REVEALING THE IDEAS OF SOCIETY THROUGH CULTURAL MYTHS IN THE NOVEL *THE WONDERFUL WIZARD OF OZ* BY L. FRANK BAUM

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Abstract	Article Information
This paper studies forms of ideas of society through cultural myths. There are two research questions for this research: What are the forms of ideas of society, and How do the ideas of society reveal through cultural myths in the novel the wonderful wizard of oz? This research aims to uncover the three forms of society as through five cultural myths. This research uses Roland Barthes' semiotic theory and Emile Durkheim's theory of ideas of society, approached through sociological literature. The study employs a qualitative research method to present the findings descriptively. The data is collected from The Wonderful Wizard of Oz, then examined and analyzed the data in the form of excerpts. The result of the research in this study, there are three ideas of society: 1) 19 data of collective notions, 2) 16 data of beliefs, 3) 5 data of conceptual framework. The researcher founds there are four cultural myths that reveal ideas of society: 1) 9 data of moral lessons, 2) 15 data of cultural values, 3) 9 data of societal norms, 4) 7 data of political symptoms. This research found that cultural values reveal collective notions more prominently than the three other cultural myths. ***Keywords****: Ideas of Society, Cultural Myths, Semiotic, The Wonderful Wizard of Oz, Movie.*	

INTRODUCTION

An idea is a structured concept within the mind or feelings that completely envelops thoughts. In simpler terms, it is something that emerges in the mind, pre-planned or already well-organized. Ideas usually arise in response to a problem that needs solving, or they can occur spontaneously when someone is contemplating something for a specific activity. It manifests in the mind of an individual, already neatly arranged. Essentially, an idea signifies the result of thinking. According to Soekanto (1993), he asserts that an idea is the initial step

in the creative process. Discovering an idea involves reflecting and observing the surrounding environment. From these two perspectives, this concluded that an idea is a blueprint for creating a concept to achieve success.

In this research, the researcher focuses on the ideas of society in the novel "The Wonderful Wizard of Oz." The ideas of society found in this literary work encompass the dynamics of society, interpersonal relationships, as well as reflections of values and norms prevalent in its time. Through the exploration of these ideas, the researcher seeks to uncover the deeper meaning embedded in social interactions among the main characters and their surroundings. The goal of this research is to provide new insights into how social ideas are reflected in literary work and how the author presents and depicts the complexity of society through the storytelling. Thus, this study is expected to contribute to our understanding of the relationship between ideas and social dynamics embedded in this classic literary work.

Researcher discusses ideas of society through cultural myths in the novel The Wonderful Wizard of Oz. The researcher would base their study on Roland Barthes' theories. According to Barthes (2011:151), mass culture myths are a type of talk or speaking. Therefore, myths are interpreted as a communication system; a myth is a message. The researcher looked at the issue, the researchers chose the theories that matched the problem, namely, investigating the mass cultural myths of Roland Barthes and literary works.

The researcher discusses on two variables. there are cultural myths and how it describes to ideas of society, which distinguishes this study from others that use the same object. Researcher current research that the researcher found mostly focus solely on the its analysis ideas of society. The researcher conduct this study because the novel contains various ideas of society that are relate to the cultural myths that exist in the novel. The novel not only has an engaging plot and diverse characters, but it also provides an in-depth look at how society understands and interprets various cultural myths. Of all has been discuss above, this research is entitled Revealing The Ideas Of Society Through Cultural Myths In The Novel The Wonderful Wizard Of Oz by L. Frank Baumann.

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LITERATURE REVIEW

Ideas of Society by Durkheim

According to Durkheim (1956), collective ideas are formed through social interaction. In particular, Durkheim had in mind the close interaction between families and small communities, groups of people who shared the same religion, who might eat together, work together, and spend leisure time together. But all around him, Durkheim observed evidence of rapid social change and the waning of these groups.

In this research, Durkheim divide ideas of society into three main parts to reveal these concepts. The third part is: Collective Notions, Beliefs, and Conceptual Framework. By dividing ideas about society into these three categories, by using Durkheim's theory researcher try to reveal various ideas of society.

   1. **Collective Notions**

Collective representations are symbols that hold the same meaning for all members of a group and enable them to feel a sense of unity with one another. These collective representations demonstrate the ways in which group members perceive themselves in relation to the objects that influence them.

2. Beliefs

Beliefs are convictions or acceptances that certain things are true or real. They can range from religious and spiritual beliefs to scientific convictions and personal values. Beliefs influence how individuals perceive the world, make decisions, and behave. They are often shaped by cultural, social, and personal experiences, and can be deeply ingrained or subject to change over time. Beliefs play a fundamental role in guiding individuals' attitudes, actions, and interactions within their social and cultural contexts.

3. Conceptual Framework

A conceptual framework for studying myths involves organizing and connecting various elements, such as cultural narratives, archetypes, symbols, and societal functions. This framework helps in understanding how myths shape and reflect societal values, beliefs, and behaviors. In this research, researchers divide ideas of society into three main parts to reveal these concepts. The third part is: Collective Notions, Beliefs, and Conceptual Framework. By dividing ideas about society into these three categories, researchers try to reveal various ideas of society.

Semiotic by Roland Barthes

Roland Barthes (1915 – 1980), a prominent figure in semiotics, introduce the concepts of denotation and connotation as fundamental aspects of semiotic analysis. Denotation refers to the basic, literal meaning of a sign or symbol, representing its primary and widely accepted interpretation. It is the surface-level, objective understanding that is universally agreed upon. On the other hand, connotation involves the secondary or cultural meanings associated with a sign, extending beyond its literal interpretation. Connotations are subjective and context-dependent, influenced by cultural, social, or personal factors. Barthes emphasized that connotations add layers of complexity to the meaning of signs, allowing for a richer, more nuanced understanding of symbols within different cultural and social contexts. This distinction between denotation and connotation is crucial for unraveling the multi-faceted meanings embedded in signs and symbols across various forms of communication and expression.

1. Denotation

According to Barthes (1967), denotation is the first order of signification. It refers to the simple or literal relationship of a sign to the references; signifier and signified. Denotation is the step of the sign which explains the relation between signifier and signified producing the explicit meaning. Denotation meaning is also a common meaning which is accepted and approved in society.

2. Connotation

Barthes (1967, p.91) defines connotation is the second order of signification comprises signifiers, signified. In the framework of Roland Barthes, the connotation is a sign which derives from the signifier of a denotative sign (so denotation leads to a chain of connotation). Barthes gives the priority to connotation and he notes that is not easy to separate the signifier from and signified. For Barthes, important factor of connotation is signifier in first order is Connotation sign.

3. Myth

The myth is understood as "something that is commonly considered true but is actually contrary to the facts." Although these opinions may not necessarily be true or approved by the general public, the myths they are talking about are a type of modern myth. According to Roland Barthes (2011:151) he divides myths into two categories, namely traditional myth and modern myth. Traditional myths are related to sublime nature, spirituality, and superstition. Modern myths are shape by and influenced by symptoms that emerge in today's society, such as political symptoms, sports, movies, television, and the press.

RESEARCH METHODOLOGY

The type of research used was qualitative descriptive since the researcher of this study collected data in the form of sentences for the research's subject. By employing this method, the researcher aims to provide a comprehensive description and understanding of the issues present in the literary work under research. Through the collection and analysis of relevant textual data, this research seeks to offer valuable insights into the phenomena that occurred and the interactions between characters in society ultimately contributing to a deeper comprehension of the work as a whole. The researcher used both primary and secondary data sources in this study. The Wonderful Wizard of Oz by L. Frank Baumann served as the primary source of data for this study, and data from books, websites, journals, theses, and articles, is how the researcher got the secondary data in this study.

FINDINGS AND DISCUSSIONS

The Forms Ideas of Society

In this section, the researcher explains the types of Ideas of Society such has Collective Notions, Beliefs, and Conceptual Framework. The researcher found 18 excerpts.

1. Collective Notions

Collective representations are symbols that hold the same meaning for all members of a group and enable them to feel a sense of unity with one another.

> "He is more powerful than all the rest of us together. He lives in the city of emeralds." (Baum, 1900, p. 17)

Signifier: These are the actual words or phrases used "He," "more powerful," "rest of us," and "city of emeralds." The words here are the symbols that we use to communicate an idea. Signified: This is the concept or idea that the signifier points to. For instance: "He" refers to a specific, powerful individual.

In this case refer to the shared collective notions held by a society or group about the power and greatness of someone perceived as superior to others. The statement 'He is more powerful than all the rest of us together' reflects the collective view of the character's superiority and authority. Furthermore, 'He lives in the city of emeralds' reinforces this myth by placing the character in a location considered special or magical, which enhances the impression that this character possesses extraordinary status and power in the eyes of the community.

2. Beliefs

Beliefs are convictions or acceptances that certain things are true or real. They can range from religious and spiritual beliefs to scientific convictions and personal values. Beliefs influence how individuals perceive the world, make decisions, and behave.

> "For I have never been there. It is better for people to keep away from us, unless they have business with him. But it is a long way to the Emerald City, and it will take you many days. The country here is rich and pleasant, but you must pass through rough and dangerous places before you reach the end of your journey." (Baum, 1900, p. 25)

Signifier (Penanda): "I have never been there.", Signified (Petanda), Signified (Petanda): "I have never been there" signifies ignorance or detachment from a central authority or goal, reflecting belief in localized, self-sufficient living. The statement that "it is better for people to stay away from us, unless they have business" reflects a belief in the importance of keeping a distance from places or situations that are unfamiliar or considered dangerous, unless there is a good reason to approach them. This belief is reinforced by the description of a long journey filled with obstacles and dangers before reaching the desired destination, the Emerald City. This idea suggests that within society, there is a collective belief in the importance of preparation, vigilance and courage when facing life's challenging journeys. It also reflects the belief that while a goal may seem lucrative and attractive, the path to reach it is often difficult and dangerous, thus demanding endurance and perseverance.

3. Conceptual Framework

A conceptual framework for studying myths involves organizing and connecting various elements, such as cultural narratives, archetypes, symbols, and societal functions.

> "Whoever owned it could call three times upon the Winged Monkeys, who would obey any order they were given. But no person could command these strange creatures more than three times." (Baum, 1900, p. 105)

Signifier (Penanda), "Winged Monkeys", Signified (Petanda), "Winged Monkeys": A magical, mythical group of creatures with specific powers and limitations. In this conceptual framework excerpt, the artifact or magical object that allows its owner to summon the

Winged Monkey three times illustrates the concept of limited and conditional power. The power granted by this object is not absolute, but is governed by a clear rule that it can only be used three times. This limitation reflects the idea that although one can gain control over great power, that power is still limited by certain laws or rules that cannot be broken. This concept can be applied in a broader analysis of how narratives or myths often portray power as something that has intrinsic limits, preventing abuse or overuse. It also suggests that control over supernatural entities or powers often comes with responsibilities and limitations, ultimately teaching that power should not be used carelessly. In a broader context, it reflects the belief that there are moral or natural rules governing the use of power in life.

The Ideas of Society through Cultural Myths

To reveal the ideas of a society, researchers can utilize cultural myths as a powerful analytical tool. Cultural myths not only reflect the beliefs and values of a society, but also serve as a mirror that shows how the society understands itself and the world around it. By analyzing these myths, researchers use Roland Barthes Myth Semiotic theory. According to Barthes, there are two categories of myths, traditional myths and modern myths.

1. Traditional Myth

Collective notions of sublime nature refer to shared ideas in society about the majesty of nature that transcends ordinary human understanding and experience. Sublime nature is often depicted as an immense and terrifying force of nature, such as towering mountains, boundless oceans, or violent storms, which elicit feelings of both awe and fear in humans.

> These houses were quite small, the biggest of them reaching only as high as Dorothy's waist. There were also pretty little barns, with China fences around them; and many cows and sheep and horses and pigs and chickens, all made of China, were standing about in groups. (Baum, 1900, p. 163)

Signifier (Penanda), "China Fences", Signified (Petanda), "China fences": Symbolizes delicacy, craftsmanship, and perhaps a sense of tradition or preservation. In this context, nature and elements of life that are usually large and strong-such as farm animals and buildings-are rendered in tiny, fragile forms made of porcelain. Sublime nature, which is usually associated with great power that elicits a sense of awe and wonder, is here transformed into something soft and breakable, yet still reflecting the beauty of an ordered and harmonious nature. These collective notions show how society can idealize nature as something that is not only awe-inspiring but also fragile, where the powerful and large elements of nature are transformed into smaller and more delicate representations that still exude beauty.

2. Modern Myth

This case could refer to the shared beliefs or ideas that influence political behavior and the observable signs or manifestations of political issues or trends within a society. These concepts often intersect in discussions about political culture, public opinion, or the social underpinnings of political movements.

> "The Witch of the South. She is the most powerful of all the Witches, and rules over the Quadlings." (Baum, 1900, p. 153)

Signifier (Penanda): "The Witch of the South", Signified (Petanda): Political authority and regional power. The title of "Witch of the South" signifies a specific political leader who holds power over a designated territory. In a broader sense, this reflects the collective notion of regional leadership or governance, where a leader is associated with a particular area and its people. This establishes a clear divide between different regions or groups, hinting at political boundaries and spheres of influence. The Witch of the South, known as the most powerful and commanding witch of the Quadlings, can be seen as a symbol of the collective notions-ideas or collective beliefs held by the people of the Quadlings regarding leadership and power. His dominance of power may reflect political symptoms in the form of stability or, conversely, fear and submission to absolute authority.

CONCLUSION

The conclusion of the discussion on ideas of society through cultural myths the researcher shows that ideas of society materialize in the form of collective concepts, beliefs and conceptual frameworks reflected in myths, both traditional and modern. Traditional myths often convey moral lessons, cultural values and social norms that serve as the foundation for social order. In The Wonderful Wizard of Oz, for example, these values are depicted in the journey of the main characters Dorothy, who reflect universal themes such as courage, wisdom and love

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