



A Study of Character Development: Social Impact
in Danny Santiago's Novel Entitled *Famous All Over Town*

A FINAL PROJECT

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Submitted by:

Ahmad Alfiantoro Saputro

NIM: 13020111130048

**FACULTY OF HUMANITIES
DIPONEGORO UNIVERSITY
SEMARANG**

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PRONOUNCEMENT

The writer states truthfully that this final project is compiled by him without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any universities. In addition, the writer also ascertains that he does not take the material from other publications or someone's work except for the references mentioned.

Semarang, 18 May 2016

Ahmad Alfiantoro S

MOTTO AND DEDICATION

You know you're gold, you don't gotta worry none.

Beach House

Color my life with the chaos of trouble,

Because anything is better than posh isolation.

Stuart Murdoch

Yes we are part of this universe, we are in this universe, but perhaps more important than both of those facts is that the universe is in us.

Neil deGrasse Tyson

*This final project is dedicated to
my beloved parents and
to everyone who has helped me accomplish it.*

APPROVAL

Approved by,
Final Project Advisor

Dr. Ratna Asmarani, M.Ed., M.Hum.

NIP.196102261987032001

VALIDATION

Approved by

Strata 1 Final Project Examination Committee

Faculty of Humanities Diponegoro University

Chair Person

First Member

Dr. IM. Hendrarti, M.A.

Eta Farmacelia N, S.S., M.Hum., M.A.

NIP. 195307281980122001

NIP. 197205292003122001

Second Member

Third Member

Drs. Siswo Harsono, M.Hum.

Ayu Ida S, S.S., M.Hum.

NIP. 196404181990011001

NIP. 197908222008012013

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Semarang, 18 May 2016

Ahmad Alfiantoro S

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ABSTRACT

Social Impact is a key to the harsh life of Mexico-Americans society in novel *Famous All Over Town* by Danny Santiago. The purpose of the research is to discuss characters development through harsh life of Mexican-American society in Los Angeles. The writer used intrinsic theories such as character and setting in conducting this research. The writer also used Bibb Latané's dynamic social impact theory in this research. The result of this research is to prove that social influences greatly affect the development of character behavior. Chato is actually a good kid because environmental factors turn out to be mischievous. The situation in a society may extremely influential to the psychological development.

Keyword: *Social impact, violent culture, character development, harsh life.*

1. Introduction

1.1 Background of the Study

Economic factor has become a global issue for a long time and probably it will be a never ending issue. Even today an economic issue still exists and it will exist as a major issue in the world. Economy is the most important factor in this world because it has a lot of impacts. Through economic factors, the society can classify people into three groups, namely upper, middle, and lower class. Because of these classifications, some problems will appear such as discrimination and deviation of character development.

Discrimination arises from differences in economic class. It emerges because people, who feel they belong to the elite or upper class, do not want to get along with the lower class people. It can also be seen in the Los Angeles suburban area. There is a society where the majority of Mexican-American descents and their economic status are classified as low class. The gathering of the low class society will lead to criminal problem. Because of the economic problem, an act of criminality has been already taken for granted among the low class. This issue is

causing violent culture in the society. It can affect the psychological development of society.

As a constantly growing creature, human will always change. It depends on the place and time. These changes can occur due to environmental factors of society where he lives. The development is also not merely physical but also psychological. The environmental factor of the society influences the mind set and behavior of people.

The writer chooses the novel *Famous All Over Town* by Danny Santiago as his final project because this literary work illustrates the daily life of the Mexican-American society in Los Angeles. However, it also raises the issue of economic status that affects the psychological development of the people in Los Angeles suburban area. The author of this novel also makes the reader drown in the natural story line through the daily life of the character of Chato.

The writer is interested in finding out how the societies construct the psychology of the character Chato. The writer also tries to figure out what aspect that affects Chato. When still in Grade 2 of Junior High School, Chato is a brilliant kid who is turned into a bad boy, being close to violence, cigarette, drugs, and alcohol. All the problems in this novel are the result of poverty, and the poverty makes a harsh life.

Based on the explanation above, the writer chooses the title "A Study of Character Development: Social Impact in Danny Santiago's Novel Entitled *Famous All Over Town*".

1.2 Research Problems

- How is the violent culture reflected in Shamrock society?
- How does the social role of “family, friends, and society” affect Chato’s character development?

1.3 Scope of the Study

Discussing social impact, people will assume that it will be all related to the environmental conditions where he lives and will affect the behavior development. The writer limits the scope of the final paper focusing in the social impact which influences the main character.

1.4 Purpose of the Study

The purpose of this research is to analyze the novel entitled *Famous All Over Town* by Danny Santiago. This research focuses to find out the trigger of the violent culture, the form of violent culture and the institution related to the violent culture in Shamrock society. This research also analyzes the effect of social role that gives negative influence to Chato character development.

1.5 Methods of the Study

In this research, the writer uses library research. According to Rene Wellek and Austin Warren, library research is

Since the majority of students can find their source materials in libraries, a knowledge of the most important libraries, and familiarity with their catalogues as well as other reference books, is undoubtedly, in many ways, an important equipment of almost every study in literature (1963: 58).

Library research is the way to gather references through books such as journal, paper, essay, from the internet media such as website, blog, and e-book. It is intended to find the data and related references relevant to the final project that will be discussed by the writer. This method aims to help the writer as a reference in writing of the final project.

To analyze the novel *Famous All Over Town*, the writer uses two methods: The Intrinsic aspect and extrinsic approach. The intrinsic aspect in this novel is used to determine the elements that construct a novel and focuses on character and setting. To analyze the extrinsic elements in this novel, the writer uses psychosocial approach. Howe states “psychosocial approaches are only concerned with people's inner, emotional life: the external world is also an important area of analysis and concern” (2002: 171). The psychosocial approach used in this final project is to find out how the society in violent culture affects the character development of Chato.

2. Biography and Summary

2.1 Danny Santiago Biography

Daniel Lewis James, was an American writer well known as Danny Santiago, born on January 14th 1911 at Kansas City, the son of Kansas entrepreneur and drama performer Daniel Lewis James Sr. and Lillie Hyatt Snider.

In 1940, James met his lover Lilith Stanward and they got married in the same year. They had two daughters Barbara James and Catherine McWilliams. Under his pseudonym as Danny Santiago and Daniel Hyatt, he hide his true identity because he was blacklisted to write by U.S. House Committee for his affiliation with communist party. He is well known for his novel *Famous All Over Town*, a story portrays daily life of Chicano people in Los Angeles suburban area.

At his first literature career, James started to write several plays at New York. In 1942 he won Sydney Howard Memorial Award for his plays, *Winter Soldier*. Bored of writing plays, he began to write novel *The Somebody* in 1970. In 1983, James published a novel entitled *Famous All Over Town* as Danny Santiago and gained Richard and Hindia Rosenthal Award.

In May 18th 1988, James passed away at Community Hospital of the Monterey, California.

Biography of Daniel Lewis James under pseudonym Danny Santiago is taken from: www.en.wikipedia.org/wiki/Daniel_Lewis_James - accessed on October 25th, 2015 11.16

2.2 Summary of Danny Santiago's *Famous All Over Town*

The novel entitled *Famous All Over Town* tells the life and the adventures of Mexican-American 14 years old kid named Rodolfo M. Medina, Jr. a.k.a. Chato. The story starts at the day when it is his birthday. After giving a gift, his father tells him to slaughter the chicken for the first time. A moment later his

mother screams that the baby will be born. At the same time Chato's stomach very ill because of peritonitis and he is sent to the hospital. In the hospital Chato makes friend with a doctor called Dr. Penrose, a gay man who is interested on him. Next day Chato meets with his gang friends. Suddenly the sound of motorcycles and honking car are approaching, their enemy Sierra gang has invades. The attack ends with his friend shot down. Next day in school consultation, the psychological expert Max Pilgertells to Chato. He is a bright kid with high IQ. Max tells Chato to change for his better future. Hearing all the good news, Chato intends to change. However, the change does not last long. In English class, Chato is expelled from the class. After the incident, he realizes his new leaf have withered. After school Chato and his gang plan to ambush Sierra at Goodwill parking, but suddenly Ernie Zapata comes. Ernie is the head of Boys Club. He then invites all of them to the Boys Club to negotiate peace agreement between Shamrock gang and Sierra gang. At the midnight at "Mexicatessen", Chato finds his sister Lena with a stranger named Armando. In there Lena explains that she really loves Armando even she wants to marry him. Chato does not care of that bullshit and he asks Lena to go back home immediately. Chato is awake when his Father arrives with a lot of injuries, but his car is not in front of the house. Father orders Chato to pick up the car at Fourney Street. That day Lena looks very sad. It happens because Armando has been deported to Mexico.

On Thursday night, when everyone is asleep, there are much paper tapes around the Shamrock. It is an announcement. The authority of a company plans to build a factory over Shamrock. Chato's father is very busy making petition to

cancel the factory plan in Shamrock. At the end, he failed to convince the committee. Because of the story of his friends having sex with older woman, Chato's sexual curiosity is heating. He intends to meet a stranger woman named Soco Gutirez at Fourny Street to vent his sexual desire. However, an irony happens when Chato tries to seduce her, Soco confess that she is pregnant and it is because of his father. This awful moment suddenly makes Chato down. To cover the disappointment over his father, he turns mischievous for running from the reality. The tragedy ends when Chato gets arrested and his best friend Pelon is shot to death. To tighten the relationship among the family Chato takes a family trip to Mexico to visit his grandmother. At Titatlan Mexico, there are many problems that arise and makes Father really mad and he decides to return to America. When they get to LA, Lena decides to leave home and gets married with her boyfriend Armando in a run. After all the problem that happens between Mother and Father, they decided to get divorce. At the end of March, the bulldozers started razing Shamrock. In the end of the story, they live separately and Mother returns to Titatlan. Chato father's stays with Soco at Fourny Street, while Chato stays with Lena and Armando. Chato starts his writing career in underage prison "Juvy", after being arrested for covering the Bank of America with graffiti.

3. Theoretical Framework

3.1 Intrinsic Elements

Intrinsic elements are the literary aspects found within the literary works that build the literature as a whole solid union. From the intrinsic side, only the characters and settings are to be discussed in this final project.

3.1.1 Character

In a novel, character is an important element to support the storyline. A character is the doer in a story. With the existence of characters, a story becomes more alive. According to Roberts, “character is character is a verbal representation of a person that through action, dialogue and description, the author portrays characters that are cheering for and even loving” (2007: 365). Character is an important element to construct the storyline.

Characters can be divided into two kinds, flat and round character. According to Kennedy, “a flat character has only one outstanding trait of feature, or at most a few distinguish marks” (1991: 48). In addition, Robert adds, “Unlike round character, flat character is not complex, but is simple and so dimensional. They may have no more than single dominating idea” (2007: 158). Character without any doubt is important to develop a story.

The created characters are given their own personality and identity to differentiate them from one another throughout a story. The author holds the power to create and give them personalities as complex as the author wants to support the plot.

The author creates the protagonist as the central character with conflicts revolving around him. He embodies the author’s idea and plays with the author’s

rhythm as the story progresses. Other characters presented in the novel are to help create a fuller picture of the social impact.

3.1.2 Setting

Setting can be defined as the imaginary world the author created for the story to take place. It is not rare that the author uses real life places as the setting so that the story becomes more realistic. Meyer defines setting as: “the context in which the action occurs. The major elements of setting are the time, place, and social environment that frame the character” (1990: 107). Amigoni states “Novels engaging dramatic conflict ... is recognizable social setting, where everyday materials of manners, morals, customs, and beliefs seem to be like life itself” (2000: 29). In addition, according to Perrine, setting is “The context in time and place in which the action of a story occurs” (1988:1415). Based on the three definitions from Meyer, Amigoni, and Perrine, setting can be divided into setting of place, setting of time, and social setting.

Setting is not only limited to physical places. The social situation often becomes the determining factor in grasping the intended setting within the novel. Setting is also significant in absorbing the atmosphere in conflicts between the characters.

3.2 Extrinsic Elements

3.2.1 Dynamic Social Impact

Dynamic social impact theory explains the interaction of people in a certain area that can create cultural elements in consistent structure. It differing the dynamic iterative process of reciprocal and repetition process of influence. In the process, people influences each other in space and produces social structure. Latane states “closeness may increase the salience, the intensity, or the power of social influence by making a source of influence more immediate (1996:17). In fact, the target of influence tends to be more easily affected by the people or society around rather than from people outside their community. In this theory states, there are 3 basic principles which increase the probability of giving influence, they are strength, immediacy, and numbers of the sources of influence.

I use the term strength to refer to the net of all individual factor making a person influential, which represents a stable characteristic of the individuals who are the sources of influence... A second class of determinants can be labeled immediacy, and includes variables relevant to the relationship between the sources and target of influence ... The third determinant is simply number, or how many sources of influence there are (Latane, 1996: 16).

4. Analysis

4.1 Intrinsic Analysis

Setting

Setting of time shows the reader the time when the story in the novel happens. When the story starts, it shows the situation on a Saturday afternoon in September, right at Chato’s 14th birthday when Father asks him to kill the chicken to prove he is a man. “It took place on a hot Saturday in September” (Santiago,

1984: 8). The story is over at the end of March when the bulldozer starts to raze Shamrock. The whole story approximately takes time about 6 months starting from September and ending at the end of March.

The bulldozers came for us the end of March. They started out across the street and down the block. The first day they ripped out Chuchu's house and Don Tiburcio's that was Espie's father. They tore out his lemon tree that generously used to feed the street (Santiago, 1984: 276).

Setting of place takes place in several parts of Los Angeles such as Shamrock, Audubon Junior High School and Granma's house at Titalan, Mexico. The road where he lives is called Shamrock. Shamrock is a suburban place in Los Angeles where the people are mostly Mexican descends from low class. In Chato's point of view, Shamrock is the best street in Los Angeles. "We were the best street in all L.A. with cozy little homes on both side solid. Maybe they weren't too new or too fresh-painted but they were warm and lively, and when the trains passed by, how those little house used to shake, rattle and roll" (Santiago, 1984: 8). Another setting of place in this story takes place in Audubon Junior High School. Audubon Junior School is the place for both Shamrock and Sierra people. The school is portrayed as a low class suburb school that has high wall around, old and faint colored wall, dirty floors and a homemade basketball field. "The schoolyard empty looked twice life-size. It was solid blacktop, not clean healthy blacktop but blotchy gray from all our dirty feet. There were lines painted for basketball" (Santiago, 1984: 63). The last setting in this story is in Granma's house. Granma's house is located at Titalan, kind of remote area around the dessert somewhere in Mexico. Granma's house is imagined as a very messy old house with dirt floor, rusty iron beds, and no electronic goods at all.

My Granma's house was just one big room with a wall-to-wall dirt floor. No TV I was expecting, but no stove no sink and no refrigerator? That was too much. And not chair worth sitting on. All you saw was a couple of rickety iron beds with boards of springs, an old tin trunk and various pegs in the wall with faded clothes hanging from them like dead bodies (Santiago, 1984: 227).

The social setting in the story is not far from the actual low society in real world, where the houses are ugly, criminal acts happen all the time, drugs and alcohol addicts are everywhere.

They're Mexicans, but very low, pure drogadictos, and their sister are mostly whores, it's said, and who knows about their mothers? Since before anybody can remember it's been War between Sierra and Shamrock, with a few corpses time to time (Santiago, 1984: 57).

Violence happens in Shamrock every day, so it produces a violent culture. The culture of violence emerges because in Shamrock society people can have a personal gun easily with fully loaded bullets only for 10 dollars. When everyone has their own gun, they can do whatever they like with that gun like robbing, killing, even for fighting against Sierra gang. "My father had a revolver which he kept loaded just in case. It was another one of those Street bargains and he paid \$10 for it" (Santiago, 1984: 15). Shamrock society is very close to violence and crimes. Even the sounds of gunfire are considered as a common thing here, nobody is scared of gunfire and nobody cares. This is the example of the hard life that happens in Shamrock. "On Shamrock people can tell pistols from firecrackers any day, having heard plenty of both from time to time" (Santiago, 1984: 16).

Characters

In this novel, Chato is classified as round character because he is the protagonist of the story, and he is often involved in a conflict. Chato is a 14 year

old Mexican-American kid who lives at Shamrock in Los Angeles suburban area. “Jump and landed in the square of my fourteen birthday, which was the last I spent on Shamrock Street” (Santiago, 1984: 8). Chato’s first appearance in this story is illustrated as a bad boy. When he is very sick because of stomachache disease called Peritonitis, Chato wants to be absent from the school but he is hesitated his teacher does not believe on him “I was too sick for school but with my reputation who believed me?” (Santiago, 1984: 18). Chato always gets bad grades in every course and has bad cooperation with the teacher. “In Social Studies, Life Science, and Spanish Language my grades was pure C and D, and I had a gang of U for Unsatisfactory in Cooperation, Personal Hygiene and Habit of Thrift” (Santiago, 1984: 32).

Chato is a kind of smart kid but he is lack of confidence. He often hesitates about his decision. Chato’s cleverness is firstly shown when he stays at the hospital. He prefers pretending to sleep to avoid a contact and comment from other people. “Do you wave and say Hi to everybody or only speak when spoken to? To be on the safe side, I shut my eyes because who can criticize you when you’re asleep?” (Santiago, 1984: 27). Chato is also a person who likes to judge himself. If he is getting sick of having a trouble, he is always thinking it might be the price he must pay for all his sins. “I was sinning more than my share both by thought and act, and getting very poor grades in school besides. Why would God bother to save me with my record?” (Santiago, 1984: 32).

Chato personality in this story changes from bad to good at the end of story. For example when he is invited for consultation with Max Pilger, Max

explains that Chato is actually a brilliant kid with 135 point of IQ. The next day Chato intends to change to be a better person. “I woke up happy because today I would turn over my New Leaf. I was digusted with the old one” (Santiago, 1984: 69). Sadly, on trial day he fails and is expelled from the class because he is seduced by his friend to make trouble. “As we passed by Max Pilger’s office it bothered me the way my new leaf had withered” (Santiago, 1984: 78).

Father is one of the major characters in this novel and he is classified as a round character because the character of Father contain complex idea that constructs the storyline. On his first appearance, he is described as a strong, straight, and possessive good father with strict moral and bad temper. He has brown skin, big body, heavy hand and steady jaws.

This man was my father, I proudly thought, his big round head with hat on top, his curly brown hair well-barbered with little tips of gray, his big square face with jaws like a rock crusher, arms thicker than my legs and what a pair of fist! No wonder he was King of the Aztecs’ club (Santiago, 1984: 38).

His bad temper is first figured out when his daughter Lena yells a dirty word in English, without doubt he slaps her hard. He does not like his daughter turning amoral by talking dirty words. “In our house it was the pants that ruled so when Lena said Shit right out loud in English, my father hit her. In the right way of course. He never closed his fist on any girl or woman” (Santiago, 1984: 10).

Father seems proud and loves Chato very much more than Lena. Because all that he wants is a successor of him, and only Chato can be his successor, not a woman even a girl. “My father said, “this Junior of mine, he’s pretty good boy, smart too, his teachers claim, with prizes for his handwriting. So stand up, son,

and let's drink him a toast" (Santiago, 1984: 11). In spite of his loving Chato very much, his Father hates Chato's gangster friend because they are famous for troublemaker. "Get out of my nose mosoco... "No-good hoodlums," he complained. "Where's Respect? Fight, steal, rob, make trouble, that's all those rat-packers know to do" (Santiago, 1984: 12).

The personality of Father starts to change in the middle of the story, from good father he turns into a bastard when Chato knows he has an affair with a stranger lady called Soco Gutires. On the other side, Soco confesses to Chato that she is pregnant and bears his father's baby. This problem really affects Chato psychological development where he starts turning very bad in an attempt to run from the reality.

Yes, your damn father, that's what I said. You heard me. He knows the way. He's been here. He's been here plenty. Knocked me up, the son of a bitch and now won't even talk on the phone. Yes, you heard me right. Your fucking baby brother is what I got inside my belly. (Santiago, 1984: 146).

Lena is Chato's older sister and a major character in this novel. She is classified as a round character because her character is unic, and have she have interesting personality. Lena is 17 year old. "Face facts. Lena was going to be 18" (Santiago, 1984: 101). Lena is being dropped out from high school because she hits a teacher who slaps Chato. She ends working at X-cell. "Because there's no worse crime than hitting a teacher, unless maybe it's hitting a principal or possibly a custodian. So Lena quit school and went to work" (Santiago, 1984: 42) She figures out as a skinny girl with brilliant brain, independent spirit, big ego, bad temper and rebellious soul inside her. "Her smart remarks failed to please my

father....My sister was a skinny as me except here and there, but what a temper” (Santiago, 1984: 10). Lena’s independent personality first appears when Mother decides to deliver the baby at home. She looks this moment as an advantage moment for her. She is very excited because it is her first time to help delivering a baby. Lena believes this experience is valuable for her future. “She was all excited about having the baby at home because it would be good experience for her in days to come” (Santiago, 1984: 21).

Pelon is one of Chato’s very best friends and can be classified as a round character because he contribute to develop the story by his witfull idea and speaking skill. He is portrayed as a sharp tongue actor and a troublemaker, one of the smartest members of the Jester of Shamrock. Pelon is an orphan kid, and it is never mentioned clearly how his parents died in this novel. He is the master for making troubles which makes Chato’s father hate him very much. “But Pelon was a genius for trouble...Of all my friends Pelon was my father’s least favorite. Three years back when the guy was orphaned” (Santiago, 1984: 12). Pelon is a type of person who loves dragging Chato into serious problem, but he is also the one who will save Chato from the trouble he makes. With his cleverness and speaking ability, whenever they are stuck on a serious problem, they finally can manage to escape.

However, in the middle of the story, bad luck came to him. When he flees from police officer at North Los Angeles, he is shot to death. That bad news comes to Lena from the police officer. “The other boy died this morning”, he said. It was quiet in there till Lena started screaming” (Santiago, 1984: 175).

4.2 Extrinsic Analysis

The Violent Culture Reflected in Shamrock Society

In *Famous All Over Town* novel by Danny Santiago, violence is one of the major issues and becoming the key of the storyline. Through this research, the writer at this paper discusses the trigger, the form of violent culture and the institution relates to violent culture.

The Triggers of Violent Culture in Shamrock

The first trigger of violent culture in Shamrock society is low educations. Because of the low education they have, violent culture appears as a result. It influences the psychological of a person in Shamrock. “Always fighting or snoring, they forgot the Best Things In Life. They wasted twenty-three hours and forty minutes of every day. Possibly no education was the answer unless it was old age” (Santiago, 1984:126). Shamrock people waste almost all their time in a day, only 15 minutes left to do something useful like studying and having a good time with family. However, low education and violent culture are like two sides of the coin, they are inseparable. Because they are lack of education, people cannot have proper jobs. Most of low educated people end up working in construction. Labor people are muscle minded men. They love to get drunk all night long to forget all their problems. Under the influences of alcohol, they become reckless and often involved in a fight. Fight is an act of violence, and when it happens every time, the society will consider it as a common act.

The second trigger of violent culture in Shamrock is poverty. Poverty happens as a result of lack of education. They cannot have proper life because they do not have good jobs. “In all my life I had never been in really high class home like that one...The walls were rich creamy avocado color and not one crack or patch in all that plaster ... “All my life I’ve lived with second-hand,” (Santiago, 1984: 127). Through poverty, people will do anything to get money. The only choice they have is working in construction while most of them committing crimes like stealing, robbing, and selling drugs to get easy money.

In addition, low class people usually gather in one area that has produced a filthy environment, so it is a perfect place for criminals. “And here I was living in The Slums and never knew it” (Santiago, 1984: 136). With the act of crimes and bad people around him, it is not a good place to raise a family, because it can give direct or indirect bad effect to the family. The family around will become the part of violent culture itself. For example, Virgie is a father who lives in Shamrock. He is worried Shamrock’s bad environment will influence his little daughter. “It scares me every time my Debra leaves the house, what with marijuanos, Asiatic flu, rapers running wild and quien sabe que. I’m telling you, comrade, Shamrock’s no place to raise family any more” (Santiago, 1984: 40).

The Forms of Violent Culture in Shamrock

The forms of violent culture in Shamrock are not far from actual low life society in real world where there are endless gang brawls, thefts, drug uses, and street fights. In this novel, one of the major problems which has triggered a

violent culture is that people in Shamrock easily gets gun. The sound of gunfire in Shamrock society is considered as a common thing; nobody cares about it and nobody scares. Even a junior high school students like Los Jester de Shamrock already have some zip guns. Chato gets the zip gun from Boxer and he bears the mission to give it to Gorilla. “And with her other hand slipped me the zip gun.”Get it to Gorilla,” she said and left me running” (Santiago, 1984: 64).

The first form of violent culture on Shamrock is the endless war between Shamrock gang and Sierra gang. The brawl between them is tolerated by the society. It happens because the battle between Shamrock and Sierra occurs almost every time and everywhere. It is clearly pictured when Sierra raids Shamrock in the evening. “They gonna Pearl Harbor us. I just barely got away” ... Motor racing, horn blasting, backfire, or was it guns? The Peeweeps dived for cover. Ladies snatched babies off of porches, screamed and ran inside. It was shot, now definitely” (Santiago, 1984:59). The battle between Shamrock and Sierra has been happening for 10 years. The hatred roots to the next generation and it creates an endless war. When the most of their “veteranos” end up in jail or dead, the war between them continues even today and it is considered as something right among them.

Ten years of Eastside history spelled out there, our wars and peaces and our-in between. A thousand guys had scrawled their names from Chivi de Shamrock and Robot’s older brother Turkey that became a barber, up to Kiko’s ugly scribble which looked done yesterday ... but those names on the wall got me nervous, so many of the signer were now in Folsom, or else dead (Santiago, 1984: 78).

The second form of violent culture in Shamrock society is stealing habit because most of Shamrock people have bad behavior. When Chato is hospitalized because of Peritonitis, he has to steal some paramedic tools that he does not need at all. He is stealing only to show off to his friend.

I showed off the bandage on my belly and brought out my sack of hospital souvenirs, the half-moon dish you vomit in, and the surgeon knife some doctor left on the next bed by mistake, and my thermometer and enough rolls of tape and bandage to last a lifetime. I had tried for stethoscope but they never left any laying around (Santiago, 1984: 57).

From the fact above we can see theft has become a common act in Shamrock. It is considered as a normal activity there.

For the most young generation in Shamrock, being good and smart at school is worthless. The most important thing to survive in Shamrock's harsh environment is becoming rebellious and tough. Because it is not enough if they only have brain and good grades, all they need in Shamrock are good muscle and mental strength. "At school they were famous for A students but on Shamrock they were nothing. You barely noticed them for good or bad" (Santiago, 1984: 123). Because they live in the harsh situation, they create their own moral and pride. We can see after Sierra gang's raid, which shoots down Buddha's little brothers. When police officer asks Shamrock gang for license plates of the attacker, they shut their mouth off and no single word comes out from their mouth. If they tell about license plates to the police officer, their eternal rival will spend the night in jail, but it is not Shamrock rules. "Did you get their license plates?" "I didn't see nothing, man" ... Answer they would never get. No

Shamrock rats. Not even on enemies. We have our own little ways or getting even” (Santiago, 1984: 60).

The third form of violent culture in Shamrock is bloody street fight. The street fight usually happens at school or around school and it happens every time when they have a chance. The target is the Sierra gang. “that time four of us stomped Blackie. There he was on the pavement while we worked him over with our boots ... but all bloody on the pavement and screaming and begging for his life like a baby, it made me sick” (Santiago, 1984: 61). From the fact above, there are no places secure from violence activities. If they are unguarded, anything can happen such as robbery, riot, and shooting on the street. In their own house, safety is not assured. The bad guys can invade your house without warning, they even dare to hit a girl. “And how about my sister’s house party that you busted up and broke the record player and it costed 500\$.” “And hit a girl!” It took Robot quiet a while to quite down his troops (Santiago, 1984: 85).

Characters or Institutions Related to Violent Culture

Los Jester de Shamrock is a non formal institution (gang) which is formed in Shamrock. The Jesters de Shamrock are an eternal enemy for the Sierra gang. The war between them has been occurred for 10 years without a break. “Los Jester de Shamrock was our name and in those days we were King in Eastside, nobody cared to mess up with us” (Santiago, 1984: 12). They have many active members, mostly boys but there is also a girl. This gang is led by Gorilla, and the active

members are Buddha, Chato, Kiko, Pelon, Hungryman, Boxer, Termite, Lobo, and Conejo.

The second character which is related to the violent culture is Fat Manuel. He is one of the “veteranos” from Shamrock. They can see the violent culture when the Fat Manuel feels so disappointed when he knows Sierra gang successfully raids Shamrock. “Fucking cowards,” Fat Manuel called us. “Nobody never dared raid Shamrock in my day”, he added, which is veteranos for you” (Santiago, 1984: 60). He shows violence as something right as long as they obtain victory against their enemy. He demands Los Jester de Shamrock to take revenge. Fat Manuel frequently goes to jail for various reason. “Bored with probation, Manuel? Want to go back to jail?” (Santiago, 1984: 82). Through the time in jail, he never changes. He really loves to providing weapon for Los Jester de Shamrock to make war against the Sierra. For him it is good because it continues the culture he makes with the other veterans.

The Social Role “family, friend, and society” Affecting Chato’s Character Development

Social role extremely constructs Chato’s character development. In this novel, Chato’s character developments are divided into two phases. First, the bad influence he gets from people around him, and second, when Shamrock is being razed and no longer exists, which means that it cannot give bad influences anymore. It brings positive wave to Chato’s character development.

The Effects of Social Influence to Chato’s Character Development

In novel *Famous All Over Town*, social influence is the main key of the story. In this section, the writer discusses the negative influence that builds the characters of Chato through social role (family, best friend, and people around him).

Los Jester de Shamrock (Non-formal institution)

The connection between Chato and Los Jester de Shamrock is very close. Los Jester de Shamrock is a gang formed in Shamrock and it has many members. Each member is close to each other. It fulfills the requirement of number in Dynamic Social Impact theory by Bibb Latane, which will increase the intensity in giving influences to someone. They are the one who has the responsibility for Chato's rebellious and tough behavior. Without them Chato will never fall into endless pit of war between Shamrock gang and Sierra gang.

We're gonna have it out with Sierra after school. Fat Manuel's gonna met us across the bridge. He'll have the arsenal in the back of his car. Are we gonna slaughter them? Oh, indubitably...I myself hoped for something long distance like another zip gun but a tire iron was the best I could come up with. I swung it round to get the feel but it didn't balance right. And how about Pelon's uncle pills which were supposed to put you on your toes? They didn't do me nothing (Santiago, 1984: 78).

At school consultation, the psychological expert Max Pilger talks to Chato that he should stay away from Los Jester de Shamrock because it brings bad influence to him. Chato gets it and he wants to change for his better future. "“Mr. Pilger sat down and caught his breath. “Are you willing to cooperate?” I think he really meant it. I think he took an interest. Maybe I had a friend on the other side

at least. "I'll try," I told him. Tomorrow is your new leaf. Come early"" (Santiago, 1984: 68). However, in the process of change, Chato lacks of willpower. Los Jester de Shamrock gives him massive bad influence. Finally, Chato fails to change and he is still a bad boy.

Pelon (Best Friend)

Pelon is Chato's best friend, and their relationship is very close. Among Los Jester de Shamrock, Pelon is the closest member to him. Chato even considers him like his own brother. They often spend time together by doing something reckless, and sometime Pelon tempts Chato into troubles. "Three years back when the guy was orphaned, my father took him into our house and slept him on the couch with me like twins." (Santiago, 1984: 12). The closeness between them occurs because he stayed at Chato's house when his parents passed away three years ago. The closeness between them fulfills the requirement of immediacy in Dynamic Social Impact theory by Bibb Latane in which it will increase the intensity of giving influence. Pelon is the one who is responsible for Chato's bad behavior such as theft and drugs uses. The first time he introduces drugs to Chato is when they were punished by the headmaster, he gives Chato ecstasy and he tells the pills will ease the pain. Chato cannot resist the offer because he is a curious boy and Pelon's influence is too strong. Finally, he takes one. "Pelon popped one of his Uncle Reuben's famous pills. "Care of one?" he asked. "Why not?" (Santiago, 1984: 78). Another bad influence is that Pelon

always persuades Chato to do something stupid. He is the person who instigates Chato to have sex with Artemis. Chato at his state cannot refuse the offer.

She's in my Social Studies class, you should see her movement. And takes off her clothes if you feed her wine." At least that's what guys claimed. Only, in the first place just how much wine would seventeen cents buy "Don't worry about it," Pelon said. "I know a certain place they give it away, let's go(Santiago, 1984: 151).

They need wine to seduce Artemis. The problem is they have no money to buy some wine, but Pelon always has brilliant idea to make trouble. Finally, they decide to steal some liquor and cigarette at SA-VU store.

The last and the worst is Pelon's influencing Chato to do grand auto theft. Pelon persuades Chato to steal a car when they find an abandon car at Railroad Avenue. Firstly, Chato hesitates and is afraid, but with his special speaking skills, Pelon successfully convinces Chato. He says everything is going to be all right. Everyone will have fun, and no one will get hurt.

He pulled a toolbox from the floor and sat on it to look more or less man-sized. He gunned the engine... Oh well, I thought, there's got to be a first time for everything, so I climbed in. Grand Theft Auto, here wecome (Santiago, 1984: 159).

After they steal the car, Pelon plans to sell it to Charlie. He is a used car dealer. At the garage, Charlie refuses buying that car because he knows it is stolen car. "Let's unload it for later model. Charlie Chueco will give us 50 bucks at least" (Santiago, 1984: 159). When they fail with their first plan, they decide to have night ride at North Los Angeles. Pelon says North Los Angeles is an entertainment paradise, there are hot girls everywhere and so much fun. While they are heading to North Los Angeles, they consume wine and cigarette that they

stole from SA-VU. At the end of their night ride, bad luck happens. Police officer chases them, but Pelon refuses to give up. They decide to run and run. Finally, Pelon is died because he is shot down by police officer and Chato is under arrest.

Father (Family)

At first appearance, Chato is figured as a bad boy but he has true respect to his father. He never resists and always obeys his father. Chato respects his father because he is the man who feeds and protects the family. When there are family's problems, Chato is always on father's side. "I felt sympathy for my mother but tonight, I was on my father's side" (Santiago, 1984: 104). His respect to his father is super massive, although in the middle of the story a tragedy will change Chato's life. Father is caught having an affair with Soco Gutirez, a woman from Forney Street. Soco confesses that she is pregnant and carrying Chato's brothers.

Go home and throw it in my father's face... You know the one, you knocked her up and now she's got your brat inside her belly. Oh, to see his face. Let him kill me, who cares? I stormed out from behind the Pepsi sign and stomped on home. (Santiago, 1984: 146).

This problem makes Chato so upset. He starts to hate his father, and he becomes wicked. Chato's problems with his father fulfill the requirement of strength of relationship (family) in Dynamic Social Impact by Bibb Latane in which it will increase the intensity of influence. Chato turns to be destructive because he wants to run from the reality that he has a broken family. Chato and his partner Pelon

keep doing crimes such as stealing from SA-VU and stealing a car at Railroad Avenue “Who say we’re stealing it? Joyriding man, that’s no worse than curfew violation and here’s a little Xmas present I found for you” (Santiago, 1984: 158). Chato enjoys all the crimes he does with Pelon. He feels powerful as a king of the night and he forgets his family’s problem. Tonight, he feels alive “My worries and my damn father were 1,000,000 miles away” (Santiago, 1984: 154).

The Betterment of Chato’s Life

In novel *Famous All Over Town*, social influence is the main key to develop a character behavior in the story. In this section, the writer discusses the positive waves that come at the end of the story.

The Triggers of Chato’s Positive Changes

Chato realizes his family will live separately soon, so he feels so sad. He is making promise to his little sister that someday in the future he will make her happy. It becomes his motivation to be a better person. Chato does not want his little sister becomes a victim of harsh life and violent culture. “I been a bad bad brothers,” I crooned “but I’ll make it up to you. Just you see, I’ll come sailing down my Cadillac and take you swimming over there in Acapulco” (Santiago, 1984: 273). Positive change at Chato’s character happens because there is no more Shamrock. He lives separately from his father, and Los Jester de Shamrock is already gone. “Kiko’s family moved to Chicago, Illinois, way over there on the other side of the world. And Gorilla ran away and joined Navy because he always

liked to swim” (Santiago, 1984: 275). When there are no bad influences from the society around him, he becomes a better person.

The Forms of Chato’s Positive Changes

The positive transformation of Chato's behavior is formed after all the bad source of influence has gone one by one, starting from the death of Pelon, living separately from his father, and the dissolution of Los Jester de Shamrock. The main source of positive change is when Shamrock has been destructed. The positive wave forms new personality of Chato. He starts his bright future and a career.

So back to Juvy. In my spare time I decorated it... That whole life was over so I began a new one in my sister’s tiny house. It started out to be quite some barrels of snakes. In case you’re curious, you could possibly read all about it someday. When and if I even get around to writing it down, that is (Santiago, 1984: 285).

At the end of story, Chato decides to start his writing career at youth prison “Juvy”. He writes a story about his past experience in Shamrock.

5. Conclusion

After analyzing the novel *Famous All Over Town* by Danny Santiago, the writer can explain the major trigger of violence culture that influence the Chato character development are lack of education and poverty. Through poverty and lack of education, Shamrock society produce violent culture such as endless war between Shamrock and Sierra gang, bloody street fight, drug usage, and stealing habit. The main character Chato that actually is a good boy turns into bad boy

because he is affected by the people related to the violent culture. It leads him into violence act and criminal world. At the end of the story, the betterment of character Chato happens because the source of bad influence has gone starting with the dead of Pelon, the dissolution of Los Jaster de Shamrock, and there is no Shamrock anymore.

From the facts above, this prove that Shamrock society is the key of the storyline to construct the psychological development of character Chato. In this story Chato becomes the victim of bad social influence.

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The social novel, also known as the social problem (or social protest) novel, is a "work of fiction in which a prevailing social problem, such as gender, race, or class prejudice, is dramatized through its effect on the characters of a novel". More specific examples of social problems that are addressed in such works include poverty, conditions in factories and mines, the plight of child labor, violence against women, rising criminality, and epidemics because of over-crowding, and poor sanitation in Social Impact is a key to the harsh life of Mexico-Americans society in novel Famous All Over Town by Danny Santiago. The purpose of the research is to discuss characters development through harsh life of Mexican-American society in Los Angeles. The writer used intrinsic theories such as character and setting in conducting this research. The writer also used Bibb Latané's dynamic social impact theory in this research. The result of this research is to prove that social influences greatly affect the development of character behavior.

Chato is actually a good kid because environmental factors turn out to be mischievous. Keywords: Social impact, violence culture, characters development, harshness life. ABSTRAK Dampak sosial adalah kunci dari kerasnya kehidupan dari masyarakat Meksiko-Amerika dalam novel Famous All Over Town karangan Danny Santiago. Tujuan penelitian ini adalah untuk membahas perkembangan karakter melalui kerasnya kehidupan dari masyarakat Meksiko-Amerika di Los Angeles. Penelitian menggunakan teori intrinsik meliputi karakter dan latar. Ekstrinsik teori meliputi teori Social Impact dari Bibb Latane. Hasil dari penelitian ini adalah untuk membuktikan bahwa pengaruh sosial sangat mempengaruhi per