

## ABSTRACT

Susetyowati, Rizky, 2017. The Effect of Culture on Plum's Body Image Disorder in Sarai Walker's *Dietland*. Thesis. 1<sup>st</sup> Supervisor: Mimien Aminah S., M.A., 2<sup>nd</sup> Supervisor: Dian Adiarti, S.Pd., M.Hum., External Examiner: Rosyid Dodiyo, S.S., M.Hum. Ministry of Research Technology and Higher Education, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

Psychological disorder is a common issue in literary work. Sarai Walker's *Dietland* is one among many novels which specifically portrays psychological disorder, how someone gets body image disorder through culture. Regarding this issue, this research aims to study on how culture could affect the main character of Sarai Walker's *Dietland* named Plum to suffer from body image disorder. Psychology in literature is applied as a tool to analyze this novel. To support the analysis, cultural psychology theory by Richard A. Shweder and body image disorder theory by K.A Phillips are used as well. Then, this research uses qualitative method to analyze the novel through the steps of data collection, data categorization, and data analysis. The result of this research finds that there are three effects of culture on Plum's body image disorder. The three effects include social anxiety, obsessive compulsive disorder, and eating disorder. As a consequence of her culture, it is found that Plum is desperate which makes it possible for her to suffer those disorders.

Keywords: Body Image Disorder, Cultural Effect, Diet Culture, Propaganda, Psychology in Literature, Cultural Psychology

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Gangguan psikologi merupakan suatu pokok persoalan yang umum ditemukan dalam karya sastra. Novel berjudul *Dietland* karya Sarai Walker adalah salah satu dari banyak novel yang mengangkat gangguan psikologi, lebih lanjutnya adalah tentang bagaimana seseorang mendapatkan gangguan citra tubuh melalui kebudayaan. Dari permasalahan tersebut, penelitian ini bertujuan untuk mempelajari bagaimana kebudayaan bisa mempengaruhi karakter utama di dalam novel *Dietland* karya Sarai Walker, Plum yang menderita gangguan citra tubuh. Psikologi sastra digunakan sebagai pedoman untuk menganalisis novel ini. Untuk mendukung analisis, digunakan teori psikologi kebudayaan oleh Richard A. Shweder dan teori gangguan citra tubuh oleh K.A Phillips. Penelitian ini menggunakan metode kualitatif melalui beberapa tahap yaitu pengumpulan data, pengkategorian data, dan analisis data. Dari hasil penelitian, ditemukan bahwa terdapat tiga efek kebudayaan terhadap gangguan citra tubuh Plum. Tiga efek tersebut yaitu kecemasan social, gangguan obsesif-kompulsif, dan gangguan makan. Akibat dari kebudayaannya, dapat disimpulkan bahwa keputusan Plum membuatnya menderita gangguan-gangguan tersebut.

Kata kunci: Gangguan Citra Tubuh, Efek Kebudayaan, Budaya Diet, Propaganda, Psikologi Sastra, Psikologi Kebudayaan,