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URBAN COMMUNITY COMMUNICATION PATTERNS IN INDONESIAN METROPOP NOVELS FOR THE PERIOD OF 2000-2020

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Abstract

This research is motivated by the existence of a cultural phenomenon of urban communities expressed in Indonesian metropop novels for the period 2000-2020. The purpose of this study is to explain the communication patterns of urban communities in metropop novels. The method used is qualitative research with the type of literary research, while the object of this research is Indonesian metropop novels. Determination and determination of the object of research is done by using a *purposive technique*. The findings obtained from the analysis of communication patterns in novels as a whole are communication patterns in terms of models, forms, media and communication functions. The communication model used is the Interactional Model, while the form of communication used is Direct Communication, then the communication media used are telephone, SMS and social media with various types of applications. While the communication function used is an expressive function.

Keyword: Communication, Urban Community, Patterns, Metropop, Novel.

Introduction

As a literary work, popular novels express and represent various social phenomena that occur in society. People's lives that are shown in popular novels are a reflection of the social reality of Indonesian society. Thus, popular novels describe a reality, a culture because literature is a product of culture. Lotman (1977) reveals that literature is a discourse that models an infinite universe in a finite imaginary universe. Literature as an inseparable part of the cultural dynamics of a nation that is born, grows, and develops following the dynamics that occur in its society. Literature was born expressing various social, cultural, political and ideological phenomena as well as intellectual dissatisfaction (Mahayana, 2005). Likewise with the presence of popular novels through their appearance characteristics.

Literature is an imaginative world that is always related to social life. Goldmann (1978) explains that literature is always related to social, intellectual, political, and economic life at the time the work was born. Literature is a social practice whose meaning has a certain complexity. Literature lives and lives the social context that underlies it (Karnanta, 2015). Hasanuddin (2017) also explains that theoretically, a literary work is created and created not only based on aesthetic factors, but also involves other aspects in the form of a set of social realities around the author, which include the values and attitudes of collective life, religion and belief, occupation, and education. In addition,

Received: August, 03, 2022 / Revised: August, 22, 2022 / Accepted: 17, September, 2022 / Published: 30, September, 2022

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literary works can also be seen as a social phenomenon (Luxemburg et al., 1989). Literature written at a certain time is directly related to the norms and habits of the people of that era.

Popular novels as cultural products describe the socio-cultural conditions of society which are packaged in such a way based on the imagination and creativity of the author. According to Stanton (1965) popular fiction (novel) presents human experiences. Literary work is a portrait of life that raises certain social issues, so that various social phenomena that occur in society are expressed in literary works. Swingewood (1972) argues that literary works are social reflections, so that the birth of a literary work cannot be separated from the socio-cultural aspects of society. Trismanto (2018) also explains that the presence of literary works cannot be separated from other socio-cultural phenomena, such as politics, economics, religion, and so on. 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 play an important role in providing various possibilities in dealing with life. This is possible because the novel reveals various problems that occur in people's lives which are universal and very complex. As one of the literary products, Indonesian popular novels show their uniqueness which is closely related to ethnic culture which has been incubating, languishing, and flowing into patterns of thought, behavior, and attitudes to life, manners and ethics, actions and self-expression, views and orientations about nature and the environment, even to the aesthetic insight (Mahayana, 2007).

Popular novels are often considered as lowly literary works and have no aesthetic value, so they are not valuable enough to be noticed and appreciated. However, in fact, popular novels have become an important and interesting 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 very rich in materials and data, especially sociological materials and data that are closely related to social problems. The world's leading researchers in 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, its influence on the tendencies of the mindset, attitude, behavior, lifestyle of the readers.

Research on popular literature is not complete if it is only through structural analysis, but must be related to its sociological aspects, namely the author's social context, the reader's social context, the social aspects of the text, and its socio-cultural function. Theoretically, popular literature, collective works, is essentially a complete picture of the society concerned with all its aspects. In terms of attitudes, behavior, obsessions, ideals, tastes, dilemmas, and so on.

The presence and space of popular novels is very significant. Popular novels also influence the lifestyle and cultural attitudes of some people. The phenomenon of popular literature has its own charm for its readers. Popular novels tell about the dynamics of life and lifestyle of the people of big cities, complete with the dreams of urbanites in metropolitan cities. The content of the story is crisp, light and spoken

in a distinctive language style that really binds young readers. The story presented in the story seems to reduce the social dynamics of people's lives (Dewojati, 2010).

As a popular novel genre, metropop novels also present various problems and dynamics of people's lives, especially the phenomenon of urban communities living and living in big cities. Various aspects of urban life are shown in metropop novels. One of the problems represented in the popular metropop novel is the cultural and lifestyle aspects of urban society. Jamaluddin (2015) argues that urban communities are often identified with modern (advanced) society, especially from the aspect of culture.

Research on popular novels has been carried out by previous researchers. Among them is the research conducted by Noor (2017) with the research title "Industrialization of Popular Indonesian Novels in the 1980-1990 Period". This study reveals that the industrialization of popular Indonesian novels in the 1980-1990 period was marked by an increase in writing productivity caused by an increase in the number of readers. Furthermore, Karnanta (2015) research entitled "The Hierarchy of Popular Literature in the Arena of Contemporary Indonesian Literature". The results of this study indicate that popular literature is an important part of the study of Indonesian literature in general by playing a strategic role as an object of study in literary research.

Research Intan (2019) with the research title "Reception of Teenage Girls Readers of Popular Novels". The results of this study indicate that teenage girls who read popular novels can understand the difference between popular novels and literary novels. Reading habits are driven by personal desires, their environment and can add insight.

An interesting and important cultural phenomenon to be researched. There are several cultural aspects of urban communities which are represented in Indonesian metropop novels as a reflection of Indonesian society today. These various cultural aspects of urban communities can be seen from the professional aspects as livelihoods and social activities, forms of communication and language as social interactions, forms of entertainment and pleasure, use of technology, knowledge systems, social organizations, religious systems, and lifestyles. Focusing on this research, it examines communication patterns in Indonesian metropop novels 2000-2020.

Methods

This type of research is literary research. Chamamah-S (2001) explains that literary research has its own scientific size which is determined by its characteristics as a system by considering the nature of literature that shows universal symptoms but is also special or unique. The object of this research is Indonesian metropop novels. Determination and determination of Indonesian metropop novels that will be used as research objects is carried out using a *purposive technique*. According to Sugiyono (2020) the *purposive* technique is a technique for selecting the object of research with certain considerations.

Results

3.1 Communication pattern

The communication patterns of urban communities in Indonesian metropop novels for the period 2000-2020 can be studied in four components, namely communication models, forms of communication, communication media, and communication function. These four components are discussed in the following section.

3.2 Communication model

The communication model can be interpreted as a description of the whole series of communication processes that involve and show the relationship between various components of communication. The communication model also shows how the communication process takes place. In the Indonesian metropop novels for the 2000-2020 period, three communication models were found, namely the interactional communication model, the linear communication model, and the transactional communication model, which will be shown in Table 1 below.

Table 1. Communication models in Indonesian metropop novels for the period 2000-2020

Iterational Communication Model	Linear Communication Model	Transactional Communication Model
<p>“Lexy, I'm leaving for the Singapore branch tomorrow. <i>We'll talk when I return, okay?</i>” <i>"Okay. Call me when you get there huh?"</i> <i>"Absolutely. Yes , you take a break. Good night, beautiful ."</i> <i>"Good night, Den. (Natassa, 2008).</i></p>	<p>Lately, I've seen him also diligently sending SMS. Smiling to himself, and his face looked like he was anxiously waiting for something. SMS answer, of course. (Endah, 2004).</p>	<p><i>" Sorry Excuse me ."</i> At this moment he looked up and looked at me. Thank God, finally the curse that made me always sit near uncles or small children who cried all the time finally came to an end. <i>" My seat is there ."</i> My smile. He smiled back, thinly, but silent. Standing gave way for me to enter. <i>Damn , he's tall .</i> I'm just the shoulder. But still didn't say anything. (Natassa, 2015).</p>
<p>“Eh, how come your <i>Path ' arrived in Singapore' anyway? Are you still in SG? ' message from Tara.</i> <i>"Yeah, it just arrived."</i> (Natassa, 2015).</p>	<p>“But Hermawan is anti-desperation. I don't know how he got my home address, and in the end my home phone. At that time, the use of <i>cellphones</i> was not intensive , so almost every night the maid at my house had to get ready to be assigned the task of lying</p>	

every time the house phone rang. One day he wrote me a letter. It was addressed to my house by post. The contents of the letter are pathetic.” (Endah, 2004).

"Oh yes, this week's wedding, huh?" Tigran asked while developing an *innocent smile*, *Congrats!* Starting tomorrow on leave?" "Yes Boss," Carlo said shyly. "Hopefully all the preparations and events go smoothly," said Tigran praying. Surprise. (Bastari, 2020).

"Just imagine, this early in the morning, it's not even eight o'clock, I already have to worry about reading the *messages* and *e-mails* that go into my *inbox* ." (Natassa, 2015).

“Eh, how come your *Path* 'arrived in Singapore' anyway? Are you still in SG? 'message from Tara.

"Yeah, it just arrived." (Natassa, 2015).

Referring to Table 1 based on the analysis of the metropop novels. Overall, the most dominant communication model used by urban communities is the interactional communication model.

3.2 Forms of communication

The form of urban community communication in Indonesian metropop novels for the period 2000-2020 consists of two forms, namely direct communication and mass communication. Direct communication is carried out directly by means of face to face, while mass communication is carried out through mass media with various communication purposes and to convey information to a wide audience. The forms of communication will be shown in Table 2 below.

Table 2. Communication Forms in Indonesian Metropop Novels for the period 2000-2020

Live Communication	Mass communication
January 7, 2014, at half past ten in the evening Holstein time via <i>Skype</i> , three years after we got married, my beloved wife gave the most	I wake up before 06.00. pedaling a stationary bike for about twenty minutes (it's an idle sport for a while when I'm in deep depression), making fresh orange juice, reading the

beautiful gift in the 32 years of my life history. (Natassa, 2015).

morning paper, and igniting the poet's humorous chatter on Hard Rock FM 's *Good Morning Hard Rockers* . (Endah, 2004).

" *Welcome back to the office* ," he said, raising his coffee cup. "Make up."

Half a packet of atomic beans, clipped with a *paper clip* next to the Kindle. ESPN which popped up as soon as I turned on the TV, not HBO or any other movie *channel* as I usually like. (Natassa, 2015).

" *Happy* like Alranita, sir. Maybe meet a Malaysian prince," Carlo said encouragingly. (Bastari, 2020).

After listing the closest countries to escape for the time being, my choice fell to Penang! It turns out that there are not many who don't have memories between Bara and me. Understandably wherever we go, we always make *video calls*. (Bastari, 2020).

Referring to Table 2 as a whole, the dominant form of communication used by the urban community in Indonesian metropop novels for the period 2000-2020 is a form of direct communication, either directly (face to face), or using various communication media.

3.3 Communication media

Media has a very strategic role in supporting the success of the communication process. Media is a tool to realize human ideas to be conveyed to others by using means or tools to support the communication process. In Indonesian metropop novels for the period 2000-2020, various media are found that are used in the communication process. The following forms of supporting facilities or tools used are shown in Table 3 below.

Table 3. Media forms in Indonesian metropop novels for the period 2000-2020

Telephone and SMS media	Internet Application Media (Email, Instagram, Face Book etc.)
<p>Lately, I've seen him also diligently sending SMS. Smiling to himself, and his face looked like he was anxiously waiting for something. SMS answer, of course. (Endah, 2004).</p>	
<p>There was no communication whatsoever between me and Aldebaran Risjad after we got off the plane in Sydney, even though we had exchanged phone numbers. Just a month after that his name suddenly appeared on my <i>iphone screen</i> . (Natassa, 2015).</p>	<p>It's really out of date, and I swear it's really hard, especially with Adjie's habit of sending unimportant emails every ten minutes, sometimes funny, sometimes spoiled, making me have to quickly close the <i>outlook window</i> every time someone passes by my desk. (Natassa, 2007).</p>

“SMS coming in, *Mmm*, I thought about it. My friend said the *Coffee Club* is full*I will let you know yaa*” (Endah: 2004).

By lunchtime, fun to work. Let 's *enjoy* , interspersed with sending SMS, But, yes, sorry. How come the pulse runs out really fast. It's like just yesterday that you top up your credit, how come now it's only Rp. 320, I want to send an SMS once and last. (Endah: 2004).

I turned to Adjie's desk. Still empty. Since this morning he has been in a meeting with other divisions. Is that a meeting or an Indian film screening? It's been two hours and it's not finished ? I started typing SMS. (Natassa, 2007).

"Then in less than 24 hours you suddenly tell me that you have received Riza's proposal, crazy, I almost had a heart attack when I received your SMS." (Natassa, 2008).

If you want heaven, you want hell, what's clear is that he *eats, breathes, and live treasury* , except every afternoon when the Bloomberg screen changes to *Friendstar* and the Reuters screen changes to Outlook. (Natassa, 2007).

“If Arya is serious about being with you, as much as it is with you, he will find a way to contact you. Through *Facebook* , cake, what cake, which is definitely not from my mouth.” Tigran said in a firm voice. (Bastari, 2018).

In line with the facts that occur in society, in 2020, the number of social media users in Indonesia is 160 million people, or about 59% of the total population of Indonesia (source: *detik.com*). Meanwhile, there are 175.5 million internet users or 64% of the Indonesian population. This proves that literary works are a representation of social reality that occurs in society. Referring to Table 3 as a whole, the dominant communication media used by urban communities in Indonesian metropop novels can be grouped into two parts. The dominant communication media used are telephone and SMS, and the dominant communication media used is social media with various types of applications. This is in line with the development of communication technology in each of these periods.

3.4 Communication function

Communication has certain functions for society. Sambas (2015: 130) citing the views of William I. Gorden explains four functions of communication for the community, namely sources of increasing social patterns, sources of expressive power ability enhancement, sources of increasing ritual patterns, and a source of life progress instrumentation. The following will be described in Table 4 below.

Table 4. Communication functions in Indonesian metropop novels for the period 2000-2020

Sources of improving social patterns	Source of increasing	Ritual pattern enhancement source	Source of life progress instrumentation
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expressive power abilities.			
<p>By lunchtime, fun to work. Let 's <i>enjoy</i> , interspersed with sending SMS, But, yes, sorry. How come the pulse runs out really fast. It's like just yesterday that you top up your credit, how come now it's only Rp. 320, I want to send an SMS once and last. (Endah, 2004).</p>	<p>One day he wrote me a letter. It was addressed to my house by post. The content of the letter is pathetic. (Endah, 2004).</p>	<p>That's a sign that there is something inside his body that needs to be "opened". His prestige was rubbed. In my grandmother's village, in Yogya, women who are difficult to match are bathed in seven kinds of flowers. Accompanied by prayers. (Endah, 2004).</p>	<p>"This is how we are. Warm family. People say, the Manado lineage, a little Ambon and Java, as well as the Dutch, will indeed produce a typical family like this. Hobbies get together and get along. (Endah, 2004).</p>
<p>"Lexy, I'm leaving for the Singapore branch tomorrow. <i>We'll talk when I return, okay?</i>" "Okay. Call me when you get there huh?" (Natassa, 2008).</p>	<p>I smile and hug my best friend that. " <i>Congratulations, sweetie. I'm so happy for you. I didn't think...</i> " (Natassa, 2008).</p>	<p>Until a call from Vienna came in and my smile returned. "Hey, Lex, minal aidin wal faizin huh!" he exclaimed as soon as I pressed the <i>answer button</i> . (Natassa, 2008: 275).</p>	<p>Adjie got up and brought me sungkem also to his father and mother. "Sir, ma'am, this is Andrea, God willing, my future wife." I smiled and kissed his parents hand. And I was really surprised when his mother bent down to kiss my cheek. (Natassa, 2007).</p>

Based on Table 4 as a whole, the dominant communication function used by urban communities in Indonesian metropop novels for the period 2000-2020 is expressive function.

Conclusions

It can be concluded that culturally the dynamics of urban community life in Indonesian metropop novels for the period 2000-2020 which includes one cultural aspect, namely communication patterns are an interrelated cultural system. Overall, the communication pattern in terms of models, forms, media and communication functions that are most dominantly used by urban communities in Indonesian metropop novels is the interactional communication model, for direct forms of communication, while the dominant communication media used are telephone, SMS. as well as social media with various types of applications. Meanwhile, the dominant communication function used by the urban community in Indonesian metropop novels for the period 2000-2020 is the expressive function.

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