sangat cocok untuk cuaca seperti, bukan?” tanya Christina sambil tersenyum lebar. (Tan, 2015: 44).  
Christina loves theater performances, as does Sophie, and puts up songs from musicals in the shop. “Jon's voice is perfect for such weather, isn't it?” asked Christina with a big smile.

As an art form, the theater also provides an element of entertainment as well as education to the audience and enthusiast. The following quote describes the urban community's preference for various art forms.

Miranda masih terlibat diskusi panas tentang karya seni kontemporer dengan beberapa orang kritikus seni yang hadir. Lucas tidak tahu apakah Miranda benar-benar menggemari seni atau hanya ingin terlihat cerdas di mata para kritikus. (Tan, 2015: 98).  
Miranda is still engaged in heated discussions about contemporary art, with several art critics present. Lucas did not know if Miranda was really into art or just wanted to look smart in front of the critics.

Thus, urban communities depicted in Indonesian metro pop novels prefer various forms of art, such as literary arts, performing arts, and painting.

### Sport Game

The urban community represented in Indonesian metro pop novels has various forms of games. These forms of games are intended as entertainment as well as part of the lifestyle of the urban community. One form of urban community play in Indonesian metro pop novels is golf. This matter is illustrated in the following quote.

Adjie melepas sarung tangan golfnnya dan membuka kaleng Pocari Sweat yang terletak di meja. (Natassa, 2007: 30).

Adjie took off his golf gloves and opened the can of Pocari Sweat on the table.

“Sudah selesai *facial*-nya, sayang?”

“Belum. Sebentar lagi dimasker. Terakhir baru disemprot oksigen.” “Saya tidak jadi golf...”

“Kok?” “Teman bertanding mendadak *cancel*. Istrinya sakit. Saya nggak semangat main dengan yang lain. (Endah, 2004: 284).

“Are you done with the facial, honey?”

“Not yet. Soon to be masked. The last time it was sprayed with oxygen.” “I’m not into golf...”

“How come?” “My friend, cancel it at once. His wife is sick. I am not excited to play with others. (Endah, 2004: 284).

The game of golf described in metro pop novels is a social label to show class and social status. Golf is considered a type of game of a particular social class. On the other hand, golf is a type of game for executives and professionals alike. Not only for sports, but the game of golf is also sometimes used as a venue for business meetings, forming a network, and as a place to compete.

(Susanto, 2001) calls it LGD (Lunch, Golf, Dinner) in terms of urban life. Many elites and executives like to play golf. Furthermore, the type of golf course chosen, the type of stick used, and even the shoes and t-shirt used indicate the class of the user. LGD seems to reflect the activities of today's executive life, and the executive lifestyle is colored by dining, entertainment, prestigious sports, and lobbying activities. In addition to a healthy lifestyle through exercise, golf is also a means of showing one's social class.

Besides golf, other sports for urban communities in Indonesian metro pop novels are basketball and futsal. Both types of games are also seen as games for particular social groups. This point is illustrated in the following quote.

“Gue mau ngajak lo basket nanti malam, udah lama nggak, Bro.”

“Biasanya malan kan lo juga di tempat pacar lo, tumben.

“Dia lagi dinas di London. *So? one on ene, bro*, atau masih capek lo dibikin Anya?’ ujar Harris dengan nada meledak. (Natassa, 2015: 165).

“I want to invite you to basketball tonight, it is been a long time, bro.”

“Usually, at night, you go to your girlfriend's place. So strange.

“She is still working in London. *So? one on ene, bro*, or are you still tired of being made by Anya?’ said Harris in a mocking tone.

“Temen gue itu lagi latihan futsal di sini, jadi kita nonton dia dulu, trus kita makan di La Piazza aja,” Wina mematikan mesin mobil.”Yuk. (Natassa, 2008: 32).

“My friend is doing futsal here, so let us watch him first, then we will eat at La Piazza,” Wina turned off the car engine. “Come on. (Natassa, 2008: 32).

Aku tergelak. "Oke kok, nih gue lihat instagram-nya. Gue datang deh ntar ke acara futsal lo.

"Jangan dong. Entar gue buat eksklusif. Kita main tenis saja di Sultan." Nandi mengacungkan jempolnya. (Bastari, 2020: 40).

I laughed. "Okay, here I see the Instagram. I will come later to your futsal event.

"Please do not do it. Let me make it exclusive. We'll just play tennis at the Sultan."

Nandi gives a thumbs up.

Besides sports games, another habit of the urban community in Indonesian metro pop novels is playing various application games via smartphones, as illustrated in the following quote.

Daripada gue keceplosan bilang "nggak apa-apa" untuk ketiga kalinya. Dengan sudut mata, gue bisa melihat dia mengeluarkan iPad dari tasnya, lalu mulai mainin *game*, senyum-senyum sendiri. (Natassa, 2015: 136).

This is better than saying, "it's okay" the third time. Out of the corner of my eye, I can see him taking his iPad out of his bag, then starting to play a game, smiling to himself.

Other forms of games and entertainment of urban communities in the metro pop novels described in the following quotations are hanging out at cafes, playing bowling, and billiards, watching movies, watching music concerts, and going clubbing.

Bagaimana saya bisa *keukeuh* menjadi perempuan hemat bin pelit, jika semua orang yang saya temui saban hari mempunyai segudang acara, mulai dari nongkrong di kafe, boling, biliar, nonton bioskop, nonton konser musik, *clubbing* di Musro, makan di restoran kondang, dan belanja di mal! Jawablah dengan singkat dan tepat. (hlm. 51).

How can I survive being a thrifty and stingy woman if everyone I meet every day has a myriad of events, ranging from hanging out in cafes, bowling, billiards, watching movies, watching music concerts, clubbing at Musro, eating at top restaurants, and always shopping at the mall! Answer it briefly and precisely.

Zaman kuliah dulu, waktu aku dan wina masih di Canberra, dan kebosanan di kampus kami coba bunuh di malam hari dengan *clubbing* dan *hangout* di Minque, Insomnia, atau *club* apalah yang lagi *ngetren* di seputaran Manukkah, kami suka ledek-ledekan kalau lagi *clubbing* dan salah satunya minta pulang duluan. (Bastari, 2018: 259).

During college, when Vienna and I were still in Canberra and boredom on campus, we tried to eliminate at night by clubbing and hanging out at Minque, Insomnia, or other clubs around Manukkah. We like to make fun of when we are clubbing, and one of them asks to go home first.

Various forms of urban community games depicted in Indonesian metro pop novels serve as a game for entertainment and have become part of the urban community's lifestyle.

## Music

One form of urban community entertainment that appears in Indonesian metro pop novels is music. The love for music has become an inseparable part of the culture of urban communities. The depiction of music as a means of entertainment for urban communities can be seen in the following quote.

Album Java Jazz “Yellow Paradise” mengalun di mobil Adjie, mengiringi perjalanan sepanjang Sudirman. Sudah jam 21.00, *three in one* sudah lewat tapi jalan tetap macet. (Natassa, 2007: 131).

The Java Jazz album “Yellow Paradise” played in Adjie’s car, accompanying the trip along Sudirman street. It is 21.00, and three in one has passed, but the road is still jammed.

Minatku pada musik hanya sebatas yang berkategori *easy listening*. Jazz, aku tak seberapa bisa menikmati. Musik kontemporer atau eksperimental, tak pernah bisa kunikmati. (Endah, 2004: 112).

My interest in music is limited to the easy listening category. Jazz, just a little bit for me to enjoy. Contemporary or experimental music I can never enjoy. (Endah, 2004: 112).

Adjie menghidupkan stereo album “Mezzoforte” mengalun memecah keheningan di antara kami. (hlm. 175).

Adjie turned the stereo album “Mezzoforte” on and broke the silence between us. (p. 175).

Based on the quote above, it is illustrated that the urban community likes certain types of music as entertainment. (Ibrahim, 2005) suggests that contemporary popular music has a profound influence on the urban way of life. Enjoy entertainment through music, and urban communities can enjoy it through various media, such as radio, television or online music channels. This matter can be seen in the following quote.

Kami duduk di sofa ruang tamu. Kunalakan televisi dan memilih MTV dengan volume pelan. (Endah, 2004: 185).

We sat on the sofa in the living room. I turn on the television and select the MTV channel with a slightly low volume.

In addition to enjoying music through various channels, urban communities in metro pop novels also fulfill their need for music through live concerts and musical performances. Watching music concerts has become part of the lifestyle of the urban community. This point is expressed by the character Anya in the novel *Critical Eleven* by Ika Natassa. It is described that the character Anya went to Australia from Indonesia just to watch a concert by her favorite music group.

“Jadi serius kamu ke Sydney cuma demi nonton Coldplay?”

“Iya”, “Segitu ngefansnya?”

Aku tertawa. “Nggak segitunya. Ini rame-rame sama teman-teman, ketemuan di Sydney. Coldplay konsenya selalu keren katanya. Aku ikut aja deh.” (Natassa, 2015: 10).

“So seriously you went to Sydney just to watch Coldplay?”

“Yes,” “That much of a fan?”

I am laughing. “Not like that. I have many friends who meet up in Sydney. Coldplay’s concept is always cool, he said. I will go with you.”

The quote illustrates how the urban community is attached to musical entertainment. It can also be interpreted that to fulfill the enjoyment of music, and urbanites will fulfill it regardless of how much it costs to get it. The same trend is also seen in the following quote.

Kami baru kenal delapan bulan, *at this jazz concert*. Dan cerita bagaimana kami bertemu lucu banget. (Natassa, 2008: 17).



We have only known each other for eight months, *at this jazz concert*. Then, the story of how we met was hilarious.

“Ini, gue udah beli dua tiket nonton Sugar Ray! Buruan berangkat sekarang biar nggak telat. Konsernya jam Sembilan nih!” (Natassa, 2008: 29).

“Here, I've bought two tickets to watch Sugar Ray! Let's go now so it's not too late. The concert is at nine!”

“Nggak,” aku menggeleng, “Cuma kayak pernah dengar. Kemarin ada teman yang ngajak nonton konser orkestra bertema The Beatles di Ciputra.” (Bastari, 2018: 61).

“No,” I shook my head, “Just like I've heard. Yesterday a friend invited me to watch the Beatles-themed orchestra concert in Ciputra.”

Enjoying music has become a form of entertainment for urban communities. Music is enjoyed by urbanites through various media or watched live through a music concert. Music is enjoyed by urbanites through various media or watched live through a music concert. This view is in line with the views of (Channey, 2003), which states that Music concerts were included as one of the essential sources of entertainment for particular social strata in the cultural structure that lasted until the end of the 20th century.

## Film

Another form of urban community entertainment in Indonesian metro pop novels is film. Watching movies can be used as a time filler to overcome the boredom of routine work. This matter can be seen in the following quote.

Aku hafal film-film yang bermutu. Sebab menonton film adalah cara paling manjur untuk membunuh kesepianku. (Endah, 2004: 112).

I know great movies because watching movies is the most effective way to eliminate my loneliness.

Tapi aku sudah mengurangi frekuensi menghayalku, karena memang sudah keterlaluhan. Sehabis menyeruput kopi, biasanya aku segera menutup tirai. Memelototi HBO yang makin hobi mengulang-ulang film yang sama. Ngemil kacang atau biskuit dan mati-matian menakar batas agar tidak menambah lemak. (Endah, 2004: 9).

Now I have reduced the frequency of my fantasies because it is too much. After sipping my coffee, I usually close the curtains immediately. I am staring at the HBO channel, which is increasingly fond of repeating the same movie. I eat nuts or crackers and do my best not to add fat.

Sebungkus kacang atom yang sudah tinggal separuh, dijepit dengan *paper clip* di sebelah Kindle-nya. ESPN yang langsung muncul begitu aku menyalakan TV, bukan HBO atau *channel* film lainnya seperti biasanya yang kusuka. (Natassa, 2015: 223).  
Half a packet of nuts, clipped with a paper clip next to the Kindle. The ESPN channel pops up as soon as I turn on the TV, but not the HBO channel or other movie channels I usually like.

The quote above is the part that illustrates that urban communities make watching movies a means of entertainment from the boredom of daily work routines. The quote also explains that the urban community watches movies from movie provider applications or paid movie channels. The same tendency is also illustrated in the following quote.

Aku sedang heboh memijat wajahku dengan Strawberry Yoghurt Pack-nya Laneige sambil nonoton *The Mind of A Married Men* di HBO saat Adjie masuk ke ruang tengah. Selama di Bintan, aku dan Adjie menginap di *Cottage* dengan dua kamar tidur di *Banyan Tree Resort*, menghadap kolam di satu sisi dan Laut Cina Selatan di sisi yang lain. (Natassa, 2015: 47).

I was excitedly massaging my face with Laneige's Strawberry Yoghurt Pack while watching *The Mind of A Married Men* on the HBO channel when Adjie walked into the living room. While in Bintan, Adjie and I stayed in a two-bedroom cottage at *Banyan Tree Resort*, overlooking the pond on one side and the South China Sea on the other.

Dia menemaniku nonton *No Strings Attached*, *Letters to Juliet*, *Life As We Know It*, dan film-film yang kata Ale sebenarnya nggak perlu di tonton di bioskop, tinggal menunggu keluar di HBO aja. Aku pasrah mengikuti dia nonton *line up* film-film di INAFFF, mulai dari *The Yellow Sea*, *The Incident*, *Loft*, sampai *Kill List*. (hlm. 323).

He accompanied me to watch *No Strings Attached*, *Letters to Juliet*, *Life As We Know It*, and films that Ale said did not need to be seen in theaters, just waiting for their release on HBO. I resigned to following him, watching the lineup of films at INAFFF, starting from *The Yellow Sea*, *The Incident*, *Loft*, to *Kill List*.

Another habit of urban communities expressed in Indonesian metro pop novels is practicing eating together, drinking coffee at the cafe, exercising at the gym, shopping, and watching movies at the cinema. This point is illustrated in the following quote.

Hari Minggu ini *escape plan*-ku sederhana: brunch bareng Tara di *Authentique*, lalu mungkin jalan-jalan keliling mal entah yang mana, mungkin membunuh dua jam menonton film entah apa di bioskop, mungkin kalau hari masih sore, aku bisa pergi ke *gym*, *jogging* di *tread mill* sampai lelah sehingga waktu aku tiba di rumah nanti yang aku lakukan tinggal tidur. (Natassa, 2015: 287).

This Sunday, my escape plan is simple: brunch with Tara at *Authentic*, then maybe a walk around the mall somewhere, maybe kill two hours watching a movie at the cinema, maybe if it is still afternoon, I can go to the gym, jog on the treadmill until I am tired so when I get home all I do is sleep.

Mobil bergerak keluar gedung parkir dan kau masih terdiam. "Ngapain ke Grand Indonesia?" ulang Tigran, kali ini lebih tegas menuntut.

"Nonton *midnight*," kataku menciut.

"Sama siapa?" Tigran menatapku dengan wajah bingung. (Bastari, 2018: 33).

The car moves out of the parking lot, and you are silent.

"Why did you go to Grand Indonesia?" repeated Tigran, demanding more firmly.

"Enjoy the midnight movie," I shrieked.

"With whom are you?" Tigran looked at me with a confused face.

Selesai? Nanti dulu. Selalu saja ada yang gila untuk menciptakan acara terusan setelah duduk makan, belanja heboh, dan ngopi. Nonton!

"Bioskop di Plaza Indonesia X'enter kan keren...," ujar Silvia. (Endah, 2004: 34).

Are you done? Wait a minute. There is always something crazy about creating a casual event after sitting down to eat, go shopping, drink coffee, watching a movie at the cinema!

"The cinema at Plaza Indonesia X'enter is cool...," said Silvia

As expressed in the quote above, watching a movie with coworkers, friends, or partners is the habit of urban communities as another form of entertainment. Watching movies is also used to interact and socialize and as a means of self-expression amid social groups. Note the following quote.

Pertanyaan menjebak. "Di Thamrin, Pak. Ada apa, Pak?" ini bukan jawaban bohong.

Aku dan Denny memang sedang di Grand Indonesia, tadi kami makan malam di Burger King- si mania sushi itu tiba-tiba craving Whopper—lalu Denny mengajakku nonton di Blitz. (Natassa, 2008: 265).

Tricky question. “In Thamrin, sir. What is the matter, sir?” this is not a fake answer. Denny and I were indeed at Grand Indonesia. Last night we had dinner at Burger King- the sushi maniac suddenly wanted a Whopper—then Denny invited me to watch a movie at Blitz. (Natassa, 2008: 265).

Sengaja ketika masuk bioskop aku tidak membeli *popcorn*. Karena biasanya kalau *popcorn* Bara yang pegang. Duh, jadi pengen nangis. Kuat, Gal, kuat. Tidak ada yang mati tanpa *popcorn* di dalam bioskop. Berbekal sebotol air minum, aku masuk ke studio (Bastari, 2020: 112).

Accidentally when I entered the cinema, I did not buy popcorn. Bara always buys and holds it for me. Ugh, I want to cry. Be strong, Gal, be strong. Nobody dies without popcorn in the cinema. With only a bottle of water, I entered the studio.

### **Shopping, Vacation and Business Trip**

Other activities that urban communities use for entertainment are shopping, vacations, and business trips. The shopping mall is a term that urban people popularly use. Shopping malls have long been a trend among urban communities. The shopping mall is defined as visiting various luxury shopping centers to buy various desired products. Shopping malls are not only shopping for the necessities of life but have led to the consumerism lifestyle of urban people.

Ibrahim (2005) argues that shopping malls in the latest developments in metropolitan cities, such as Jakarta, have transformed shopping activities that were previously only buying and selling transactions into leisure activities that promise fun and fantasy. Susanto (2001) also suggests that Jakarta, as one of the largest business cities, cannot avoid this trend. Planet Hollywood, Hard Rock Cafe, Grand Hyatt, Sogo, Giorgio Boutique, Fashion, and all other luxuries are trademarks of a metropolitan city. The state-of-the-art shopping system continuously provides consumers with the latest products and the best service. Shopping culture has become a natural world that has influenced social life.

Modern Indonesian society has grown in tandem with the history of economic globalization and the transformation of consumer capitalism. This situation is marked by the proliferation of shopping mall-style shopping centers, the fashion industry, the beauty industry, the culinary industry, luxury residential areas, apartments, real estate, incessant advertisements for super-luxury goods, and holiday tours abroad. In addition, other luxuries such as expensive schools, the abundance of imported products, fast food (fast food), the development of cell phones, and the invasion of lifestyle through the advertising and television industry (Channey, 2003).

The habit of shopping in malls and department stores and hunting for clothes at famous boutiques and luxury shopping centers has become the choice for the urban community in Indonesian metro pop novels. This phenomenon is recorded in the following quote.

“Ih rese banget lo main rahasia-rahasiaan,” Tania protes. “Gue mau ngajak lo *shopping* nih siang ini, elo belum ada rencana keluar kan?avyw

“Kurasa sudah waktunya kita *browsing* baju dan sepatu di Plaza Senayan. Kamu sudah ke lewat stres mikirin pekerjaan...,”ucap-nya dengan nada prihatin sambil berlalu. (Endah, 2004: 97).

“Ah, you are such a joke. There is no need to keep it a secret,” Tania protested. “I want to take you shopping this afternoon, and you do not have plans to go out, do

you? "I think it is time for us to look for clothes and shoes at Plaza Senayan. You've been through the stress of thinking about work..." he said in a concerned tone as he walked away.

Memang kedengarannya sangat kontradiktif dengan kebiasaan *shopping*-ku dan keborosanku yang luar biasa (termasuk kata-kata Wina bahwa aku paling nggak bisa mati gaya). (Natassa, 2008: 47).

It sounds contradictory to my shopping habits and profuse (like Wina's famous last words that I cannot help but be stylish at least).

Based on the quote above, it is illustrated that the urban community featured in Indonesian metro pop novels has a habit of shopping in well-known shopping centers. Shopping, as expressed in the quote, is not only an activity to fulfill needs but also a symbol of a hedonic lifestyle.

Ibrahim (2005) also reveals that in today's consumer culture, consumption is no longer just a functional one to fulfill basic human needs. However, today's consumption is more material as well as symbolic. Consumption, in a real sense, expresses one's position and identity.

Consumption is no longer translated as cultural traffic of objects but has become a social stage. Today's consumer culture is a stage in which consumer products are a medium for forming different personalities, styles, images, and ways of self. Consumer goods, in the end, become a mirror to find his reflection. A person seeks meaning through the objects consumed. Note the following quote.

Waktu itu ceritanya kami bertiga naik Jazz-nya Ryan ke Bandung, niatnya mau *shopping* di *factory outlet*, nongkrong, dan balik ke Jakarta keesokan harinya, mumpung Beno lagi *workshop* ke Singapura jadi aku bebas (Bastari, 2008: 106).

At that time, the story was that the three of us took Ryan's Jazz car to Bandung. The intention was to go shopping at the factory outlet, hang out, and return to Jakarta the next day while Beno was having a workshop in Singapore, so I was free.

"Tapi apakah kita semenderita itu, Sil? Maksud gue, toh kita punya banyak kesenangan hidup macam ngopi di kafe, nge-blow rambut di salon, belanja-belanja di mal..." kata Palupi. (Endah, 2004: 72).

"But, are we suffering that much, Sil? We still have much fun in life, like drinking coffee in cafes, blowing hair at the salon, shopping at the mall...." Palupi said.

In the above quote, forming one's identity through branded goods, appearance, clothing, and other accessories has become a symbolic communication of personal meanings that have become endemic to society, especially urban communities. At the level of consumption, what people consume at this level is no longer something that has a use value, use value, but everything is a symbol. In this case, shopping malls are symbols and depictions of the objective reality of urban communities (Ibrahim, 2005).

In line with this, Susanto (2001) also reveals that an image is formed through communication. One form of communicating social status is status symbols. Status symbols, from time to time, have undergone a metamorphosis. At first, it was a product, but it turned into a brand. Brand owners always want their brand to be a status symbol of a particular social status because it provides high value for their products. Each brand will refer to a specific lifestyle. This trend is recorded thoroughly in the following quote.

Aku juga bertandang ke Mangga Dua. Dulu ini memang menjadi agenda rutin tiga bulan bersama Kasandra. Menjadi wanita di Jakarta, memang harus pintar-pintar mengakali penampilan. Penampilan? Jelas lebih hidup. Aku mulai berinisiatif tanpa

menunggu dikompromi Kasandra untuk *hunting* baju ke butik-butik di Kemang atau Kemayoran. (Endah, 2004: 140).

I also visited Mangga Dua Mall. In the past, this was indeed a routine agenda for three months with Kasandra. Being a woman in Jakarta, you must be smart to outsmart your appearance. Appearance? It makes me feel much more alive. I started taking the initiative without waiting for Kasandra's compromise to hunt for clothes at a boutique in Kemang or Kemayoran.

Lalu saya akan menikmati dengan konkret asyiknya memasuki butik-butik *branded* dengan tujuan jelas. Membeli. Saya akan menanyakan harga dengan diikuti keputusan. Membeli. Saya akan memperhatikan detail bentuk warna dengan rencana nyata. Membeli. (Endah, 2004: 79).

Then I will enjoy entering branded boutiques with a clear purpose. To buy. I will ask for the price followed by the decision. To buy. I will pay attention to the details of the shape of the color with a real plan. To buy.

The flow of fashion in shopping centers at a high speed provides the most effective way to spur the speed of production and consumption. This matter applies not only to clothing models but also to other consumer goods, including needs related to lifestyles that are now sheltered under the banner of fashion. The aspect of production and consumption time through the fashion system allows consumers to change products in a relatively short time (Ibrahim, 2005).

Susanto (2001) also agreed with this opinion. Susanto further explained that the branded sale offer is the right solution to continue to pamper consumers with high taste and always prioritize social status. Moreover, branded sales not only offer branded products but also provide new products that are sold openly. Here are some of the pieces of evidence found in the novels.

"Morning, Ra. Eh, nanti siang Pacific Place yuk, lagi diskon Michael KO..."Mbak Karen yang tadinya berjalan masuk ruangan dengan riang langsung terdiam ketika menyadari atmosfir ruangan yang saat ini lebih mirip kandang singa dibanding kantor konsultan. (Bastari, 2018: 181).

"Morning, Ra. Let's go to Pacific Place again this afternoon with Michael KO's discount...."Miss Karen, who had cheerfully walked into the room, immediately fell silent when she realized the atmosphere in the room was now more like a lion's den than a consultant's office.

Mango *sale*. Ini bukan sekadar pengumuman. Ini panggilan. Wangsit. Titah. Apalah. Pokoknya butik baju bagus itu *SALE!* Saya langsung membayangkan pandangan terakhir ketika menginjakkan kaki ke toko busana asal Spanyol itu. Koleksi kardigan dan sweaternya yang *multicolor*, rok-rok mini *military look* yang gaya. Wah, itu pasti jadi bagian yang *si-sale*. (Endah, 2004: 49).

Mango sale. This phrase is not just an announcement. This phrase is a call. It is magical. This is an order. No matter what its name is. Anyway, good clothes boutique is on SALE!

I immediately imagined the last sight when I set foot in the Spanish fashion store. The collection of multicolor cardigans and sweaters, stylish mini military look skirts. Wow, that must have been the discounted portion. (Endah, 2004: 49).

"Ada acara, nggak? Ikut gue yuk ke Plaza Senayan. Bete nih. Udah lama nggak ngopi di Tantor. Sekalian nyari *tanktop* yang lucu-lucu di Sogo, yuk!" teman seruangan mendadak menghadang di depan pintu keluar.

Ke Plaza Senayan? Minggu lalu sebenarnya sudah belanja. Tapi, sekedar ngopi dan cuci mata, rasanya nggak dosa-dosa amat. Oke deh. Ayo! (Enda, 2004: 13).

Are you busy? Come with me to Plaza Senayan. I am very annoyed. I have not had coffee at the Tantor in a long time. Look for cute tank tops at Sogo. Let us go!" My

roommate suddenly stopped us in front of the exit. To Plaza Senayan? Last week I went shopping. However, copying and walking around is not a big deal. All right. Come on!

The shopping habits of urban communities in Indonesian metro pop novels describe the condition of a consumptive society. Based on the description that has been explained, the consumptive behavior of urban communities in Indonesian metro pop novels is influenced by several factors, including a high level of competition in the social environment; following the metropolitan lifestyle; improvement of social status; and the availability of various offers to own specific products.

In addition to shopping, urban communities in Indonesian metro pop novels also take holidays to various places as entertainment. This point can be seen in the following quote.

Setelah mendata negara-negara terdekat untuk kabur sementara ini, pilihanku jatuh ke Penang! Ternyata tidak banyak yang tidak ada kenangannya antara bara dan aku. Maklum kemana pun kami pergi, kami selalu melakukan *video call*. Mendarat di Penang, aku langsung menukar SIM *card* dan memesan taksi *Online*. Enak juga di Penang, baru pencet taksinya sudah sampai. Kebanyakan taksi apa gimana nih? (Bastari, 2020: 43).

After listing the closest countries to escape to, for the time being, my choice fell to Penang! It turns out that there are not many who do not have memories between Bara and me. Understandably wherever we go, we always make video calls. Landing in Penang, I immediately exchanged the SIM card and ordered a taxi online. Penang is somewhat fantastic, press the order button, and the taxi has arrived. Is the taxi overloaded here?

Dari tampang mahasiswa polos tiga tahun lalu, sekarang Arintha menjelma jadi jetset muda yang luar biasa *up to date* dalam segala hal. Sebut saja merek tenar dunia, pasti ada yang menempel di tubuhnya. Setiap hari. Dan bisa ke Singapura atau Hong Kong setiap bulan. (Endah, 2004: 82).

From an innocent student appearance three years ago, Arintha has now completely transformed into a young jet-set who is incredibly up-to-date. Whatever the world's famous brand, something must be attached to her body. Every day. She can go to Singapore or Hong Kong every month.

Based on the quote, it can be seen that urban communities in metro pop novels often travel to many countries worldwide for holidays. Overseas tourism has become a part of urban life. Susanto (2001) suggests that one definition of lifestyle is how a person consumes his time and money to actualize himself. Lifestyle is closely related to the use of one's time. Thus, traveling is one of the uses of free time that gives color and lifestyle to a person. This concept is also illustrated in the following quotes.

Sophie memandang ke luar jendela mobil. "Aku ingin berkeliling dunia, tetapi sampai sekarang satu-satunya negara yang pernah kukunjungi—selain Amerika, tentu saja—adalah Inggris. Liburan dua minggu ke London adalah hadiah dari Tyler untukku ketika aku lulus SMA." (Tan, 2015: 195).

Sophie looked out the car window. "I want to travel the world, but until now the only country I've been to—besides America, of course—is England. A two-week vacation to London was a gift from Tyler to me when I graduated from high school."

"Langkawi oh Langkawi!"

Aku menyeruput jus semangka sambil menunggu momen matahari terbenam di pinggir pantai. Tinggal di *resort* bintang lima dengan akses pantai sesungguhnya adalah surga! Tidak percuma aku berjibaku dengan pekerjaan selama setahun.

*Reward*-nya adalah dapat melihat dan menikmati semua ini, tanpa keramaian orang-orang kantor hilir mudik di depanku, tanpa suara bising manusia. Hanya ada semburan oranye yang cantik dilengkapi dengan debur ombak. (Bastari, 2019: 85).  
Langkawi O Langkawi!

I sip watermelon juice while waiting for the sunset on the beach. Staying in a five-star resort with beach access is truly heaven! It also pays off my busy work for a year. The reward is seeing and enjoying all of this, without the crowds of office people going back and forth in front of me, without the noise of humans. The crashing of the waves complements only a beautiful orange burst.

Tapi aku langsung terduduk di tempat tidur saat melihat stempel yang memenuhi halaman-halaman berikutnya. Sydney, Hongkong, Singapura. Semuanya perjalananku bersama Beno saat aku dan dia masih menikah. Yang terakhir, ke Singapura waktu itu, Beno ada seminar kardiologi selama dua hari, dan dia berhasil merayuku untuk ikut. (Natassa, 2008: 268).

However, I immediately sat in bed when I saw the stamp that filled the following pages of my passport. Sydney, Hong Kong, Singapore. Everything was my journey with Beno when he and I were still married. Finally, when Beno was in Singapore, there was a two-day cardiology seminar, and he managed to persuade me to come along.

A part from traveling, urban communities featured in Indonesian metro pop novels also visit several countries worldwide for business purposes (business trips). The main characters in Indonesian metro pop novels are often described as having high mobility. This matter can be seen in the demands of work and business matters that must be completed. In fact, in different places (countries) in a relatively short time. This point can be seen in the following quote.

Ale baru mendarat dari Amerika Serikat kemarin sore, dan malam itu juga dia mendapat telepon bahwa pagi ini dia harus berada di Singapura untuk *meeting*. (Natassa, 2015: 38).

Ale had just landed from the United States yesterday afternoon, and that night he got a call that he had to be in Singapore for a meeting this morning. (Natassa, 2015: 38).

Sejak aku kembali ngantor empat bulan yang lalu, aku mungkin sudah menjalani selusin penugasan ke selusin kota berbeda juga. Singapura, Surabaya, Medan, Balikpapan, Manila, Bangkok Sydney, Kuala Lumpur, Jong Kong Taipei, Atlanta, sampai London. (Natassa, 2015: 177).

Since I returned to work four months ago, I have probably had a dozen assignments to a dozen different cities as well. From Singapore, Surabaya, Medan, Balikpapan, Manila, Bangkok, Sydney, Kuala Lumpur, Jong Kong Taipei, Atlanta, to London.

“Mana lusa gue harus berangkat ke New York, lagi.”

“Hah? “Ngapain?” aku kaget.

“New York Fashion Week, Neng, gimana sih lo, percuma tinggal serumah dengan *the greatest and most beautiful fashion editor in the country* tapi nggak hafal *event* beginian.” (Natassa, 2008: 139).

“The day after tomorrow I have to leave for New York, again.”

“Huh? “What are you doing?” I am shocked.

“There’s New York Fashion Week, how could you not know. It’s useless living with the greatest and most beautiful fashion editor in the country but not memorizing an event as important as this.”

Thus, various forms of art and entertainment have provided an overview of the behavior and lifestyle of the urban community represented in Indonesian metropop novels.

## Conclusion

Based on the results of the research that has been described, it can be concluded that various forms of art and entertainment depicted through the characters in Indonesian metropop novels represent the lifestyle of urban communities who live and live in big cities. The urban community lifestyle in Indonesian metropop novels is described as a hedonistic, glamorous, and full of luxury lifestyle. This can be seen in their daily habits, their choice of enjoyment of various forms of art, and the various forms of entertainment they choose.

The problem of the lifestyle of the urban community is one of the problems contained in Indonesian metropop novels. This research can be continued by discussing other issues using different literary theories.

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