

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

*Confession of Shopaholic* is one of the most popular novel, which reminds especially to women to keep their control about sale. The screenplay of this movie is adapted from the novel series by Sophie Kinsella. Sophie Kinsella is a Britain novelist who was born on December 12, 1969 in London. She is most famous for his shopaholic books series (2007), and in 2009. It was adapted in the movie. Many of her novels fall into the genre “check lit”, humorous book about modern and their misadventures in life and love. The series of shopaholic books are *The Secret Dreamworld of a Shopaholic* (2000), *Shopaholic Abroad* (2001), *Shopaholic Ties the Knot* (2002), *Shopaholic and Sister* (2004), *Shopaholic and Baby* (2007). The other of her novels is *The Undomestic Goddess* (2005) which get award Sainsbury’s popular fiction award best novel nomine 2006, *Can You Keep a Secret* (2003), *Remember Me?* (2008), *Twenties Girl* (2009).

*Confession of Shopaholic* movie is directed by P.J Hogan, an Australian film director, and screenplay by Kayla Alpert. His first big hit was the 1994 Australian film *Muriel's Wedding*, and the success film *My Best Friend's Wedding* (1997). The following year he directed a pilot for a remake of the cult soap opera *Dark Shadows*, which was not picked up for broadcast, and created the story for the 2008 musical film *The American Mall*. He then directed *Confession*

of a *Shopaholic*, an adaptation of the novels *The Secret Dreamworld of a Shopaholic*. P.J Hogan also wrote a draft of *'I love you, man'*, the 2008 Dreamworks comedy, a stated in the Creative Screenwriting Podcast Q&A for *'I Love You, Man'*.

*Confession of Shopaholic* tells about a woman journalist, her name is Rebecca Bloomwood, her hobby is shopping. But her salary could not support her hobby until one day she gets punishment. And her obligation is bigger and her credit card is rejected. Rebecca tries to solve her problem until she gets job. Ironical, kinds of her jobs is she has to write column about solution for people who are difficult in financial. This movie is presented with easy style and entertains. And Rebecca's life can make people get the benefit by watching this movie.

A childhood memory begins the film, as Rebecca's mother buys her brown shoes that will last forever but are not fashionable, while other girls get cute fashionable shoes. They laugh at her mundane shoes, and Rebecca feels unworthy. She sees a lady using a credit card and is fascinated by them, coveting one. Now, Rebecca Bloomwood, living with her best friend Suze Cleath-Stuart, has moved to Manhattan to get involved in the New York City magazine world. She has several credit cards, and a shopping addiction. She's a journalist for a gardening magazine but her dream is to join the fashion magazine *Alette*. On the way to her interview she is distracted by a Denny and George sale, eventually buying a green scarf. Her credit card is declined and sale items cannot be held 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. Rebecca lies, saying it's a gift for her sick Aunt Ermintrude. Finally a man offers her \$20. Unfortunately, when Rebecca gets to her interview the male receptionist informs her that the job has been filled by Alicia Billington. He advises her to join another of several other magazines owned by the corporation, Dantay-West and make her way up to *Alette* since the company likes to promote from within. He tells her there are interviews being held at *Successful Savings*. When she interviews with Luke Brandon, the editor of *Successful Savings*, she realizes that he is the man from who loaned her \$20. While he talks on the phone, she hides her scarf in a cubicle outside his office. The interview doesn't go well, when he asks the Rebecca's interests on current fiscal crisis. She tries to distract him without any success. Luke's assistant Hayley comes into the room and tells Rebecca that she dropped her scarf. Rebecca knows her game is up and leaves the interview. Frustrated by her lack of success, she and Suze write drunken letters to *Alette* and *Successful Saving*, but she posts each to the wrong magazine. Nevertheless, Luke Brandon hires her. Then, rather than completing a work assignment, she goes to a clothing sale where she fights with a girl for a pair of shoes and ended up by buying a lot of costly stuff. While examining an expensive cashmere coat she realizes that the coat is only 5% cashmere and 95% acrylic, it gives her inspiration for her column, calling herself "the Girl in the Green Scarf." The column is an instant success worldwide and even impresses the owner of the magazine company. Meanwhile Rebecca tells everyone in the office that her credit collector, Derek Smeath is actually her

stalker when he attempts to reach her throughout the film. Luke invites her to a conference in Miami and an important ball. In the conference in Miami, she impresses a couple of CEOs of major companies who promises 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, a bill collector, so her roommate Suze makes her join Shopaholics Anonymous. The class leader, Miss Korch, forces her to donate all the clothes she just bought, including her maid of honor dress for Suze's wedding and a dress she purchased for a TV show interview for her now famous columns as "The Girl in the Green Scarf". She offers to buy back both dresses from the charity store she was forced to donate to, but can only afford one, and chooses the TV interview dress. During her live TV interview, Rebecca is publicly outed and accused of not paying her debts by Smeath, and consequently loses her job. Suze is also angry when she finds out that Rebecca sold her bridesmaid dress, and doesn't let her back into the apartment. Rebecca is then back at her parents' house when Alette herself appears to offer her a position at the fashion magazine as a new columnist, writing about bargain sales. While this had been Rebecca's initial plan, she says that she'd be making another mistake by influencing women to keep shopping for high-end clothes. She rejects the offer, and then decides to make things for her right by selling most of her wardrobe in an auction-style format to pay off her debts. Meanwhile Luke was offered a new magazine by the owner of Dantay-West but

he rejects the offer to open his new company Brandon Communication which he opens by taking a bank loan. Rebecca sells all her clothes in the sale, but hesitates over the green scarf during the auction. A blond woman and a telephone bidder begin a bidding war over the scarf. The auction is a success, making it possible for her to repay all of her debts. Rebecca then gives her payment to her credit collector Derek Smeath, paying it all in pennies by leaving hundreds of jars in his office. Rebecca then attends Suze's wedding, after reclaiming her bridesmaid dress from the homeless woman who had subsequently gotten it from the charity store. Suze forgives her and lets her become maid of honor again. Rebecca and Luke meet again, and Luke returns the green scarf after revealing that he was the person who behind both bidders at the auction. Rebecca ends up working for Luke's new magazine, and writes her first column titled "Confessions of a Shopaholic.", and ends up in a relationship with him.

*Confession of Shopaholic*, movie is adapted from two books *The Secret Dreamworld of a Shopaholic* and *Shopaholic Abroad* which in the United States were known as *Confessions of a Shopaholic* and *Shopaholic Takes Manhattan* respectively. The movie uses the American novels entitled *Confessions of a Shopaholic* reinterpreting Rebecca as an American rather than English. Filming took place in New York, Connecticut, and Florida from February to May 2008. To change the ending to be more sympathetic to the audiences during a time of recession, re-shoots took place in New York City on December 4 and 8, 2008. Production on the film also included creating a group of

faux upscale brand stores at the base of the Hearst Tower. At present brands such as Valentino, Anna Sui, Catherine Malandrino and Alberta Ferretti. Several of the costumes were from the collection of French *couture* designer Gilles Montezin. *Confessions of a Shopaholic* has received generally negative reviews. As of March 6, 2009 the film holds an average score of 38, based on 30 reviews on the Web Site Metacritic, which assigns a normalized rating out of 100 to reviews from mainstream critics. On Rotten Tomatoes the film holds a rating of 23%, based on 113 reviews with a consensus "This middling romantic comedy underutilizes a talented cast and delivers muddled messages on materialism and conspicuous consumption. Isla Fisher's (Rebecca) performances generated good reviews and she was nominated for Choice Movie Actress: Comedy at the Teen Choice Awards 2009. The movie itself was also nominated for Choice Movie.

*Confession of Shopaholic* is an interesting movie. There are some reasons why the writer chooses this movie. The first is *Confession of Shopaholic* has common story, that almost happens in women life in the big cities. Women are consumerist, they think that credit card is everything, and sale is one way to get things what they want, but all of this is wrong. When Rebecca has 12 credits card, she is satisfied but in other side she is frightened because she has big obligation.

The second aspect is the desire to get everything what people want. Hogan makes the audience feel satisfied when Rebecca gets things which she likes or when she is shopping, because Isla Fisher as Rebecca makes this movie

bearable, and she does the best with a shopworn, shopped out premise. Hogan describes that when she looks on the shops windows, she looks another world, a dream world is fully perfect thing, a world where a growing up girl gets what she wants, it looks beautiful, likes princess. In this movie, Sophie describes that seeing store is similar with seeing a man with cute smile, and the heart will be warm. But store is better than man because store always smells good, store can awake people desire to buy something that people need, and the sensation when people's hand touch new shinny bag.

The third aspect is the reason of why people become consumerist. Someone becomes consumerist because of many reasons but this movie, explains that Rebecca becomes consumerist because her environment, she feels ugly and many people will laugh her when she wears unique thing or antique thing. And when Rebecca child, she looks a magic card is like people needn't money to get everything they want, and can make them like fairy and princess, it's so beautiful for her. And after that tragedy she has future to has one of the magic card, and when she grows she has 12 magic cards or credit card.

The fourth reason is the character. The woman character Rebecca in this movie is well created. Rebecca's costume is very beautiful. Her dress likes fairy, princess, and Barbie, it's so funny. It's one thing that makes the viewers be interested with this movie. Because of this movie tells that Rebecca passions to get the job in Allee popular fashion magazine. It's not wrong if people like this movie because fashion style of Rebecca from France, and people know that

France is the most popular mode city in the world and the designer is Gilles Montezin.

The fifth reason is making people realize especially for woman that consumerism life style is something wrong. From this movie people can catch that in America, consumerism is something common, and there are many people want stay away from consumerism, includes of Shopaholics Anonymous. This movie gives solving problems for people who consumerism. And bad effects of people who have consumerist it's almost happen especially for women in big cities.

Based on the previous reasons the writer will observe *Confession of Shopaholic* movie by using sociological approach. So the writer constructs the title CONSUMERISM AS AMERICAN LIFE STYLE IN P.J.HOGAN'S *CONFESSION OF SHOPAHOLIC* (2009): A SOCIOLOGICAL APPROACH.

## **B. Literature Review**

In this study, the researcher did not find the other researchers from the university round Surakarta and Yogyakarta that have analyzed this film, so as the writer knows this is the first research paper that conducts confession of shopaholic movie analyzed through sociological approach



### **C. Problem Statement**

In this study, the writer proposes a single problem statement, the major problem is how consumerism as Americans life style P.J. Hogan is reflected in *Confession of Shopaholic* movie.

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

The writer focuses in analyzing the consumerism of American life style in P. J. Hogan confession of shopaholic movie based on sociological approach.

### **E. Objectives of the Study**

Concerning with the problem statement, the objectives of the study are as follows:

1. To analyze the movie based the structural elements.
2. To analyze the movie especially about the consumerism using Sociological approach based on sociological condition of Americans society in the globalization era.

### **F. Benefits of the Study**

The writer takes an expectation that this study gives benefits as follows:

### **1. Theoretical Benefit**

The result of the study is expected to broaden the writer's own comprehension about P.J Hogan in confession of shopaholic movie. This study is also expected to give contribute to the development of the larger body of knowledge. Particular literary study on P. J. Hogan's in *Confession of Shopaholic* movie.

### **2. Practical Benefit**

The study is dedicated to the development of literary study in Surakarta University, especially in English Department and to give deeper understanding in Literary field as the reference to the other researching in analyzing this movie into different perspective.

## **G. Research Method**

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

The writer uses a library research, which employs qualitative method. The writer also applies sociological approach.

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

The object of the study is *Confession of Shopaholic* movie to discuss the consumerism as Americans life style reflected in the movie.

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

- a. The primary data are taken from the script of the movie confession of shopaholic, it consists of dialogue, plot, themes, conflict, and the whole narration, etc, which are relevant to the object of the study.
- b. While the secondary data sources are taken from some books, websites, other literary, and other matters that support this analysis.

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

The writer uses library research in collecting data, which involves several steps:

- a. Watching the movie.
- b. Searching the script of the film from internet
- c. Reading the script repeatedly.
- d. Making the point in the script to make easy in analyzing it.
- e. Taking notes of important in both primary and secondary data.
- f. Classifying the data into groups according categories of elements of literary study.
- g. Selecting them by rejecting the irrelevant sources, that doesn't have important information to support the topic of the study.

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

The writer uses sociological approach and applies it by using the descriptive analysis. In addition, the writer also uses the structural analysis of the work. Firstly, the data are arranged. Secondly, the researcher is

looking for a selecting the correlation of data by using the chosen approach. Thirdly, all data from the second step are arranged. Finally, a conclusion is drawn.

## **H. Paper Organization**

This research is divided into six chapters. The first chapter is introduction, which consists of the background of the study, literature review, problem statement, limitation of the study, objectives of the study, benefits of the study, and paper organization. The second chapter deals with review of underlying theory involving the notion of sociological approach that will be used to analyze the data. The third chapter deals with the social background of Americans society. The fourth chapter is a structural analysis, in this chapters, the writer explains the structural elements of this film. The fifth chapter is sociological analysis. The last is conclusion and suggestion.