

ENTREPRENEURIAL SPIRIT IN F. SCOTT FITZGERALD'S *THE GREAT GATSBY*

(SEMANGAT WIRAUSAHA DALAM NOVEL *THE GREAT GATSBY* KARYA F. SCOTT FITZGERALD)

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ABSTRACT

This paper analyzes American dream in the twenties with happiness as its last goal. American dream motivated people to come to America for prosperous and better life. It became promise land that could change everything better including from rags to riches. F. Scott Fitzgerald's *The Great Gatsby* is one of the novels that involved entrepreneurship which is one of the American Dream path ways in gaining success and happiness.

It also contents F. Scott Fitzgerald's critical view on the impressive prosperity and the growth of business owners in America in the era of industrialization in the twenties and the seriously occurred of corruption, crime, cheating, stealing and violence as their ways in running their businesses that decline the moral and spiritual of the dreamers.

This paper depicts the phenomenon in America in the twenties that had more business owners who run their businesses with various purposes including gaining love, wealth, success and fame.

Keywords: American dream, entrepreneurship, business.

INTISARI

Tulisan ini menganalisis Impian Amerika di tahun sembilan belas dua puluhan dengan kebahagiaan sebagai tujuan terakhir. Falsafah Impian Amerika mendorong orang datang ke Amerika untuk hidup makmur dan lebih baik. Amerika adalah tanah menjanjikan yang bisa mengubah segalanya menjadi lebih baik termasuk dari miskin papah

menjadi kaya raya. F. Scott Fitzgerald *The Great Gatsby* adalah salah satu novel yang melibatkan kewirausahaan yang merupakan salah satu jalan untuk mewujudkan *American Dream* (Impian Amerika) dalam memperoleh kesuksesan dan kebahagiaan.

Tulisan ini juga berisi tentang pandangan kritis F. Scott Fitzgerald pada kemakmuran yang luar biasa dan

bertambahnya pemilik bisnis di Amerika di masa industrialisasi pada tahun dua puluhan dan terjadinya korupsi, kejahatan, kecurangan, pencurian dan kekerasan yang cukup serius sebagai cara mereka dalam menjalankan bisnis yang mengakibatkan turunnya kualitas moral dan spiritual para penduduk setempat.

Tulisan ini menggambarkan fenomena masyarakat di Amerika di tahun sembilan belas duapuluh dimana jumlah pemilik bisnis bertambah dan memiliki tujuan berbeda-beda pula termasuk menjadikannya sebagai alat untuk merebut kembali cinta yang hilang, menjadi kaya raya, sukses dan tenar.

Kata Kunci: Impian Amerika, Kewirausahaan, bisnis.

CHAPTER I

INTRODUCTION

A. Background of Choosing the Subject

Entrepreneurship is more than simply “starting a business.” The definition of entrepreneurship is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the

identification of unmet needs or through the identification of opportunities for change. Entrepreneurs see “problems” as “opportunities,” then take action to identify the solutions to those problems and the customers who will pay to have those problems solved. Entrepreneurial success is simply a function of the ability of an entrepreneur to see these opportunities in the marketplace, initiate change (or take advantage of change) and create value through solutions (www.gregwatson.com/entrepreneurship-definition).

The concept of an entrepreneur is further refined when principles and terms from a business, managerial, and personal perspective are considered. In particular, the concept of entrepreneurship from a personal perspective has been explored in this century. This exploration is reflected in the following three definitions of an entrepreneur:

In almost all of the definitions of entrepreneurship, there is agreement that we are talking about a kind of behavior that includes: (1) initiative taking, (2) the organizing and reorganizing of social

and economic mechanisms to turn resources and situations to practical account, (3) the acceptance of risk or failure (Albert Shapero, 1975: 187).

A prominent American writer, John Dos Passos in the twenties regarded F. Scott Fitzgerald as ‘a sort of second class historian’ of the age he lives in. “American writers who want to do the most valuable kind of work will find themselves trying to discover the deep currents of historical change under the surface of opinions, orthodoxies, heresies, gossip and journalistic garbage of the day.”(Spindler,1983 in Setiawan 1999: 7). Accordingly as a second-class historian, Fitzgerald likely did the same thing as what Dos Passos said about the writing process of his novels. He as an artist recorded his experiences he lived in, in such a way and put his imaginations into a work of art in the form of literary works.

The United States of America is a new promise land. It is a place for those who pursue for a better life, good change and happiness. The American destined by nature to be a great maritime people, extent of their coasts, depth of

their ports and the size of their rivers. The commercial superiority of the Americans less attributable, however, to physical circumstances than to moral and intellectual causes. Reason of this opinion, future destiny of the Americans as a commercial nation (Tocqueville 2000: 488). This idea is the main concept of American dream. This situation is depicted clearly in so many novels. John Locke in Alan Trachtenberg’s Brooklyn Bridge had written that “in the beginning all the world was America so that Europeans in the eighteenth century tended to believe that the tablets of the mind could be indeed wiped clean and a new beginning made in the world” (Trachtenberg,1979: 44).

This new land offers dream for for everyone who wants to pursue happiness, being free, being successful, being powerful and of course being wealthy, one attempts to reach them is by running their own businesses. This dream then is well-known as American dream. American dream with happiness as its last goal has been the idea for everyone in America and has inspired

many artists as well as writers to create their works like painting, films, songs, and novels also artifacts such as Brooklyn Bridge. This cultural symbol is a concrete example of American dream. This enormous and fabulous bridge that stretches over the river from Manhattan to Brooklyn is the American dream that has come true and real.

American dream inspire many American novels. F. Scott Fitzgerald's *The Great Gatsby* is an example of the novel that depicts the pursuit of happiness by creating and running their own businesses of its major and minor characters.

The Great Gatsby is usually considered as Fitzgerald's finest novel (Piper, 1970: 127). Through this novel, with the twenties as the setting of time, and Long Island, New York mostly, as the setting of place, readers could learn that modernization and prosperity in America had achieved its remarkable level in this age. Through the novel it is portrayed that the modernization of the country which had brought the prosperity to the country as follows:

This a valley of ashes- a fantastic farm where ashes grow like wheat into ridges and hills and grotesque gardens; where ashes take the forms of houses and chimneys and rising smoke and finally, with a transcendent effort, of ash-grey men who move dimly and already crumbling through the powder air. Occasionally a line grey cars crawls along an invisible track, gives out a ghastly creak, and comes to rest, and immediately the ash grey men swamp up with leaden spades and stir up an impenetrable cloud, which screens their obscure operations from your sight (Fitzgerald, 1925:23).

The problem of love, wealth, success, and fame are the major concerns of F. Scott Fitzgerald's works.

He hates the poor for their helplessness, the extraordinary inferiority of their bargaining position (Pramesti: 1991). The manner of the rich is special advantages to be enjoyed, though they do not guide them in the quest for moral responsibility. In the beginning Fitzgerald resents wealth because it can "take his girl back." According to Fitzgerald, as quoted in his short story "The Rich Boy" the wealthy are different from the poor:

Let me tell you about the very rich. They are different from you and me. They possess and enjoyed early, and it does something to them, makes them soft where we are trustful, in a way that unless you are born rich it is very difficult to understand. They think deep in their hearts, that they are better than we are because we had to discover the compensations and

refuges of life for ourselves (177).

The lives of Fitzgerald's heroines are associated with money: having it or needing it. They are often quite wealthy themselves, and therefore can buy what they need; they can buy love if they need to. In the novel, Gatsby arrives in New York from Louisville with no money in his pocket; in three years he can buy an estate at West Egg, equip it and service it and keep it bright and noisy far into the morning. No less incredible are Gatsby's motives for behaving in this way; he believes that money will buy back the girl, since money had taken her away from him; with money Gatsby slowly maneuvers his way back into Daisy Buchanan's world and succeeds, for a few months at least, in recapturing the past moment of beauty. Thus, Gatsby portrays a young people who has full of spirit to make himself better. He manages everything carefully to realize his dream.

Fitzgerald's works are intended to portray the young generation of America in the 1920's, their ambition to be wealthy, their entrepreneurial spirit

and their way of life. Mizener has commented that Fitzgerald's best work "in fact grows out of his precise understanding of his time" (4). Besides, talking about American Dreams, which usually means success in material things is not automatically followed by success in one's personal life.

Besides, F. Scott Fitzgerald was one of American writers who became famous and prosperous during the decade after the First World War. His novel and short stories are known for portraying the excesses of the 1920's and the attainment of American Dream by running businesses during that period. One of his novel is *The Great Gatsby* becomes the best seller novel at that time because it can explain and remind the readers of the essential of entrepreneurial spirit of America. Portraying the extravagant lives of the 1920's with the parties and exhibition of material wealth, the story sound grand and is told beautifully, however the story is actually deep criticism toward the society at that time. It seems that the era was prosperous period, actually the economic soared and the people got

richer by running their own businesses. There are luxurious houses in the Eggs of Long Island. Started from the narrator Nick Caraway, he lived his life by joining the obligation market, a young people names Jay Gatsby who has a good combination between ambition and dream. He realizes that material as a measure for success, Gatsby comes from poor beginnings and created a fantasy and comfortable world where he was rich and powerful. He wanted money, so he managed to get it. He tries to create for himself. He tries to create and run his some businesses. There are people like Tom Buchanan who gets money easily because having spirit in running his own businesses. Moreover, there are also people like George Wilson and his wife who have worked hard in earning money because they wanted to reach their ambition and dream in affording their living and being rich people. Jordan Baker was also categorized as an entrepreneur because she was a skillful golfer. In addition, she always joined golf tournaments where money, gifts and fame were the last goal.

This novel has some aspects which are very interesting to study. One of them is the characters in the novel. Each character in this novel has a different management to acquire their ambition and their dreams by running their own businesses. Most of them are young people and they have a great ambition and dreams. The most interesting character in this novel is Jay Gatsby. He doesn't only have a good performance but also, has a wonderful and amazing spirit to improve his life. He always watches to the future, and he believes that the changes must be followed by hard work. So, since he is still a boy has managed it perfectly. Although Gatsby is not a perfect man but his spirit to be better can be an example, especially for young people.

B. Statements of the Problems

Based on the explanation concerning the background of this paper above,

the writer formulates the statements of the problems as follows:

1. What are the relation between American dream and the entrepreneurial spirit on American in twenties?
2. How can entrepreneurial spirit occur on the characters of *The Great Gatsby*?
3. What are the effects of religious teachings in gaining success?

C. Significance of the Study

In the background of the paper, I have been stated this research has two main significances. First, it is hoped to be a useful reference for the understanding of American dream, American Capitalism and the entrepreneurial spirit through American literature. Second, it is also expected to give contribution to the study on American experience from its good sides

and as well as its bad sides for the world especially in Indonesia.

D. Theoretical Approach

The study is conducted under American studies discipline so that the theoretical approach used in this thesis is based on the American Studies discipline. Tremaine Mc. Dowell in his American Studies, the Minnesota Program stated that American Studies “moves toward the reconciliation of the tenses: past, present, and future; the reconciliation of the academic disciplines; and the reconciliation of the region, nation, and world or from the micro to macro analysis” (1948:82).

The first reconciliation is the reconciliation of time or tenses that consists of the past, the present and the future. Those three sequences of time are related one another and unseparatable.

This thesis uses this kind of reconciliation in analyzing the entrepreneurial spirit in America in the twenties. This approach will be very useful to support the objective to see whether the incidents portrayed in *The Great Gatsby* are the representation of the real life of America in the twenties. This study also suggests that the entrepreneurial spirit that related to the American in twenties, also occurs in the present day as well as in the future.

The second reconciliation is the reconciliation of academic discipline. Mc. Dowell suggests that American Studies doesn't have a special discipline so that it requires other discipline in order to study American experiences (1948: 1-11). Studying American experiences needs to consider various academic disciplines using interdisciplinary approach. Robert

Meredith in his essays *Subverting Culture the Radical as Teacher* says that “American Studies is an interdisciplinary discipline which utilizes social science, literature, history, politics, social, economics, etc” (1969:1). The theory views a cultural phenomenon through different perspectives; inter-relates various academic disciplines to understand the detail aspects of the cultural.

E. Method of the Research

This study is based on a library research and close in reading as the methods. The research is focusing mainly on bibliographical sources which are supportive and crucial to the topic as the source of the data. The data was taken from the novels as the primary sources and some other references such as: autobiography, anthology, literature, history, criticism, journal which are

relevant and supporting to the topic of the study as the secondary sources.

To give a clear picture of the genesis of the novels, understanding about the writer’s autobiography, essays and criticism of his works will give more information on the study. Books on history, social sciences, psychology, and culture are also referred to since the approaches to the study are the combination of historical, sociological as well as psychological one.

DISCUSSION

A. ENTREPRENEURIAL SPIRIT IN AMERICAN DREAM

1. American Dream

The terms ‘American Dream’ had emerged since the early immigrants in the seventeenth century came to America. There is an important question a scholar can ask dealing with the

American Dream. Why did million people leave Europe and stay in the New World? This question might become a very difficult one to answer. One therefore needs a kind of generalized conceptual framework within which the examined immigrants or groups can be structured, compared and contrasted.

Palludan Phillip, in his book *Issues Past and Present* defines that “American Dream means a dream that had come true for many people” (1978: 3). Nowadays, with a modern understanding we will call them tendencies or some such more flexible terms, but remarkably Phillip’s definition seems valid to contemporary scholars. The dream of immigrants have connections with some factors of the immigrants background coming to America. Parillo states that “Ethnic groups came to the New World for economic, political, and religious reasons or sometimes for the adventure of beginning a new life in the New Land” (1985: 110). These ideals came true after they had struggled for many years in the New World. In their national birthday they can see and realize the truth of their dream:

On July 4, 1876 the American Republic celebrated one hundred years of National independence. That century had been characterized by an expansion of territory population, material wealth and power that appeared almost miraculous. That expansion was designed to show that the American experiment had produced a society that was not only morally and ethically superior to that of the Old World, but economically more potent as well (Palludan, 1978: 3-4).

Certainly Americans in their National birthday as in the centennial anniversary 1876 had celebrated the success of their dream. They were proud of their economic wealth, their great cities, their inventions and their political system.

They believed that America had remained a land of opportunity. This land offers to all the chances to improve their material and spiritual ‘well-being’. The upswing of American economic

system, capitalism, invigorated the ideal and reality of the American dream. American experience in the revolution war, in the 'frontier' and its influence strengthened capitalism economically and ideologically. American ideology based on the American Dream is real enough to dominate the labor movement, the agrarian revolts, and the development of American business can be a basis of American individual's way of life to reach psychical and moral success since the qualitative terms. Someone is assumed a worthwhile if he or she works hard and has something to show then. Although there are other measures of human value and dignity, they won't have power of materialistic measurement. The success of the dream seems to be a product of hard work done by the individuals who have strong moral character. So the failures in the land of opportunity are assumed to be those who show their weaknesses and laziness.

Nevertheless, the American nation consists of remarkable diversity of people composing various ethnic, racial and religious background. They came

from every part of the world. These people brought their respective cultures which in many cases differed from one another. They came into the New World as immigrants.

2. The Jazz Age: The emergence of Consumerism in America

The decade of the 1920s, or "The Jazz Age" as Fitzgerald called it, began about the time of the May Day riots in 1919 and ended in October 1929. This decade offered America material prosperity and optimism. America quickly learned that the secret of the good life lay in business and production. The businessman was king. Social criticism and philosophic idealism were regarded as disturbing formulas because the people were tired of empty idealism (Horton & Edwards: 309-15).

Careful discussions of the phrase in recent years, like Dolan's own *Modern Lives: A Cultural Re-Reading of "The Lost Generation"* (1996), also underline the manner in which these words have consistently "illuminated too limited a grouping to explain the full weep of the American 1920s." The

journey by which postwar disillusion in the United States was but temporarily assuaged by the dizzying temptation of excess could never be described simply as loss; however, the ambivalence with which that prosperity was embraced, even in its greatest moments of overindulgence, was evident in the fiction of F. Scott Fitzgerald long before it was proven illusory on the floor of the New York Stock Exchange. This may have been the reason Fitzgerald himself preferred the label “Jazz Age” or the years that “bore him up, flattered him and gave him more money than he had dreamed of, simply for telling people that he felt as they did, that something had been done with all the nervous energy stored up and unexpended in the War.”

More important, the 1920s were the age when the production ethic gave way to consumption ethic; America needed to provide markets for its commodities. People were exhorted to buy, to enjoy newer and more expensive models. More goods were produced and consumed or wasted, money was easier,

to earn or to borrow than before (Garraty: 428).

The booming of America industry no longer left any room for the code of polite behavior. Young people were expected to battle for success. They became reckless and confident, not only about money but also about life in general. As the country grew in wealth, each man began to seek his private interest. They plunged into their personal adventures; they took risk which did not impress them as being risks because they believed in the happy ending (Cowley: 25).

The ideal for the man of the 1920s was, according to Cowley, to be an ‘entire man,’ to be someone who did everything, whether it was good or bad, and who realized all the potentiality of his nature and thereby acquired wisdom. To be admired, the 1920s young man had to do “all sorts of actions and had to possess enough energy and boldness to carry out even momentary wishes” (Cowley: 27). In order to be ‘an entire man,’ he became rebellious and revolted against the older generation. He had to make an absolute break with the

standards of the pre-war generation. He celebrated the value of experiences such as love, foreign travel, good food, partying and drunkenness. Everyone recognized the value of being truthful, even if it hurt their families or their friends and most of all if it hurt themselves (Cowley: 26). Following their own standards, the young generation began to take interest in Jazz. For them “Jazz carried with it the constant message of change, excitement, violent escape, with an undertone of sadness, but with a promise of enjoyment somewhere around the corner of next week, perhaps at midnight in a distant country” (Cowley: 29). The young man heard the message and followed it anywhere. Though they drank too much and danced too much, they also worked hard in order to rise, to earn social rank and to buy new luxurious products.

The automobile, originally a luxury item, became a necessity; when a man has a problem with money, the car was the last thing to sell and when he again had money, the car was the first thing to

buy for the working man (Morison: 448).

Beside production, sport became big business. Professional baseball team played to capacity crowds, and so did boxers and wrestlers. Intercollegiate football attracted millions of spectators, and high-school basketball tournaments became events of state-wide importance. Tennis and golf became popular, while old-fashioned games such as croquet, which required well-kept lawns and family groups, disappeared. Card games became fashionable, and adeptness at bridge came to be as important an ingredient in social success as membership in a country club. The press agents of the sports world created a new crop of heroes with professional athletes completely routing the once revered statesmen, financiers, and generals as major deities in the national shrine (Morison: 452).

The emancipation of women was greatly enhanced in this decade. They won relative equality in education and in suffrage. The greatest changes came in the social and psychological realms. Women, who were supposed to be the

guardians of morality, became more interested in pursuing careers than in being housewives. The divorced rate increased dramatically. The American women, or 'flapper,' as H.L. Mencken had called her, became free in speech and manners: she went to petting parties; danced and drank and smoked until midnight; cut her hair and wore thin and low-cut gowns (Allen: 64).

Most of the returning veterans suffered disillusionment and a great sense of loss when they discovered that their old jobs had been taken by the stay at homes. They were doing nothing but sleeping and drinking and making everyone else miserable. Their experience in Europe had spoiled them. They had no idea how to do something meaningful in life. Horton and Edwards commented that:

It was bitter to return to a home town virtually untouched by the conflict, where citizens still talked with the native fourth of July bombast they themselves had been guilty of two or three

years earlier. It was even more bitter to find that their old jobs had been taken by the stay at home, that business was suffering a recession that prevented the opening up of new jobs, and that veterans were considered problem children and less desirable than non veterans for whatever business opportunities did exist.(318).

A bewildering world-weariness which neither they nor their relatives could understand had developed among them; they felt uncomfortable in their homes and with their conventional materialistic life.

In its confident and eager economic maturity, the country was experiencing spiritual and moral poverty. Church attendance declined sharply because people preferred to pursue material satisfaction (Horton & Edwards: 294). Besides, they were not certain that they were going to meet God when they went to church. With the change in religious

convictions came inevitable change in morals. Young men and women were becoming sophisticated about sex at an earlier age. Actually they could not endure a life without values, but the only values they had been trained to understand were being undermined. Everything seemed meaningless and unimportant (Allen: 81).

During this period the government prohibited the manufacture and sale of alcoholic beverages. However, although prohibition intended to eliminate the saloon and the drunkard from America, it created thousands of unlawful drinking places or "speakeasies." Crime, like smuggling alcoholic beverage, selling medical and industrial alcohol, operating breweries or illicit stills, was also appeared with the resultant excesses. Criminals, like Johnny Torrio, Al Capone, Dion O'Banion, were also product of prohibition. The gang warfare of dispute over domination in Chicago also characterized the 1920s (Allen: 176).

The young generation became the topic of anxious discussion. Their modern dance, according to the fundamentalists, "was impure,

corrupting, debasing, destroying spirituality, increasing carnality" (Allen: 64). Gertrude Stein's phrase 'the lost generation' was applied by Hemingway and Scott Fitzgerald to the disobeyed youth of 1920s, who refused to obey the law or follow the traditional conventions and who created their own life style.

By the middle of the 1920s drunkenness was fashionable; even moderate or reluctant drinkers found that being publicly intoxicated was a means of achieving social acceptance. Those who had not suffered real disillusionment in the war began to imitate the manners of their elders (Horton & Edwards: 320).

Material success brought moral and spiritual laxity. With it, patriotism among the younger generation turned to cynical disillusionment; the church belonged to the institutions of the past because it was no longer able to give security; organized crime, violence and political corruption flourished. As the moral fiber became more relaxed and more permissive, writers began to criticize and analyze the failing of their own society (Morison in Pramesti 1991: 32).

Writers portrayed the situation of the world of the 1920s pessimistically. Sinclair Lewis, with his book Main Street and Babbitt, made the revolt against the small town and against business a popular preoccupation. Lewis satirized the ideals of the smug middle-class society into which he had been born and in which he moved so uneasily. He rebelled against the dullness and provincialism of Gopher Prairie and Zenith City rather than against the moral anarchy of the industrial order which they represented. Lewis, however, was preeminently a product of the twenties. When times changed, he could no longer portray society with such striking verisimilitude.

Hemingway, from the depth of his war time pessimism, wrote about a world of lost values and lost illusions. His book The Sun Also Rises portrayed the aimlessness of a group of American and English expatriates who represented the so called "lost generation" following the disillusionment of World War I, Hemingway's fiction suggested that in order to give meaning of the world, man must search for his own individual way, through action, to live in this world even

if he finds the world disillusioning. Man had to find his own code.

The symbol of the lost generation, in his own mind as well as to his contemporaries and to later critics, was F. Scott Fitzgerald. He rose to sudden fame in 1920s when he published This Side of Paradise, "a somewhat sophomoric novel that captured the fears and confusions of the lost generation and the facade of frenetic gaiety that concealed them" (Garraty: 420). He wrote about the very rich in the post war years, depicting the worlds of glitter and of wealth, of Princeton and the St. Regis Roof, the Riviera and the Ritz bar in Paris, West Egg and Hollywood. He was "the symbol of ambition that can be gratified, of wealth that in the end makes no difference, of pleasure that brings ennui and passion that can not achieve lasting love" (Morrison: 480).

There were many writers who produced important works during this decade. Most of them reflected the disillusionment of the period's intellectuals. They abandoned the pre-war period, a period of progressivism and realism, of hopeful experimentation, which had been inherited from Howells

and the naturalists. The writer became disillusioned, as Garryaty stated, “because of World War I, because of the antics of the fundamentalists, the cruelty of the red-baiters and the philistinism of the dull politicians of the 1920s” (Garryaty: 420).

B. THE RELATION BETWEEN AMERICAN DREAM AND THE ENTREPRENEURIAL SPIRIT ON AMERICAN IN TWENTIES

1. Entrepreneurship in America

a. A Period of Rapid Expansion

The half-century or so following the Civil War was a period of extraordinarily rapid economic growth in the United States. Real gross domestic product (GDP) multiplied more than seven times between 1865 and 1920, and real per capita product more than doubled. As the much higher growth rates of total compared to per capita GDP suggest, the economy expanded more by adding new inputs than it did by increasing productivity. Nevertheless the rate

of increase in per capita product (averaging about 1.7 percent per year over the entire period 1870-1920) was higher than ever before in U.S. history, and total factor productivity grew from an index value of 51.0 in 1889, the first year for which figures are available, to 81.2 in 1920 (1929=100). These productivity figures, moreover, greatly underestimate the extent of technological progress. Because they are calculated as residuals, they do not capture improvements embodied in capital or other inputs to production (Susan B. Carter, 2006: 23).

Although many factors contributed to the extensive growth of the period, including high rates of immigration and a substantial rise in the savings rate, perhaps the most important was the expansion and improvement of the nation’s transportation and communications network. This development permitted the abundant agricultural and mineral resources of the western parts of the country to be brought into profitable production. It also

contributed to the rise of per capita income, most obviously by making it possible to exploit economies of scale and to concentrate production in areas of the country that for one reason or another had a comparative advantage. During this period industry became both more regionally specialized and increasingly dominated by large-scale enterprises (Sukkoo Kim, 1995: 81)

Another important way in which improvements in transportation raised per capita income was by stimulating technological innovation and entrepreneurship. As entrepreneurs responded to the new opportunities for profit provided by the country's rapidly growing markets, per capita patenting rates soared and technology advanced in directions that were so novel as to constitute a Second Industrial Revolution.

Entrepreneurs formed startup enterprises to exploit cutting-edge developments in new industries such as steel, electricity, chemicals, and automobiles, pushing the

frontiers of technological knowledge continually outward and dramatically transforming American society in the process. Indeed, so many people came up with so many new technological ideas and founded so many new businesses during this period that it has generally been considered a golden age for both the independent inventor and the entrepreneur (Thomas P. Hughes, 1989: 30)

b. The Entrepreneur's Status in American Society

If ever there was a time or place when entrepreneurs were the most admired figures in society, it was the United States during the late nineteenth century. Americans knew the names and avidly followed the exploits of the period's "captains of industry." They devoured the rags-to-riches novels of Horatio Alger, poured over P. T. Barnum's *The Art of Money-Getting* and other success manuals, and turned out by the hundreds of thousands to hear the Revered Russell Conwell deliver his how-to-get-rich lecture, "Acres of Diamonds."

There was no higher goal for a young American male to pursue during this period than to become a “self-made man”—to make a great deal of money through dint of his own hard work and “pluck.” (Irvin G. Wyllie, 1954: 16).

Of course, the number of people who actually rose all the way from rags to riches was very small. Studies of the origins of the country’s business leaders showed that the vast majority had middle- or even upper-class backgrounds. Nonetheless, there was significant upward mobility during this period, and the extent of this mobility seems to have been great enough to give real substance to the myth. After studying iron, locomotive, and machinery manufacturers in nineteenth-century Patterson, New Jersey, Herbert Gutman concluded that “so many successful manufacturers who had begun as workers walked the streets of that city” that the idea that “hard work” resulted in spectacular material and social improvement” was entirely believable. Such examples were

powerful incentives to entrepreneurship because they showed that the way to move upward in society was to start one’s own business. Indeed, in the late nineteenth century to be an employee (even a genteel, white-collar employee) was to forsake a life of striving for a condition of “dependency”—itself a sign of moral failing (Cindy Sondik Aron, 1987: 37).

This was the era when Social Darwinist ideas were in the ascendancy, and they were more influential in the U.S. than anywhere else. According to this view, business people were engaged in a competitive struggle. Only the fittest would succeed. Moreover, because Americans of the time thought the qualities that determined who was fittest were the Protestant virtues of hard work, thrift, and probity, success was taken to be a sign of a man’s moral worth. Judgments of creditworthiness during this period were primarily judgments of character. Men who failed in business had not only

proved themselves unfit in a Darwinian sense, they had demonstrated serious moral deficiencies. This idea that failure reflected inner weaknesses was so powerful that movements like the Populists had to rebuild the self-esteem of farmers hit hard by forces beyond their control in order to mobilize them politically. The Populists organized networks of cooperative enterprises in order to relieve farmers' economic distress but also with the aim of substituting an ethic of mutual self-help for the ideal of the self-made man (Lawrence Goodwyn, 1978: 12).

The characters in *The Great Gatsby* were the people of twenties. At this time American Dream had specific kind and version. But of course the American Dream still has its typical goal from time to time, i.e. wealth, success and fame.

Just like many Americans, almost every character in *The Great Gatsby* dreamt of being wealthy, successful and famous. Only Nick Carraway, the wise man who could learn

his lesson at last and could see through the reality. Thus he could manage his dream wisely and he did not make too much desires and dreams. He was the only character who was safe and was not trapped with the American Dream.

The issues of American Dream found in *The Great Gatsby* are:

1. Wealth

Almost every character in this novel dreamt about being wealthy. Jay Gatsby, Tom Buchanan, Daisy Fay and Myrtle Wilson were the examples of people who were materialistic and placed money as their main goal. This condition had led them to run their own businesses in the pursuit of their desires. For the sake of material comfort and "dignity" they were dreaming of, they justified the means. They did not care the legality of the way they took to achieve their goals; as long as it worked out well and gave them benefits, they selfishly do it. Because legality and illegality were determined by religion and society only. The most important point is to have spirit in being entrepreneurs.

The main character here, Jay Gatsby held some illegal and illicit businesses to become the rich and powerful Great Gatsby to make his woman which voice was “full of money” come back to him.

“that drug-store business was just small change,’ continues Tom slowly, ‘but you’ve got something on now that Walter’s afraid to tell me about’ (Fitzgerald, 1925: 135).

‘Yes,’ His eyes went over it, every arched door and square tower. ‘It took me just three years to earn the money that bought it’ (1925:91).

Different from Gatsby who was born poor and got his wealth by doing some illegal business and, Tom Buchanan inherited his enormous wealth from his ancestor. The power that was given by his wealth had made Tom very

arrogant and did everything to keep his wealth last forever. The same as Tom, Daisy Fay was also very selfish and heartless to maintain her extravagant life. Sometimes they even sacrificed others to keep their lives on.

His family were enormously wealthy – even in college his freedom with money was a matter of reproach – but now he’d left Chicago and come East in a fashion that rather took your breath away; for instance, he’d bought down a string of Polo ponies from Lake Forest. It was hard to believe that a man in my own generation was wealthy enough to do that (1925:6).

They were careless people, Tom and Daisy – they smashed up things and

creatures and then retreated back into their money or their vast carelessness, or whatever it was that kept them together and let other people clean up the mess they had made...(1925: 146).

Unlike Daisy who came from a rich family, Myrtle Wilson was born poor like Jay Gatsby. She was not as beautiful as Daisy Buchanan but she also had a dream to be wealthy or at least to be wife of a wealthy man. The luck could make her be a mistress of the rich Tom. Being Tom's mistress had made Myrtle thought that her dream of being wealthy was about to come true. She hoped someday she would be Tom's wife so that she could enjoy the wealth that Tom had.

2. Success

Every character of this novel had this kind of dream. Even Nick Carraway dreamt to be a successful businessman and it was the reason why he moved to the East to learn the bond business.

Instead of being the warm centre of the world, the Middle West now seemed like the edge of the universe – so I decided to go East and learn the bond business. Everybody I knew was in the bond business, so I supposed it could support one more single man (1925: 3).

The garage and gasoline stand keeper, George Wilson also had a dream to be successful in his business although he did not have any possible access to make it come true. Only Tom's false promise to sell his car could make him sure to renew his business. However, he still has spirit in maintaining his business.

'Hello, Wilson, old man,' said Tom, slapping him jovially on the shoulder. 'how's business?'

‘I can’t complain,’ answered Wilson unconvincingly, ‘When are you going to sell me that car?’

‘Next week; I’ve got my man working on it now’ (1925: 25).

Jordan Baker, Tom Buchanan, and Gatsby also dreamt of success in their own business. Jordan Baker even often did something bad and dishonest to get what she wanted.

When we were on a house-party together up in Warwick, she left the borrowed car out in the rain with the top down, and then lied about it – and suddenly I remembered the story about her that had eluded me that night at Daisy’s. At her first big golf tournament there was a row that nearly reached the

newspapers – a suggestion that she had moved her ball from a bad lie in the semi-final round. The thing approached the proportions of a scandal – then died away. A caddy retracted his statement, and the only witness admitted that he might have been mistaken (1925: 58).

Gatsby, Tom, Daisy and Jordan Baker were examples of the moral failure in the twenties. They often cheated and did bad things to get what they called “success”. This often harmed others and even themselves.

They were careless people, Tom and Daisy – they smashed up things and creatures and then retreated back into their money or their vast carelessness, or what ever it was that

kept them together,
and let other people
clean up the mess they
had made.... (1925:
180-181).

3. Fame

Jay Gatsby, Jordan Baker, Tom Buchanan and Daisy Fay also wanted to get this kind of dream. They did everything in order to be famous and well-known. Daisy Buchanan used her charm, beauty, and wealth to get it. Other characters also took any scandals; i.e. Tom and Gatsby did everything so that people would make a sight towards them and remembered them all the time. Gatsby used his elaborate parties and fabulous wealth and Tom used the fashion he wore and his way of life; such as travelling all over interesting places in the world and held an enormous wedding party when he got married with Daisy.

Jordan Baker also cowardly made a cheat in her golf tournament since she thought that being the winner would make her very famous.

4. Education in College

Every young men and women of the twenties dreamt to get an education in a college to raise their prestige and social status. Tom and Nick were examples of the educated young men from New Haven University.

I graduated from New Haven in 1915, just a quarter of a century after my father, and a little later I participated in that delayed Teutonic migration known as the Great War (1925: 3).

Gatsby once went to Oxford University but he left because he had not realized yet about the importance of being educated. But then, he told everybody that he was from Oxford University since he knew that college's education could raise one's status.

'... I was brought up in America but educated at Oxford, because all my ancestors have been educated, there

for many years. It is a family tradition' (1925: 65).

5. Freedom and Liberty

The era of the twenties was the new era of the United States. Everything in this era was changed and new including lifestyle and the way of thinking. The young generations dreamt of being free to live on their way.

I liked to walk up Fifth Avenue and pick out romantic women from the crowd and imagine that in a few minutes I was going to enter into their lives, and no one would ever know or disapprove (1925: 57).

...so I decided to go East and learn the bond business. Everybody I knew was in the bond business, so I supposed it could support one more single man. All my

aunts and uncles talked it over as if they were choosing a prep school for me.... (1925: 3).

C. THE OCCURENCE OF ENTREPRENEURIAL SPIRIT ON THE CHARACTERS OF THE GREAT GATSBY

1. The Factors of Business Owning on Characters

The factors that influence why the characters in *The Great Gatsby* have a highly entrepreneurial spirit are similar to the factors that most American in twenties had, such as:

1. Love and wealth

Jay Gatsby in this novel dreamt about having back his love to Daisy. That is why he placed money as the means to reach his goal. This condition had led him to run his some illicit and amoral businesses in the pursuit of his desires. He was considering them as the best and the fastest way in getting his love back. He did not care the legality of the way he took to achieve his goals; as long as it worked out well and gave him

benefits, he selfishly do it. Because legality and illegality were determined by religion and society only. The main character here, Jay Gatsby held some illegal and illicit businesses to become the rich and powerful Great Gatsby to make his woman which voice was “full of money” come back to him.

“that drug-store business was just small change,” continues Tom slowly, “but you’ve got something on now that Walter’s afraid to tell me about” (Fitzgerald, 1925: 135).

‘Yes, ’His eyes went over it, every arched door and square tower. ‘It took me just three years to earn the money that bought it’ (1925: 91).

Different from Gatsby who was born poor and got his wealth by doing some illegal business and, Tom Buchanan inherited his enormous wealth

from his ancestor where he could feel free travelling to a number of interesting places in the world. It could be concluded from this phenomenon that Tom Buchanan was also an entrepreneur where he had more leisure time and nobody was able to command him in making money and also in living his life. The power that was given by his wealth had made Tom very arrogant and did everything to keep his wealth last forever. The same as Tom, Daisy Fay was also very selfish and heartless to maintain her extravagant life. Sometimes they even sacrificed others to keep their lives on.

His family were enormously wealthy – even in college his freedom with money was a matter of reproach – but now he’d left Chicago and come East in a fashion that rather took your breath away; for instance, he’d bought down a string of Polo ponies

from Lake Forest. It was hard to believe that a man in my own generation was wealthy enough to do that (1925:6).

They were careless people, Tom and Daisy – they smashed up things and creatures and then retreated back into their money or their vast carelessness, or whatever it was that kept them together and let other people clean up the mess they had made... (1925: 146).

Unlike Daisy who came from a rich family, Myrtle Wilson was born poor like Jay Gatsby. She was not as beautiful as Daisy Buchanan but she also had a dream to be healthy or at least to be wife of a wealthy man. The luck could make her be a mistress of the rich Tom. Being Tom's mistress had made Myrtle thought that her dream of being wealthy was about to come true. She

hoped someday she would be Tom's wife so that she could enjoy the wealth that Tom had.

2. Success

Nick Carraway moved to the East to learn business as an attempt to reach his dream to be a successful businessman. As well every character of *The Great Gatsby* novel had this kind of dream.

Instead of being the warm centre of the world, the Middle West now seemed like the edge of the universe – so I decided to go East and learn the bond business. Everybody I knew was in the bond business, so I supposed it could support one more single man (1925: 3).

Although he did not have any possible access to make it come true, George Wilson, the garage and gasoline stand keeper also had a dream to be

successful in his business. To renew his business, only Tom's false promise to sell his car could make him sure. However, he still has spirit in maintain his business.

'Hello, Wilson, old man,' said Tom, slapping him jovially on the shoulder. 'how's business?'

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Gatsby, Tom, Daisy and Jordan Baker often cheated and did bad things to get what they called "success". This

often harmed others and even themselves. These were examples of the moral failure in the twenties.

They were careless people, Tom and Daisy – they smashed up things and creatures and then retreated back into their money or their vast carelessness, or what ever it was that kept them together, and let other people clean up the mess they had made.... (1925: 180-181).

3. Fame

Jay Gatsby, Jordan baker, Tom Buchanan and Daisy Fay also wanted to get this kind of dream. They did everything in order to be famous and well-known. Daisy Buchanan used her charm, beauty, and wealth to get it. Other characters also took any scandals; i.e. Tom and Gatsby did everything so that people would make a sight towards them and remembered them all the time.

Gatsby used his elaborate parties and fabulous wealth and Tom used the fashion he wore and his way of life; such as travelling all over interesting places in the world and held an enormous wedding party when he got married with Daisy.

Jordan Baker also cowardly made a cheat in her golf tournament since she thought that being the winner would make her very famous. But the writer think it is a such kind of her strategy in winning the match.

4. Education in College

Every young men and women of the twenties dreamt to get an education in a college to raise their prestige and social status. It happened also in this novel that reflected that era where Tom and Nick were examples of the educated young men from New Haven University.

I graduated from New Haven in 1915, just a quarter of a century after my father, and a little later

I participated in that delayed Teutonic migration known as the Great War (1925: 3).

Gatsby once went to Oxford University but he left because he had not realized yet about the importance of being educated. But then, he told everybody that he was from Oxford University since he knew that college's education could raise one's status.

....I was brought up in America but educated at Oxford, because all my ancestors have been educated, there for many years. It is a family tradition' (1925: 65).

5. Freedom and Liberty

The era of the twenties was the new era of the United States. Everything in this era was changed and new including lifestyle and the way of thinking. The young generations dreamt of being free to live on their way.

I liked to walk up Fifth Avenue and pick out romantic women from the crowd and imagine that in a few minutes I was going to enter into their lives, and no one would ever know or disapprove (1925: 57).

.....so I decided to go East and learn the bond business. Everybody I knew was in the bond business, so I supposed it could support one more single man. All my aunts and uncles talked it over as if they were choosing a prep school for me.... (1925: 3).

D. RELIGIOUS TEACHING EFFECTS IN GAINING SUCCESS

1. Growing Entrepreneurial Spirit

Religion as a teaching means functions as a normative ideology in human sociological consciousness. In this case, Geertz (1974:90), says religion even can function to build and support the strength and motivate someone to reach the reality. Religion then becomes a value system which affects the inner and spiritual life and cover all human activities. It means an activity can be an implementation of religious teachings, or at least religion supports, affects and determines the working spirit of its believers.

One of the most popular studies about the relation between religion and the working spirit is “The Protestant Ethic and the Spirit of Capitalism” (Talcott Parson: 1958) by Max Weber. He said in his book that modern capitalism emerged as a cumulative result of social strength, politics, economy, and religion that is deep rooted from European history. However, from reformation era until 18th century, the influences of religion were determined. Weber analyzed that religion especially protestant as a determined factor which affects capitalism spirit (Turner, 1974:

7). He wanted to show us that structural factor and mind pattern (ideas and values) must be analyzed equally and carefully, so religious behaviors and economic behaviors are able to be understood perfectly.

Based on Weber’s analysis, Warner Sombart reveals that religion and church systems absolutely can give some influences on economic behaviors with different ways. The strengths of those systems will assist our mind to reach the goal. Those effects, directly or indirectly will give particular stimulation and motivation. It is not a surprise, because the history of the capitalism spirit equally emerged with the history of church and religion systems (Green, 1959: 29). Therefore, we can conclude that modern capitalism spirit is traditionally symbolized by a unique combination of desire to get wealth by running some businesses. On the other hand, followed by carrying on the religious teachings consistently.

Protestant ethics transforms some pressures to avoid laziness, develop diligent spirit, discipline in working, and having high spirit in completing daily

routines, especially in running economic activities (Johnson, 1986: 238). The relation between carrying on the religious teachings and the economic behavior can be seen as elective affinity between particular ethics that are from religious teachings and economic motivation that is needed for capitalism development. In history there have been four principal forms of ascetic Protestantism – Calvinism, Pietism, Methodism and Baptism that have noted the amazing and remarkable success in economic at the beginning of modern capitalism development (Weber, 1982: 53).

In protestant Ethic (1958), Weber reveals that how important the predestination in Calvinist faith. The main idea is how the Calvinists believe that they are included chosen people?. In Calvinism theology, there is what we called multiple predestination which make Calvinists confused whether they are included in chosen people or in condemned people?. Because the Calvinist God is so transcendent, so they face some serious problems in uncertain religion. This circumstance insisted

Calvinists to find out “Certitudo Salutis”, which Weber (1982:66) said as an indication that they are included among chosen people that salved to heaven. Thus, succeeding in running businesses and being wealthy for the God glory is believed as a “sign” or “confirmation” that they are included chosen people or Weber called it as “The God blessing sign”. Here also was seen in Fitzgerald’s *The Great Gatsby* explained as follows: honesty, discipline, and diligence.

2. Social Awareness

- Party/ alcoholic drinking party

The symbol for what Gatsby dreamt of is his parties. At Gatsby’s fabulous estate:

Every Friday five crates of oranges and lemons arrived from a caterer in New York- every Monday these same oranges and lemons left his back door in a pyramid of pulpless halves. There was a machine in the kitchen which could extract the juice of two hundred oranges in half an hour if a little button was pressed two hundred times by a butler’s thumb (39).

There are other evidences of preparations for an elaborate party:

“On buffet tables, garnished with glistening hors-d’oeuvre, spiced baked hams crowded against salads of harlequin design and pastry pigs and turkeys bewitched to a dark gold” (39-40), In the main hall a huge bar was stocked with all the liquors the law had forbidden. At seven in the evening the orchestra for the party makes its appearance, “a whole pitful of oboes and trombones and saxophones and viols and cornets and piccolos, and low and high drum” (40). When the guests come, the cars are parked “five deep in the drive” (40). The guests are not invited, they just went there” and afterward “conducted themselves according to the rules of behavior associated with amusement park” (41).

- **Generosity**

Gatsby tried to launch his social interactions by throwing big and lavish parties. At least once a fortnight a corps of caterers came down with several hundred feet of canvas and enough

colored lights to make a Christmas tree of Gatsby’s enormous garden.

The action of this great man then became more irrational. Supported by the wealth he had, every week he held fabulous parties in order to attract Daisy’s attention. He badly hoped that someday Daisy Fay would come to one of his parties and he would show her that he was not the old poor Gatsby anymore. The present Gatsby was the Great Gatsby who was very different from the past. He would make this beautiful woman see that he had everything she wanted; a large amount of money, enormous house with luxurious furniture, marble swimming pool, jewelries, dozen of silk shirts and elaborate parties.

There was music from my neighbor’s house through the summer nights. In his blue gardens men and girls came and went like moths among the whisperings and the champagne and the

tars. At high tide in the afternoon I watched his guests diving from the tower of his raft, or taking the sun on the hot sand of his beach while his two motor boats slit the water of the Sound, drawing aquaplanes over cataracts of foam. On week-ends his Roll-Royce became an omnibus, bearing parties to and from the city between nine in the morning and long past midnight, while his station wagon, scampered like a brisk yellow bug to meet all trains. And on Mondays eight servants, including an extra gardener, toiled all day with mops and scrubbing brushes and hammers and garden-shears, repairing the

ravages of the night before (1925: 39).

CONCLUSION

Entrepreneurial spirit occurred not only for gaining wealth, success, fame and prosperity reasons but also it was influenced by a number of other factors. It was clearly depicted in *The Great Gatsby* novel that Gatsby was encouraged by some reasons in reaching his wealth and success in short time. Besides, the 1920s were the age when the production ethic gave opportunities

to consumption ethic where America needed to provide markets to its commodities. People have more chances to buy, to enjoy newer and more expensive models. The condition was highly different than before, it was seen in more goods were produced and consumed, money was easier to earn or to borrow. The effects of this condition that the people celebrated the value of experiences.

The decade of the 1920s or “The Jazz Age” as Fitzgerald called it, the manufacture and the sale of alcoholic beverages were prohibited by the government. However, although it was for eliminating the saloon and the drunkard from America, thousands of unlawful drinking places or speakeasies were created. It was the result of the economic growth of the people that encourage them to extend their businesses in this sector. Besides, it was also the result of the high spirit of the young in gaining material prosperity where young people were expected to battle for success. Success here was signed and completed not only by becoming wealthy people but also by

celebrating the value of experiences such as love, foreign travel, good food, partying and drunkenness.

The income was increased from year to year as well as the increasing of entrepreneurial spirit of the people at the time. Many settlers earned money and lived their lives by running their own businesses. The new prosperity was made possible due to the efficiency which came out as the result of the new invention as well as innovation of technology and the professional management in the production sector. Machines replaced crude labor workers in many sectors in a startling rate, assembly line system using an endless chain conveyor applied by Ford so the mass production was possible while its cost could be reduced to a minimum. Many people had radio and more than one cars also having parties that involved technology in them. Everything changed into the new ones. Music, lifestyle, hair-style, clothes and the way people thinking also changes. Along with the spread of modernization, the moral failure also occurred in this time, it was seen from the characters of F.

Scott Fitzgerald's *The Great Gatsby* that run illegal and illicit businesses in order to gain wealthy instantly.

The Great Gatsby which took Long Island, New York as the setting of place and the twenties as the setting of time Fitzgerald would say that the people at the time had high spirit in business but unfortunately, they still faced problem with the morality by running and having illicit businesses. American people lost their balance due to the people's decline in morals. People became more materialistic and they run their businesses without seeing the lawfulness and legality of their products. They just paid attention and thought about how quick they could reach their wealth and happiness. They valued human beings with the wealth they had in possession. Wealth no longer became a means to an end but the end of life itself which they should pursue as much and as quick as possible

This land is settled by the explorers and the settlers that have their own dream which is different from one to another. The dream that was offered by the richness and potentiality of this

land to attract many people moving there and try their fate and fortune in the "New Garden of Eden" later is well known as American Dream and its ultimate goal is the happiness. Everyone who wants to succeed in gaining of happiness should consider the rules which implicit in American Dream that relating to moral and religious values in gaining it. Ordinary religion consists of norms and rules was used by the first settlement to lead them in pursuing their goals namely success, riches, reputation, conscience, good will to men, contentment and the favor of God. People should use the "Ladder of Fortune" to reach these achievements that consists of industry, temperance, prudence, integrity, economy, punctuality, courage and perseverance. People should also consider material values consist of morality and honesty in order to be successful besides those material rules above.

The Protestant ethic was a religious heritage and at the same time a cultural value which came out of Protestantism, a major religious and cultural tradition on which America

came to be centered around. The Protestant ethic contains a basic ideology which underlined the moral values of the people in this age.

Considering the values of the Protestant ethic as the basic ideology of the standard measure of morality; it is concluded that crime and corruption burgeoned in the twenties horribly because physical development which had brought the country to its impressive prosperity in this era was not proportionally balanced by the country's development in morals.

The best examples of how the gain of material comfort set aside religious and spiritual values were American dreamers in the twenties with their illicit businesses which was characteristically moral. Cheating, stealing, violence, crimes and corruptions decline the moral and spiritual of the dreamers because money became the chief goal of life itself, not as the means to pursue the goal.

The struggle of *The Great Gatsby's* characters to pursue happiness as the last goal of American Dream was

shown by F. Scott Fitzgerald. Most of the characters in *The Great Gatsby* as the people of twenties also placed material gain such as money, love, success, fame and wealth as their last goal. In gaining their dreams, they sometimes even took no care of moral and spiritual values. The wealthy Gatsby, Daisy, Tom and Jordan Baker lived restlessly and unhappily, it was nicely and clearly depicted by F. Scott Fitzgerald. This novel is such a kind of Fitzgerald's critics toward people who interpreted American Dream into the material gains only so they lived and dedicated their lives for attempting them. Hence, happiness was failed to be attempted in their lives. Besides, Gatsby himself implemented the religious teachings that he understood by holding remarkable and fascinating frequent parties and inviting people around to attend it in his great mansion. The pursuit of happiness is the real purpose of American Dream. Money, love, success, fame and wealth are only the means to get the happiness.

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