

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

*The Devil Wears Prada* is a comedy film, an adaptation of Lauren Weisberger's 2003 novel of the same name and it is directed by David Frankel. The star of this film is Andy Sachs who is a journalist but work as co-assistant of Miranda's Priestly in *Runway* magazine. The film is distributed by 20<sup>th</sup> Century Fox and the duration of this film is 109 minutes. The gross revenue of this film is 326 million with the budget 35 million.

*The Devil Wears Prada* is an interesting film because the audiences both inside and outside the U.S. The film had an average score of 62 out of 100, based on 40 reviews. And critics gave fairly positive reaction to the film as a whole. Streep's performance make the audience amaze and it was the only reason to see this film. Miranda inspires both terror and measure of awe. The character of Andy also makes the audience amazed.

Meryl Streep's performance gets many award nominations, including her record setting 14<sup>th</sup> Oscar Bid, as well as a Golden Globe for best Actress in a Comedy or Musical. Emily Blunt also drew favorable notice and nominations, as did many of those involved in the film's production. It was well received by the public becoming a surprise summer box office hit following its June 30 North

American Release. It would gross over 300 million mostly from its international run, and finish in 2006's top 20 both in the US and overseas. It is also the highest-grossing film in Streep's career and highest grossing in Hathaway's.

David Frankel is the director of *The Devil Wears Prada*. He was born on April 2, 1959 in New York City. He is an American director, screenwriter and executive producer. He is the son of Max Frankel, a former executive editor of the New York Times. After graduation from Harvard, his first professional assignment was an article for Esquire about John McEnroe, the tennis star stars against whom Frankel had competed when they were in high school. Frankel began writing for TV, breaking in with "The Ellen Burstyn Show", a short-lived ABC sitcom in 1986. Teaming with Norman Steinberg, he wrote, directed and was co-executive producer of the CBS sitcom "Doctor, Doctor" (1989-91). ([http://www. Altfg.com/blog/film-reviews/devil-wears-prada-frankel](http://www.Altfg.com/blog/film-reviews/devil-wears-prada-frankel)).

*The Devil Wears Prada* is a comedy drama that is starring Andrea "Andy" Sachs (Anne Hathaway) a recent college graduate who goes to New York City. She applies as a junior personal assistant to icy editor-in-chief Miranda Priestly (Meryl Streep) who dominates the fashion world from her perch at a top *Runway* Magazine. She is the editor of *Runway*. She is a perfect woman. She is feared by her staff and many people in the fashion world. Million girls would kill for this job so it was easy for Miranda to get another assistant. But now Miranda makes an exception because Andy's resume amazed her. Her

assistant before is slim, skinny, and glamorous but they all disappointed her. So she wants to try receiving an assistant who is fat and does not know about fashion but she is smart. Actually, Miranda does not like her but she will take a risk to receive Andy as her assistant.

Miranda always underestimates Andy. She regards that a girl who is fat and does not know about fashion can not work in the Fashion Magazine. She always asks an impossible thing to do. She always wants everything to be done quickly. Miranda never thinks about her workers. She always wants everything she needs have to be fulfilled. All of her staffs are afraid with her. She always thinks that she is the perfect one.

*The Devil Wears Prada* has three appeals which make the researcher be interested in this movie. The first is the story it self, the story is very interesting. Never give up and full of spirit are the suitable words for Andy. Here, Andy who is journalist and she is smart and competent in her work. Then she tries to work in Runway magazine as the junior assistant of Miranda Priestly. She has to help Miranda in everything, she does not know anything about fashion and style. But she works in fashion magazine and she can do her job well. And Miranda is an independent woman and really has a power in Runway. All of her staffs fear to her, only her opinion is important. That is because she is the editor of Runway magazine so the workers follow with her command.

The shooting is the second appeal of *The Devil Wears Prada*. The shooting scene is in Midtown Manhattan and the principal photography took in two cities that are New York and Paris. It's because the story is about fashion magazine so Paris and New York are suitable for the fashion city.

Costuming is the third appeal for this movie. The director had worked very hard with famous designer, Patricia Field. The budget for the movie's costume is \$ 100,000. The movie shows a famous costume which is used by the character. In this movie costume is very important because the story is about fashion magazine. Stylish person and glamour are usual thing. The director makes this movie successfully. The dress or costuming supports the performance of the actor and actress.

Social status can be understood as the degree of honor or prestige attached to one's position in society. Occupying a high status due to a characteristic that one possesses means that on the basis of that difference, an individual acquires more power and privilege. In this film, Miranda tries to preserving her status as the editor of Runway. She does not want her position to be replaced by another person so she always shows a cruel attitude to her staff. She wants to secure her power in Runway.

Based on the explanation above, the writer is interested in observing preserving the status quo because Miranda does not want her position to be changed by other persons. That is why the writer is interested in understanding

the relation based on the Marxist Perspective for the research paper entitled:  
**“Preserving the status quo in David Frankel’s *The Devil Wears Prada*: A Marxist Perspective.”**

## **B. Literature Review**

*The Devil Wears Prada* is one of the David Frankel movie. The writer presents the previous study dealing with the study of the movie. The writer takes the research that was conducted by Dwita Yulianti (UMS, 2005) entitled “Women Right for Recognition and Career in David Frankel’s *Devil Wears Prada*: A Feminism Perspective. The writer views the movie from the aspect of feminism; the researcher is interested to analyze Women Right for Recognition and Career. In this research, the writer views from aspect of Marxist and the writer focuses on Preserving Status Quo to secure Miranda’s power in *Runway Magazine*.

## **C. Problem Statement**

Having watched *The Devil Wears Prada* movie, the major problem of this study is: “How is preserving the Status Quo reflected in *The Devil Wears Prada* movie?”

#### **D. Limitation of the Study**

In order to focus the study, the researcher limits the study of the preserving the status quo in *The Devil Wears Prada* movie. In discussing this research, the writer uses a Marxist perspective to analyze the research.

#### **E. Objective of the Study**

Based on the problem statement above, the objective of the study are as follows:

1. To analyze the structural elements of the movie.
2. To discuss preserving the status quo viewed from Marxist perspective.

The benefits of the study are as follows:

##### **1. Theoretical Benefit**

To give information and knowledge to the reader, especially the literary study on *The Devil Wears Prada* by David Frankel.

##### **2. Practical Benefit**

To get better understanding of the movie, in literary field as references to other researchers in analyzing the movie especially based on the Marxist perspective.

## **F. Research Method**

### **1. Type of the Study**

In analyzing *The Devil Wears Prada*, the researcher uses qualitative research. It is a type of research that does not need a statistic to collect the data.

### **2. Object of the Study**

The object of this study is divided into two; these are formal object and material object. The formal object is preserving the status quo which appears in this movie while the material object is *The Devil Wears Prada* movie itself.

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

The writer uses scenes and dialogues as the type of the data and data added by the script to get more understanding. The script itself consists of sentences, phrases, and words. The data source is divided into two kinds, namely primary data source and secondary data source.

#### **a. Primary Data Source**

The primary sources of data are taken from *The Devil Wears Prada* movie.

#### **b. Secondary data**

The secondary data are taken from articles on the internet, related with the topic in this research.

#### **4. Technique of the data Collection**

In conducting this study, the writer uses the technique as follows:

- a) Note taking
- b) Scene capturing

The steps which are used by the writer are as follows:

- 1) Watching the movie
- 2) Noting the important scenes
- 3) Browsing in the internet to look for related information such as movie script, movie's identity, public response, etc
- 4) Reading relevant books. Selecting the data suitable with the topic of the study.

#### **5. Technique of the Data Analysis**

In analyzing the data, the researcher uses descriptive analysis. It means that the researcher interprets the text and content. Then, the researcher uses the data to analyze preserving the status quo in order to secure Miranda's power in *Runway Magazine*.

#### **G. Research Paper Organization**

Paper Organization consists of five chapters and each of them is subdivided into subsequent divisions. Chapter I is introduction which consist of background of the study, literary review, problem statement, limitation of the



study, objectives of the study, research method and paper organization. Chapter II discusses underlying theory which contain of the notion of Marxist, principle of Marxist that is historical materialism, dialectical materialism, alienation, class struggle, and revolution. And it also contain structural element of *The Devil Wears Prada* and Theoretical Application. Chapter III presents Historical Background of American Society in Early Twenty First Century. Chapter IV is the structural analysis and discussion. Chapter V is the Marxist analysis which deals with the discussion and the analysis of Marxist perspectives in *The Devil Wears Prada* movie. And the last, Chapter VI is conclusion and suggestion.