

**THE IMPACT OF CONSUMERISM TOWARD REBECCA'S
PERSONALITY IN P. J. HOGAN'S *CONFESSIONS OF A
SHOPAHOLIC* MOVIE (2009):
A PSYCHOANALYTIC APPROACH**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirement
for Getting Bachelor Degree of Education
in English Department**

by:

ANGGARI KHARISMA NOVIANI

A 320070161

**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2011

APPROVAL

**THE IMPACT OF CONSUMERISM TOWARD REBECCA'S
PERSONALITY IN P. J. HOGAN'S *CONFESSIONS OF A SHOPAHOLIC*
MOVIE (2009):
A PSYCHOANALYTIC APPROACH**

by

Anggari Kharisma Noviani

A 320070161

Approved to be Examined by

Consultant Team :

Consultant I

Consultant II

(Dr. Phil. Dewi Candraningrum)

(Nur Hidayat, S. Pd)

ACCEPTANCE

Research Paper

**THE IMPACT OF CONSUMERISM TOWARD REBECCA'S PERSONALITY IN P.
J. HOGAN'S CONFESSIONS OF A SHOPAHOLIC MOVIE (2009):
A PSYCHOANALYTIC APPROACH**

by :

ANGGARI KHARISMA NOVIANI

A 320070161

Accepted and Approved by the Board of Examiners School of Teacher Training

and

Education Faculty Muhammadiyah University of Surakarta on 2011

The Board of Examiners :

1. **Dr. Phil. Dewi Candraningrum**
(Chair person)
2. **Nur Hidayat, S. Pd.**
(Member 1)
3. **Drs. Abdillah Nugroho, M. Hum**
(Member II)

Dean

Drs. Sofyan Anif, M. Si
NIK. 547

DECLARATION

On this occasion, the reseacher states that there is no proposed work before in this to get Bachelor degree in a certain University and as long as the reseacher knows that there is also no work or idea that has ever been written or published by other people, except referred and written in this research paper and mentioned in the bibliography.

If it is proved that there are mistakes in the researcher's statement above later in the future, she will be wholly responsible.

Surakarta, 2011

The Researcher

ANGGARI KHARISMA NOVIANI

A 320070161

DEDICATION

This Research Paper is dedicated to :

- My beloved father and mother, thank you for your love and affection
- My beloved sister
- My beloved boyfriend
- All of my big families
- My beloved friends, thanks for your motivation
- All of my friends of English Department Students '07

MOTTO

➤ **"The people who are waiting for is our self"**

(Barack Obama)

➤ **"Killing two birds with one stone"**

(Mr. Anam Sutopo)

➤ **"The experiences are the best teacher"**

(Writer)

ABSTRACT

ANGGARI KHARISMA NOVIANI. A 320070161. THE IMPACT OF CONSUMERISM TOWARD REBECCA'S PERSONALITY IN P. J. HOGAN'S *CONFESSIONS OF A SHOPAHOLIC* MOVIE (2009) : A PSYCHOANALYTIC APPROACH. RESEARCH PAPER. MUHAMMADIYAH UNIVERSITY OF SURAKARTA. 2011

The research is proposed to analyze the impact of Rebecca's personality toward consumerism with Psychoanalytic Approach. There are two objectives: the first is to analyze the impact of consumerism toward Rebecca's personality in *Confessions of a Shopaholic* based on psychoanalytic approach, and the second is to analyze P. J. Hogan's *Confessions of a Shopaholic* movie based on the structural elements of movie.

This study is a descriptive qualitative study, using the movie of Hogan's *Confessions of a Shopaholic*. And *Confessions of a Shopaholic*'s major character as the object of analysis of the study. There are two kinds of data sources used in this analysis, namely primary and the secondary. The primary data sources are the play and script of the play itself and the secondary data sources are some books, internet and articles related to the subject. The technique of data collection in this research is watching the original movie for several times; reading the movie script; determining the character that will be analyzed; taking notes of important thing both of primary and secondary data sources; classifying and determining the relevant data and; notes the material and other resources that related into the movie and the analysis. In analyzing the data, the researcher employs descriptive qualitative analysis. For the last, the researcher makes an analysis of Rebecca's id, ego, and superego. The researcher uses the theory of Psychoanalytic by Sigmund Freud because it is relevant to the problem.

Based on the analysis, the outcome of this study shows that Rebecca's character described as shopaholic, fashionable and stylish, extravagant, imaginative, dishonest, desperate, careless, panicky, curious and a brandname follower. The impact of consumerism toward the main character can be divided into shopaholic, wasteful life and being snared of debt and being oppressed in her life. Rebecca immediately got bankrupt, she is debtor, and she is fired from her job.

Consultant I

Dr. Phil. Dewi Candraningrum

Consultant II

Nur Hidayat, S. Pd.

Dean

Drs. Sofyan Anif, M. Si

NIK. 547

ACKNOWLEDGMENT

Assalamualaikum Wr. Wb

Alhamdulillahirabbil'alamin, this is the word repeatedly said as praise to Allah, the merciful and the compassionate for His guidance and strength, giving breath until this moment so that the researcher is able to finish this research paper entitled **THE IMPACT OF CONSUMERISM TOWARD REBECCA'S PERSONALITY IN P. J. HOGAN'S *CONFESSIONS OF A SHOPAHOLIC* MOVIE (2009): A PSYCHOANALYTIC APPROACH**. Then peace is upon Prophet Muhammad, the messenger sent by God who changed this world from darkness to light.

Without any support, encouragement, guidance, help, criticism and advice from many people, it is impossible for the researcher to accomplish this research paper. Therefore, let her say thanks to :

1. Dr. Phil. Dewi Candraningrum, as the first consultant for her kindness, who patiently makes efforts in giving direction and guides her in accomplishing this research paper.
2. Nur Hidayat, S. Pd, as the second consultant for this workaholic way in giving the correct language and addition to her researcher paper perfection.
3. Third Drs. Abdillah Nugroho, M. Hum, as the academic consultant for having guidance and help indirectly the researcher's study in this university and also as the third member for researcher research paper.
4. Drs. H. Sofyan Anif, M. Si as the Dean of Teacher Training and education.
5. Titis Setyabudi, S. Si, as the Head of English Department.
6. All of the English Department's teachers in Muhammadiyah University of Surakarta.
7. The librarian who helped the researcher in completing the research paper.

8. Her parents for the financial, moral and spiritual supports.
9. Her sweet sister
10. Her beloved boyfriend
11. Her beloved friends for the wonderful friendship that increases the researcher is spirit and enthusiasm to finish this research paper.
12. The nice friendship for the English Department Students '07.

Nevertheless, the researcher realizes that this research paper is far from being perfect. In order to make better, she welcomes positive criticism and suggestion.

Finally the researcher hopes that this research paper can give contribution and useful to the reader.

TABLE OF CONTENT

TITLE	i
APPROVAL	ii
ACCEPTANCE	iii
DECLARATION	iv
DEDICATION	v
MOTTO	vi
ABSTRACT	vii
ACKNOWLEDGMENT	viii
TABLE OF CONTENT	x
CHAPTER I INTRODUCTION	1
A. Background of the Study	1
B. Literature Review	6
C. Problem Statement	6
D. Limitation of the Study	6
E. Objectives of the Study	6
F. Benefits of the Study	7
1. Theoretical Benefit	7
2. Practical Benefit	7
G. Research Method	
1. Type of Study	7
2. Object of the Study.....	8
3. Type of the Data and Data Source.....	8
4. Technique of the Data Collection.....	8

5. Technique of the Data Analysis	8
H. Research Paper Organization	9
CHAPTER II UNDERLYING THEORY	10
A. Notion of Psychoanalytic	10
B. The Principle of Psychoanalysis	11
1. <i>Id</i>	11
2. <i>Ego</i>	11
3. <i>Superego</i>	12
C. Perspective of Psychoanalytic in Literature	12
D. Structural Elements of the Movie	14
1. Narrative Elements.....	14
2. Technical Elements	16
E. Theoretical Application.....	18
CHAPTER III STRUCTURAL ANALYSIS.....	20
A. Structural Elements	20
1. Character and Characterization	20
2. Casting	24
3. Plot	25
a. Exposition.....	25
b. Complication	26
c. Climax	28
d. Resolution.....	28
e. Causality	28
f. Plausability	29

4.	Setting	29
	a. Setting of Place	29
	b. Setting of Time	33
5.	Point of View	34
6.	Theme	35
B.	Technical Elements	35
	1. <i>Mise-en-Scene</i>	35
	a. Set Dressing and Props	35
	b. Costume	36
	c. Make up	37
	d. Lighting	39
	2. Cinematography	40
	a. Photographic Qualities of Shot.....	40
	b. The Framing of the Shot.....	41
	c. The Duration of Shot	46
	3. Sound	46
	4. Editing.....	47
C.	Discussion	50
 CHAPTER IV PSYCHOANALYTIC ANALYSIS		54
A.	Structure of Rebecca’s Bloomwood Personality.....	54
B.	Consumerism of Rebecca’s Personality.....	58
C.	The Impact of Consumerism Toward Rebecca’s Personality	60
D.	Discussion	61

CHAPTER V CONCLUSION AND SUGGESTION	64
A. Conclusion.....	64
B. Suggestion.....	65
BIBLIOGRAPHY	66
VIRTUAL REFERENCES	68
APPENDIX	69