

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

The review of related literature which are used to center the problems in this research include marxist theory, commodification and the form of commodification in those drama.

#### **2.1 Marxist Theory**

According to In Blackwell Literary Theory, Castle (2007: 109) states, “Marxism is the concept of the commodity (that which is produced out of the materials of nature) and the values that are given to that commodity”. Marxism is more than systems of commodity process which used for giving a value. Then, Marxism included the specific forms of commodity that can use for exchange value. Castle states,

Marxism is a form of dialectical, materialism; it holds that all social realities are fundamentally material, that they have their origin and being in specific forms of labor and production, and that the history of society is the history of dialectical transformations in the relationship between labor and production (2007: 108).

Marxism included materialism and dialectical. It is relation from social realities that happen in the society of the forms of labor and production. Moreover, Isaac (1987:9) “Marxism as a general orientation represents a scientific theory of social power, and that recent Marxian analyses of the class structure and politics of capitalist society can be understood only in realist terms”. Tyson (2006: 54) states, “Marxist analysis of human events and productions focuses on relationships among socioeconomic classes, both within a society and among societies, and it explains all human activities in terms of the distribution and dynamics of economic power”. Marxist theory is identically as the form of history and events. Marxist often connected with socioeconomic class, class

structure and economic class. Therefore, Marxist has concept of power which does all of human being for promoting social status in society. Human being often does activities for changing an economic power by themselves. Socioeconomic classes are factor where people do anything for getting high social status.

### **2.1.1 Commodification**

Commodification is a part of Marxist because commodification included act which tells about action that done by object or persons for exchange value for getting something like money and labor. According to Tyson (2006: 69), "Commodification, then, is the act of relating to persons or things in terms of their exchange value or sign-exchange value to the exclusion of other considerations. Of course, commodification is a necessary function of buying and selling, and thus it is a necessary function of capitalism, which depends for its survival on buying and selling". Actually, commodification included actions that do for exchange value in one commodity to other commodities. Function of commodification only for connecting a relationship between selling and buying of commodities. Commodification included one of function capitalism. Dowd's opinion, "Commodification meant that all goods and services would be up for sale; thus it also meant the elimination of traditional social protections. A major result of all this was a class of powerless, dispossessed farmers, able to survive only by "welfare" or de facto slave labor (2000: 21)". Commodification is only services of persons who have a wealth or power in themselves. Commodification often happened to people who lower class because they certain need a labor or

money for their life. Sometimes people willing become slave only for welfare.

Ann Dobie states,

Some of the damage caused by the economics of capitalism, according to Marxists, is psychological. In its need to sell more goods, capitalism preys on the insecurities of consumers, who are urged to compete with others in the number and quality of their possessions: a newer car, a bigger diamond engagement ring, a second house. The result is commodification, an attitude of valuing things not for their utility (use value) but for their power to impress others (sign value) or for their resale possibilities (exchange value) (2009: 90).

From the statement above, capitalism included marxist ideology where people must get something for urging their possessions. Therefore, commodification is part of economics capitalism because it occurs an exchange value of fill a utility or desire for getting a power to impress another one. Commodification happens to persons if commodified will do exchange value as commodity to commodifier.

#### **2.1.1.1 Commodifier**

Commodifier is one of the commodification causes because commodification happen due to the relationship between commodified to commodifier. Commodifier is person who has power and high position that will make commodified submissive and honor with anything that commodifier says.

Radin states,

“Universal commodifiers hold that anything some people are willing to sell and others are willing to buy in principle can and should be the subject of free market [laissez-faire] exchange and that everything people need or desire is to be conceived of as a commodity. Thus, everything that is desired or valued is an object that can be possessed, that can be thought of as equivalent to a sum of money, and that can be alienated (1987: 175)”.

Commodifier is more than the principle of exchanges process that doing people for selling or buying of free market. The purpose of commodifier is anything that becomes desire or value can be commodity object. Radin states,

In criticism of universal commodification, universal non-commodifiers hold that commodification brings about an inferior form of life. Karl Marx, in particular, argues that economic alienation (separating something from oneself as a piece of property) expresses and creates human alienation (estrangement from one's self) (1987: 175).

Commodification is identified an exchanges value which do commodified to commodifier. Non-commodifier argues that commodification makes a commodified inferior with everything that commodifier has. Economy is one of parts from human alienation.

#### **2.1.1.2 Commodified**

Commodified is part of commodification process. It does commodification to commodifier only for getting a wealth. Commodified is person who must obedient with anything that commodifier says. According to Milios, Dimoulis and Economakis (2002: 40) state, “Apart from the “delinkage” of the concept of value from the capitalist mode of production and its consideration in relation to a whole host of “commodified” modes and forms of production, the introductory reference to value “as such” has a further consequence for Marxist theory”. Magdoff and Sweezy’s statement,

System crisis depends on the assumption that labor-power is the object of exchange alone, hence, that the wage bargain expresses the equal exchange of equivalents. It also assumes that the worker is the object of labor alone, hence, that capital totally dominates the production process. Finally, system crisis theories presuppose that the product of labor is a commodity strictly defined, hence, that all needs are commodified (1985:277)

Capitalist included concept of value that does commodified for the form of production. Labor- power is object of exchanges and worker is more than object from labor itself. Finally, commodity as product of labor that can be needed of commodified.

## **2.2 Commodity**

Commodity is element of commodification because commodification is more than act that do persons or things for exchanging value with get something or commodities and commodity is more than something or things that use in exchange value. For Marxism, Tyson says,

A commodity's value lies not in what it can do (use value) but in the money or other commodities for which it can be traded (exchange value) or in the social status it confers on its owner (sign-exchange value). An object becomes a commodity only when it has exchange value or sign-exchange value, and both forms of value are determined by the society in which the object is exchanged (2006: 62).

In commodity's value, money and other commodities become an object for doing exchange value. A commodity can be exchange value if it has exchange value and sign-value that can be use value. Society often use money and other commodities which have value for trading (exchange value) with promote a social status by owner.

According to Foley (1986: 26), "Every commodity contains a certain amount of value; and the mass of all commodities newly produced in a society in a period of time also contains a certain value, the aggregate value added of all the newly produced commodities". Every commodity has uses value for doing trade if commodity contains value which can use for exchanging value. A society has mass for producing a commodity to other commodities in period of time which contains a certain value. Foley states,

Marx's theory as follows: There are special laws that arise in societies in which production is organized through exchange. These laws pertain to the dual nature of exchanged products (or commodities), which have both a use-value, like all useful products in any human society and a value (or power to be exchanged with other commodities), which is a characteristic unique to commodity production. Value is created by labor and shows itself in the form of money, which is just value separated from any particular commodity (1986: 27).

So, society usually utilizes laws for doing an exchange value. The laws build a society for relating a commodities and use value as tool of exchange value. Characteristic of commodities are products or objects must contain a value which useful of human society and created by labor for getting money.

### **2.3 The Form of Commodity**

Commodity is more than factors where commodification does exchange value. Commodity is identically as object which do people for exchanging value or commodity exchange. Commodification as act that do exchange value and commodity as something or things that use of exchange value. In Blackwell Literary Theory, Castle (2007:109) says, "The form of the commodity corresponds with its use value. Exchange values have to do with specific systems of economic exchange in which a commodity's value may rise or fall depending on its desirability. Use values, which are derived from the labor expended in creating the commodity, are constant and may bear no logical or intrinsic relation to the exchange value". The form of commodity identically makes an economic system. Economic systems which are involved of an exchange value only depend of commodity's value. Exchange value included the most important things in commodity process and use value is the form of labor that will create the commodity for doing exchange value. Commodification has the forms of commodity, as follows:

### 2.3.1 The Money as a Form of Commodity

Money included factors where people do commodification. Money urges people do commodification for getting a social status. Money is one of commodity which often do people in society. If people have money, certain they can do anything for getting objects or persons. Marx argues (in Foley, 1986:26), “Money is an expression of this value that is separated from any particular commodity. The money value added of the mass of newly produced commodities is a measure of the total value contained in them. When we move forward from the value that is contained in commodities, we get to money”. Commodification happens to people because people want to get something for promote a social status. Money is expression where people do anything for getting something like objects or persons. The money value often said as produces commodities which do people in society. Value which is contains a commodity, certain that commodity produces a money. Marx states,

Because all commodities, as values, are objectified human labour, and therefore in themselves commensurable, their values can be communally measured in one and the same specific commodity, and this commodity can be converted into the common measure of their values, that is into money. Money as a measure of value is the necessary form of appearance of the measure of value which is immanent in commodities, namely labour-time (in Moseley, 2005: 2).

All of commodities are object where human do exchange value for getting money.

Money is the most important thing in commodity process. Money become urges of society for getting anything by labor or other commodities. Castle states, “Money functions in this system of values as another form of value, one that is determined within the economic system in which it is used as an equivalent value for a specific commodity. The excess in value between the cost of producing a commodity and the price paid for it constitutes capital (2007:109)”. Money is

functions of economic system automatically money included a value which used for producing a commodity. Then, money as subject of Capital's form that uses for fluctuating a value of money. In Marx theory, "Once we understand that the value contained in the mass of newly produced commodities is an expression of the abstract aspect of the social, necessary labor expended in their production, we next need to consider how this value is expressed in the form of money. Value is the exchange ability of commodities (Foley, 1986: 18)". Value included part of commodities. In commodities, value is social aspects that use for producing commodities. Labor is more than necessary for getting money as the form of exchange value. Many people consider how to use a value for expressing commodity in the form of money.

### **2.3.2 The Labor as a Form of Commodity**

According to Laclau (1977: 47), "Marx begins with the most abstract of relations and hence analyzes the commodity and exchange in general. He then analyzes in what sense these relations are modified when labor-power is transformed into a commodity from here there process the whole analysis of surplus-value and the accumulation process". Labor-power can be commodity if labor happens to transformation of exchange value to commodity process. Commodity and exchange are the form of labor power happen in society. In Marx's economic theory, Foley states,

The labor theory of value can be stated simply as the principle that the source of the value added of the mass of commodities produced is the labor expended in producing them. If we count up the total labor time expended in the actual production of commodities, making appropriate adjustments that will be discussed in more detail later, that labor time must be the substance of the total value added contained in the commodities (1986:27).

The labor theory identically with the principle value of commodities more than source and mass of value produced commodities are the total labor time. The total value in labor time is the substance that contains of commodities. In Foley argues,

Some labor is expended privately in a commodity-producing society. This labor produces use-values just as does the labor expended to produce commodities, and these use-values may be quite essential to the reproduction of the society (think, in particular, of domestic labor in housekeeping and childrearing). But because the products of this private labor are not exchanged on the market, they are not commodities and contain no value in the technical sense. Labor expended privately, then, does not produce value and does not enter directly into the complex social division of labor sustained by the exchange of commodities. Thus Marx argues that only social labor—that is, labor devoted to the production of commodities actually exchanged—produces value (1986: 16).

It can be concluded that every labor has commodity- producing in society.

The labor is produces use value in society when the labor produces a commodity.

The labor is the most important things in society because the labor can be exchange value if it contains a commodity exchange for producing a value. The labor does work or activity only for producing a use value and expend a commodity for necessary in reproduction of the society. And only social labor production of commodities and exchanged with a value.

## **2.4 Review of Previous Study**

Review of the previous study is object which is needed for proofing the originally of analysis. in this case, the researcher tries to explain the difference of another research that analyze about commodification appear in the story. The researcher finds one research that discuss commodification but the different context:

Commodification by bourgeoisie class as seen in John Steinbeck's *The Pearl*: A Marxist Study by Mona Putri Rahmi student of Faculty of Letters Andalas University, English Department, 2009. She analyzes the commodification in John Steinbeck's *The Pearl*. She also analyzes about the impacts of commodification done by bourgeoisie class toward proletariat in the novel.

This study has differences from the previous study above. The differences in the previous study, it explains the bourgeoisie class doing commodification in John Steinbeck's *The Pearl* and the impacts of commodification toward proletariat in John Steinbeck's *The Pearl*.

But in this study, the researcher writes this study deference from Mona's thesis because this study focuses to discuss about commodification which happened of main characters in "Fourteen" and "Overtones" script plays, where human beings often do commodification by themselves. The commodification issue is found in "Fourteen" and "Overtones" by Alice Gerstenberg.