

**BAD CONSUMER BEHAVIOR OF REBECCA REFLECTED AT SOPHIE
KINSELLA'S NOVEL
CONFESSIONS OF A SHOPAHOLIC (2000)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Rebecca Bloomwood memiliki perilaku buruk dan karakter individualitas apa yang tercermin dalam kisah nyata novel *Confessions of Shopaholic* yang sesuai dengan pendekatan sosiologis. Jenis penelitian ini adalah deskriptif kualitatif. Jenis data dan sumber data diambil dari dua sumber data yaitu primer dan sekunder. Sumber data primer adalah novel *Confessions of Shopaholic* karya Sophie Kinsella yang dirilis pada tahun 2000. Dan sumber data sekunder diambil dari teori buku, sumber lain dan internet yang berkaitan dengan penelitian. Teknik pengumpulan data adalah dokumentasi. Langkah-langkahnya adalah membaca novel, mengklasifikasikan dan menganalisis data, mencatat dan browsing ke internet. Berdasarkan analisis, peneliti menggambarkan beberapa kesimpulan, studi menunjukkan bahwa masalah yang dihadapi oleh tokoh utama adalah kondisi sendiri untuk memutuskan cara yang tepat untuk hidupnya. Novel ini tentang kehidupan Rebecca.

Kata Kunci : Perilaku Buruk Rebecca. Pengakuan Shopaholic, Pendekatan Sosiologis, Sophie Kinsella.

ABSTRACT

This research aims at knowing of Rebecca Bloomwood has a bad behavior and what individuality character based on reflected in real story of novel *Confessions of Shopaholic* is suitable with the sociological approach. The type of this research is descriptive qualitative. Type of the data and the data source taken from two data source: primary and secondary. The primary data source is *Confessions of Shopaholic* novel written by Sophie Kinsella's released in 2000. And the secondary data sources are taken from books theory, other source and internet related to the study. The technique of collecting data is documentation. The steps are reading novel, classfying and analyzing the data, taking note and browsing to the internet. Based on the analysis, the researcher portrays some conclusions, the study shows that the problem faced by the major character is the own condition to decide the appropriate ways for her life. This novel is about Rebecca's life.

Key words : *Bad behavior of Rebecca. Confessions of Shopaholic, Sociological Approach, Sophie Kinsella.*

1. INTRODUCTION

Sophie Kinsella is the pen name Sophie Madeleine Wickham an English author was born on 12 December 1969, the first two novels in the series of his best-selling *Shopaholic*, *Confessions of a Shopaholic* and *Shopaholic Abroad*. Her books have been translated into more than 30 languages. *Confessions of a Shopaholic* the story of someone compulsive shopper, who spends beyond the limits, buys things she has no use for, and uses shopping as a way to feel better temporarily to successfully deal with shopaholism, knowing what goes in the mind of an affected individual is important. Contrary to popular belief, shopping addicts are not always easygoing young women who are only concerned about the latest shoes and handbags. Truth be told, the shopaholic often suffers from emotional problems, has low self-esteem, and desires the approval of other people. Positive encouragement is a great way to help the addict follow constructive advice. Let the person realize that self-worth is not related to the items that they buy and it was told in the novel with the main role of a woman named Rebecca Bloomwood.

Rebecca Bloomwood is the protagonist of the story. She lives in London. She has a job of a financial journalist in Investment Savings, despite she knows almost nothing about person finance. Unlike her job she is a profound shopaholic, other people views her as a irresponsible person while she thinks that she is making investment everyday while shopping. Rebecca is extremely addicted to shopping. She has no control toward buying everything she likes. Throughout the book Rebecca tries to stop spending since she has been in debt but it turns out to be that she was too addicted to shopping so end up spending even more. The researcher find the problem from the novel, Rebecca behaves unreasonably because she worked at a company's financial and became a financial consultant but she cannot stop her shopping. The reality that she wrote in economical magazine, that she should be able to use it to control her own finances.

A shopping addict also has trouble controlling impulsive behavior, which can be addressed by dealing with the underlying issues. Finally, the

shopaholic often has a profound sense of materialism, with the assumption that affection and admiration can also be bought. Shopping gave women increased freedom to spend money; it also fostered, in many women, a sense of identity, which could be expressed by buying fashionable clothes, available in shops. This experience came to be associated with an increased freedom to explore their sexuality. Women's pleasure in touching and trying on expensive material goods was seen as a kind of sensual experience. (Falk and Campbell 1997, pp. 76-9).

Consumerism is the belief that personal wellbeing and happiness depends to a very large extent on the level of personal consumption, particularly on the purchase of material goods. The idea is not simply that wellbeing depends upon a standard of living above some threshold, but that at the center of happiness is consumption and material possessions. A consumerist society is one in which people devote a great deal of time, energy, resources and thought to “consuming”. The general view of life in a consumerist society is consumption is good, and more consumption is even better.

Consumerism interferes with the workings of society by replacing the normal common-sense desire for an adequate supply of life's necessities, community life, a stable family and healthy relationships with an artificial ongoing and insatiable quest for things and the money to buy them with little regard for the true utility of what is bought. An intended consequence of this, promoted by those who profit from consumerism, is to accelerate the discarding of the old, either because of lack of durability or a change in fashion. (Robert H. Frank, April, 2009, pp. 12-13)

The central idea of the novel which was to evidently show that the novel is a representation of the shopaholic and consumerism context of Rebecca life, she likes shopping. This has been the problem from the novel.

It has also been apparent that the novel's personal reality with many problem cannot be taken out from each other because of the deep correlation between them especially at times in the novel that personal convictions have many problems. Sophie Kinsella has been very successful in retelling the characters of Rebecca Bloomwood.

2. METHOD

In this research, the researcher used a qualitative research. It is library research while data sources are using literary data. It purposes to analyze novel using a sociological approach. The steps to conduct this research are ; determining the type of the study, determining the object of the study, determining data and data source, determining technique of data collection, and determining technique of data analysis.

3. RESULT AND DISCUSSION

3.1 The Analyzing of Shopaholic

Shopping provided women with an anonymous, safe and socially acceptable public place where they could spend unsupervised time and exert financial control. Shopping was an acceptable domestic activity which allowed women relative freedom of movement and became an important aspect of modern female identity. Partly because of the shopping experience, women developed a new sense of the possibilities of modern life and began to discard the previous view of them as dependent, passive and retiring. Shopping helped women form a new definition of themselves and created 'a space for individual expression similar to men' (Falk and Campbell 1997, pp. 64-70).

For behavior adaptive shopping is namely for compulsive shopping addiction or buying. Hamanda explain the term for somebody experience shopping addiction is a shopaholic. The definition of compulsive buying is the chronic shopping , repeatedly and become a priority response in the negative situation and the negative feeling (O Guinn and Faber, 1992 in Edwards, 1993: 67).

Rebecca loves shopping very much. She often goes shopping and store to buy the newest items. She feels that shop accommodates most her wants.

It is stated in :

I casually close my eyes and start to tot up. There was that suit in Jigsaw. And there was dinner with Suze at Quaglinos. And there was

that gorgeous red and yellow rug. The rug was £200, come to think of it. But it was definitely worth every penny—everyone’s admired it. Or, at least, Suze has. (Kinsella’s : 5)

“Bex, open it up!” Suze is begging. “Let me see!” She’s grab-bing inside the bag with eager long fingers, and I pull it away quickly before she rips it. This bag is going on the back of my door along with my other prestige carrier bags, to be used in a casual manner when I need to impress. (Thank God they didn’t print special “Sale” bags. *I hate* shops that do that. What’s the point of having a posh bag with “Sale” splashed all over it?) (Kinsella’s : 23)

3.2 The Characteristic of Shopaholic

There are several characteristics that shopping addiction shares with other addiction. As with other addictions, shopping addicts become preoccupied with spending, and devote significant time and money to the activity. Actual spending is important to the process of shopping addiction; window shopping does not constitute an addiction, and the addictive pattern is actually driven by the process of spending money.

It is stated in :

I open my eyes and reach for the bill. As my fingers hit the paper I remember new contact lenses. Ninety-five pounds. Quite a lot. But, I mean, I had to get those, didn’t I? What am I supposed to do, walk around in a blur? (Kinsella’s : 6)

I can vividly remember fishing out the four £5 notes and carefully putting them in my wallet, sorting out the pound coins and putting them in my coin compartment, and pouring the rest of the change into the bottom of my bag. Oh good, I remember thinking. I won’t have to go to the cash machine. I’d thought that sixty quid would last me for weeks. (Kinsella’s : 8)

3.3 The Type of Shopaholic

Many shopping addicts don't realize their addiction because they don't spend excessive time and money at the mall. Shopping and spending addictions fall far outside of the boundaries of mall purchases, and the compulsion to spend affects everyone differently.

It is stated in :

It’s a habit of mine, itemizing all the clothes I’m wearing, as though for a fashion page. I’ve been doing it for years—ever since I used to read *Just Seventeen*. Every issue, they’d stop a girl on the street, take a picture of her, and list all her clothes. “T-Shirt: Chelsea Girl, Jeans: Top Shop, Shoes: borrowed from friend.” I used to read those lists avidly, and to this day, if I buy something from a shop that’s a bit uncool, I cut the label

out. So that if I'm ever stopped in the street, I can pretend I don't know where it's from. (Kinsella's : 10)

3.4 The Analyzing of Consumerism

Consumerism is the belief that personal wellbeing and happiness depends to a very large extent on the level of personal consumption, particularly on the purchase of material goods. The idea is not simply that wellbeing depends upon a standard of living above some threshold, but that at the center of happiness is consumption and material possessions. A consumerist society is one in which people devote a great deal of time, energy, resources and thought to "consuming". The general view of life in a consumerist society is consumption is good, and more consumption is even better.

Many consumers run out of room in their homes to store the things that they buy. A rapidly growing industry in America is that of self-storage. Thousands of acres of land good farm land are paved over every year to build these cities of orphaned and unwanted things so as to give people more room to house the new things that they are persuaded to buy. An overabundance of things lessens the value of what people possess. (Robert H. Frank, April, 2009, pp. 12-13).

Consumption is related to shopping. It becomes the beginning of the activity before people being consumptive. Rebecca as the main actor is a shopaholic person. She loves shopping and she realizes that she is a consumptive person.

It is stated in :

OK. DON'T PANIC. Don't *panic*. It's only a VISA bill. It's a piece of paper; a few number. (Kinsella's : 5)

It'll be about....£200. Three hundred, maybe. (Kinsella's : 5)

There is no question. I have to have this scarf. *I have* to have it. It makes my eyes look bigger, it makes my haircut look more expensive, it makes me look like a different person. I'll be able to wear it with everything. People will refer to me as the Girl in the Denny and George Scarf. (Kinsella's : 11)

I walk slowly out of the shop, still in a haze of delight. I've got a Denny and George scarf. I've got a Denny and George scarf! I've got. . .(Kinsella's : 20)

My heart starts to thump in panic. I know I haven't been that great at paying my bills—but I need my VISA card. *I need* it. They can't just cancel it, just like that. (Kinsella : 151)

3.5 Discussion

Based on the analyzing structural elements of this novel, the researcher finds out the relationship between one elements to another. The discussion continues to the next step that consists of character and characterization, setting, plot, theme, point of view and style. The researcher will discuss the relation between the elements and put the elements into unity.

In Confessions of a Shopaholic novel, there are many characters who have different characteristic. Each character in this novel has a different characteristic. Sophie Kinsella creates the main characters such as Rebecca Bloomwood and Luke Brandon. Fortunately, there is complete physical description for the major characters. And it is covered by the description of the other qualities of the characters. The appearance of the other characters can support Sophie Kinsella's ideas in Confession of a Shopaholic novel.. The characters support each other and make a complicated story in this novel.

The setting is amazing. The setting of Confessions of a Shopaholic novel is clear and makes the readers follow the story. It has taken on London, England. The narrator describes this place is very clear.

In the organization of Confessions of a Shopaholic novel, Sophie Kinsella uses traditional plot to make it easier to be understood. The story begin with exposition, then climax and lastly is ended by resolution of the story. Sophie Kinsella conveys the conflict and resolution as the cause effect relationship to support her idea in this novel that show causality. She also describes what drastically changing is attitude and personalities of the major characters that are influenced by the events of the story. Those changes show plausibility.

Sophie Kinsella uses non-participant point of view. She is not involved in this story. She introduces her self as a narrator who describes all characters, that has characteristic is sharpen the existence of her charaters, setting and style to support her idea reflected Confessions of a Shopaholic novel, Sophie Kinsella uses simple standard in language in short and long

sentences contraction in her novel. She uses figuratives languages and she does not use borrowing in order to be understand it easily by the readers.

This novel tells about the bad consumer behavior of Rebecca Bloomwood. Becky, she is a journalist. She spends her working life telling others how to manage their money. Throughout the novel, Becky's spending and finances grow increasingly out of control. Becky does not seem to be able to stop herself from spending, something she does in order to make herself feel better. Though Becky cannot seem to find direction in her life, finding a great buy at a sale, or the perfect gift for a friend seems to bring her the happiness she craves.

Based on the analysis above, it is clear for the researcher to conclude that the literary elements of Confessions of a Shopaholic formulated a solid unity in which one element supports the others and the whole elements successfully reflect theme of the novel.

4. CLOSING

Based on the research findings and discussion in previous chapter, the researcher draws the conclusion as follows. There is bad consumer behavior of Rebecca Bloomwood reflected at Confessions of a Shopaholic novel.

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