CHAPTER I

INTRODUCTION

A. Background of the Study

Confessions of a Shopaholic is one of most popular women drama movie of woman and her life style. The screenplay of this film is adapted from the novel with the same title written by Sophie Kinsella. Sophie Kinsella is an British novelist, she is author of non fiction who was born on 1969 in London. She is most famous for her The Secret Dreamworld of a Shopaholic (2000), but later well known as Confessions of a Shopaholic (2001). She wrote many novels such as The Tennis Party (1995), A Desirable Residence (1997), Swimming Pool Sunday (1997), The Wedding Girl (1999), The Gatecrasher (1998), Sleeping Arrangements (2001), Cocktails for Three (2001) and four others Shopaholic Series.

Confessions of a Shopaholic movie is directed by Paul John and his famous name is P. J. Hogan. He was born on November 30, 1962 in Brisbane, Queensland. As a Australian film director, he was successfully as director of Muriel’s Wedding (1994), My Best Friend’s Wedding (1997), The American Mall (2008) and the last he directed Confessions of a Shopaholic (2009) stars Isla Fisher as the central character, Rebecca “Becky” Bloowood, the shopaholic jurnalist.

Confessions of a Shopaholic is a movie about women and her life style. The movie opens with young Rebecca looking at beautiful shoes and talking about how there were two kinds of prices: real prices, which bought wonderful things, and her mothers prices, which bought things that would last forever. We see her receiving a very plain and sturdy pair of brown shoes and looking enviously at the other girls. We see her looking at older girls trying on dresses and jewelry, and not even needing
money for these perfect things as they swipe credit cards. She wanted one of those.
Now the adult Rebecca (Isla Fisher) is walking down the street, saying little did she
dream she would one day have twelve.

Rebecca Bloomwood is a shopping addict who lives with her best friend Suze.
Currently, she works as a journalist for a gardening magazine but dreams to join the
fashion magazine Alette. One day, she secures an interview with the magazine. On the
way to the interview, she sees a green scarf and decides to buy it. Her credit card is
deprecated, so Rebecca races to the nearest hot dog stand, offering to buy all the hot
dogs if the seller gives her back change in cash and saying it is a gift for her sick aunt.
Finally a man offers her $20. When Rebecca gets to the interview she’s told that
someone has got the position, but by joining another magazine, she might make it to
Alette. The receptionist tells her there is a position in the magazine “Successful
Savings”.

When she has interview with Luke Brandon, the editor of Successful Savings,
she realizes he is the man who loaned her $20. While he talks on the phone, she hides
her scarf outside his office. The interview doesn’t go well and she tries to distract him
without success. Luke’s assistant comes into the room and tells Rebecca that she
dropped her scarf. Rebecca knows her game is up and leaves.

She and Suze write drunken letters to Alette and Successful Saving, but she
sends each to the wrong magazine. Nevertheless, Luke Brandon hires her. Rather than
completing a work assignment, she goes to a clothing sale. While examining some
cashmere gloves, she realizes that the gloves are not fully cashmere, and gives her
inspiration for her column, calling herself “The Girl in the Green Scarf”. The column
is an instant success worldwide. Meanwhile, Rebecca tells everyone that her debt
collector, Derek Smeath, is her stalker. Luke invites her to a conference and a ball. In
the conference, she impresses a couple of CEOs who promise to give advertisement contracts to Successful Savings. At a restaurant Alicia, asks Luke to the ball, leaving Rebecca feeling dejected.

Rebecca returns home to confrontations with Derek Smeath, so Suze makes her join Shopaholics Anonymous. The class leader, Miss Korch, forces her to donate all the clothes she just bought, including her bridesmaid’s dress for Suze’s wedding and a dress for a TV interview. She offers to buy back both dresses from the charity store, but can only afford one, and buys the TV interview dress. During her live TV interview, Rebecca is publicly accused of not paying her debts by Smeath, and loses her job. Suze is angry when she finds out that Rebecca sold her bridesmaid dress.

Rebecca is then at her parents house when Alette herself appears to offer her a position at the magazine. While this had been Rebecca’s dream, she declines, thinking this would be another mistake. She then sells most of her clothes to pay off her debts. Meanwhile, Luke rejects the offer for his own magazine and opens up a new company, Brandon Communications.

Rebecca’s sale is a success, making it possible for her to pay her debts. Rebecca then gives her payment to her credit collector Derek Smeath. Rebecca attends Suze’s wedding, after reclaiming her bridesmaid dress from the woman who had gotten it from the store. Suze forgives her. Rebecca and Luke meet again, and Luke returns the green scarf after revealing that he was the person who had bought it at the auction. Rebecca ends up working for Luke’s new magazine and being in a relationship with him.

*Confessions of a Shopaholic* is a major critical success. Production of this film began in February to May in 2008. To change the ending to be more sympathetic to audiences during a time of recession, the second shoots take place in New York City.
on December 4 and 8, 2008. So the film was originally to be released on February 13, 2009. The setting of place in New York, Connecticut, Florida and setting of time is February to December 2008. The runtime is 104 minutes, release in VCD and DVD distributed by Touchstone Pictures. On its opening weekend without President Day’s, the film opened # 4 behind Taken, He’s Just Not That Into You, and Friday the 13th grossing $15,054,000 in 2,597 theaters with a $6,005 average. As of May 22, 2009 the film grossed $44,277,30 at domestic box office, while its worldwide box office is $106,904,619. The film made that amount overseas with an international gross of $108,332,743.

Confessions of a Shopaholic get awards sweep starting with the Casting Society of America on Outstanding Achievement in Casting - Big Budget Feature – Comedy category in 2009. This film also gets the Teen Choise Award on Choise Movie Actress category in 2009.

Beside the good responses, Confessions of a Shopaholic also gains some protests especially from Herline (2009) said that “Confessions of a Shopaholic is disappointing film for some people who read the novel because the setting of this film held in America. Actually, based on the novel the setting of place in England with England’s jokes. So, it is very different with the novel content its self”. Killa (2009) said that “Confessions of a Shopaholic is film that less educational because the main character or the story give the bad impact for audience to follow her life style for example to be greedy and consumptive”.

Confessions of a Shopaholic is an interesting women movie; there are four aspects that make this movie interesting. First, Confessions of a Shopaholic has the fresh comedy and friendships story between Rebecca Bloomwood (Isla Fisher) and Suze (Krysten Ritter). Suze is Becky’s closest friend who helping Becky make photo
frames as part of the MMM (Make More Money plan). The friendship between them is funny because sometimes Suze influence Becky to shopping but if Becky’s credit card declined, Suze help to arrange dirty trick to avoid from Derek Smith (Robert Stanton).

The second aspect is the plot and the cast of the movie. P. J. Hogan makes the audience feel enjoy and enthusiastic with this movie because the plot is easy to understand. Started from the cause and then the effect, from simple until complex, and from happy to conflict and then ends in happy ending. The casts of this movie also have a valuable part. In this film, Isla Fisher as Rebecca “Becky” Bloomwood who has play for the major cast is great actor. She won Teen Movie Award for Choise Movie Actrees; Comedy and Choise Movie Actrees; Romance category.

The third is costumes for the actress in this movie. Patricia Field, who created costume designs for the series, also undertook the job in the film. However, Field has stated that she initially was ambivalent to do the film, for monetary and creative reasons. Field rose to fame particularly after designing for the series from 1998 to 2004, wherein she popularized the concept of using designer clothes with day-to-day fashion.

The last is the implicit message from this movie. Materialism is no direct route to lasting happiness; that momentary thrill of hunt-and-kill fades the instant the purchase is done, and the hapless shopper is left with piles of useless fabric trophies and unpayable bills. True achievement and sacrifice mean far more than mere acquisition. Chasing happiness in binges of shopping, drinking, drugging, sex gets the seeker exactly nowhere. Happiness cannot be found in caving into any addiction; instead, the films suggest in tandem, happiness is a decision, a triumph of the will. It’s
virtually impossible to find if you’re looking for it in your own reflection. Happiness is doing the right thing, usually for someone else.

Based on the previous reasons the writer will observe *Confessions of a Shopaholic* movie by using psychoanalytic theory by Sigmun Freud. So, the writer constructs the title **THE IMPACT OF CONSUMERISM TOWARD REBECCA’S PERSONALITY IN P. J. HOGAN’S CONFESSIONS OF A SHOPAHOLIC MOVIE (2009): A PSYCHOANALYTIC APPROACH.**

**B. Literature Review**

There is no previous study in this theme because there is no research on *Confessions of a Shopaholic* movie. So, this research will be the first research in *Confessions of a Shopaholic* movie with psychological approach about the impact of consumerism toward Rebecca’s personality, especially in Muhammadiyah University of Surakarta.

**C. Problem Statement**

Knowing that the problem is the important part of research, the writer proposes, “How are the impacts of consumerism toward Rebecca’s personality in *Confessions of a Shopaholic* movie?”

**D. Limitation of the Study**

The writer focuses this research in analyzing the impact of Rebecca’s personality toward consumerism in *Confessions of a Shopaholic* movie based on psychoanalytic approach.

**E. Objectives of the Study**

The objectives of the study are mentioned as follows:

1. To analyze the impact of consumerism toward Rebecca’s personality in *Confessions of a Shopaholic* based on psychoanalytic approach.
2. To analyze P. J. Hogan’s *Confessions of a Shopaholic* movie based on the structural elements of movie.

F. Benefits of the Study

The benefits of the study are:

1. **Theoretical Benefit**

   The study is hoped to give a new contribution and information to the larger body of knowledge, particularly the literary studies on P. J. Hogan’s *Confessions of a Shopaholic* movie.

2. **Practical Benefit**

   The study is hoped to enrich knowledge and experience of the writer and other students of Muhammadiyah University of Surakarta or another Universities who have interest with literary study on the movie from Psychoanalytic Approach.

G. Research Method

1. **Type of the Study**

   In this research, writer used descriptive qualitative research. Moleong (1989: 3) affirms that “qualitative research is a research of which the data in the form of written or oral word are descriptively analyzes”. The descriptive qualitative research is a type of research which it research is not presented in digits or statistic but the data in the form of descriptive. The steps to conduct this research are:

   a. Determining the type of the study,
   b. Determining the object of the study,
   c. Determining data and data source,
   d. Determining technique of collecting data, and
   e. Determining of data analysis.
2. **Object of the Study**

   The object of the study is the impact of consumerism toward Rebecca’s personality in *Confessions of a Shopaholic* movie directed by P. J. Hogan and publishing by Touchstone Pictures in 2009 and it is analyze by psychological approach.

3. **Type of the Data and the Data Source**

   The primary data in this research is the impact of consumerism toward Rebecca’s personality in *Confessions of a Shopaholic* movie directed by P. J. Hogan from Touchstone Pictures and the script of this movie. The secondary is data sources are *Psychoanalytic Theory* book and also *Confessions of a Shopaholic* movie review.

4. **Technique of the Data Collection**

   The techniques of collecting data are capturing the picture and note taking, with the steps are:
   
   a. Watching the original movie for several times.
   
   b. Reading the movie script.
   
   c. Determining the character that will be analyzed.
   
   d. Taking notes of important thing both of primary and secondary data sources.
   
   e. Classifying and determining the relevant data.
   
   f. Notes the material and other resources that related into the movie and the analysis.

5. **Technique of the Data Analysis**

   The technique of data analysis used descriptive qualitative analysis. It concerns with the structural elements of the movie and also psychological approach.
H. Research Paper Organization

The research paper organization of the impact of consumerism toward Rebecca’s personality in P. J. Hogan’s *Confessions of a Shopaholic* Movie (2009): A Psychoanalytic Approach are chapter I is introduction. It consists of background of study, previous study, problem statement, objectives of the study, limitation of the study, benefits of the study, research method, and research paper organization. Chapter II is underlying theory. It consists elaborated of psychoanalysis, the principle of psychoanalysis, perspective of psychoanalysis in literature, and structural elements of the movie. Chapter III is structural analysis of *Confessions of a Shopaholic* movie. It elaborates the structural analysis of *Confessions of a Shopaholic* movie and discussion. The structural analysis consists of narrative elements consists of character and characterization, casting, plot, setting, point of view, and theme, and also technical elements consists of stage action, cinematography, sound, and editing. Chapter IV is the discussion of *Confessions of a Shopaholic* movie based on psychoanalytic approach. And the last chapter V is conclusion and suggestion. And for the last part is bibliography and appendix.