

CHAPTER I

INTRODUCTION

A. Background of the Study

The Devil Wears Prada is a 2006 comedy-drama film, a loose screen adaptation of Lauren Weisberger's 2003 novel of the same name. Lauren Weisberger is an American novelist and author of the 2003 best seller *The Devil Wears Prada*, a speculated roman a clef of her real life experience as a put-upon assistant to *Vogue* editor-in-chief, Anna Wintour. She was born on March 28, 1977 in Scranton, Pennsylvania, United States. The movie of the same name was released by 20th Century Fox in June 2006. Weisberger's second novel, *Everyone Worth Knowing*, was published in fall 2005. *Chasing Harry Winston* is Weisberger's third novel, which was released in the United Kingdom on May 19, 2008.

The Devil Wears Prada movie is directed by David Frankel and produced by Wendy Finerman. David Frankel was born on April 2, 1959 in New York City, New York. He is an American director, screenwriter and executive producer. Frankel is the son of Max Frankel, a former executive editor of The New York Times. He won the Academy Award for Best Live Action Short Film for his 1996 short film *Dear Diary* and an *Emmy* for Outstanding Directing for a Comedy Series for the pilot episode of “*Entourage*” (2004), and has since directed the successful studio film *Marley and Me* (2008). The other films directed by David Frankel are *Miami Rhapsody* (1995), *Just*

Like You Imagined (2002), and *Septimus Heap* (2012). In his movie, *The Devil Wears Prada* (2006) tells about fashion industry, starring Anne Hathaway as Andrea (Andy) Sachs and Meryl Streep as Miranda Priestly.

The movie tells about Andrea Sachs who seeks for a job in *Runway* magazine, the fashion journal of New York City, after graduated from Stanford Law School, Northwestern University. Andrea's job is to be the second assistant of Miranda Priestly, *Runway's* editor-in-chief. She strives to complete her sub goal in order to compensate her final goal to be a journalist. She begins her sub goal of the final goal from her job in *Runway*. Her lack of style fashion knowledge and fumbling with her job make her an object of scorn of Emily Charlton, Miranda's senior assistant, and her friends in the office.

Andrea tries to maintain her job in *Runway* although her boss always gives impossible requests for her. For example, she requests Andrea to get two copies of *Harry Potter* unpublished manuscript for her twin-daughters. Because she only sees this job as a good stepping stone to another journalism position, so Andrea decides to work better in the magazine. Emily said:

“If you works one year for her, you can get the job in wherever magazines. A million girls would die for that job” (TDWP, DI, 0:04:03).

Gradually, though, with the help of Nigel, *Runway's* art director, Andrea changes more stylishly. She does her job competently and Miranda starts like her. Then Miranda asks Andrea to present with her to the fashion week in Paris. Emily becomes angry because she has been looking forward to the trip for months. And at the same time, her personal life starts to break down causing hardship in her relationship with friends, boyfriend, and parents.

In Paris, Andrea meets Christian Thompson, a famous writer who helped Andrea to get the *Harry Potter* unpublished manuscript. When in Thompson's apartment, she finds new *Runway* magazine which is not editing from Miranda. Thompson said that Jacqueline Follet, magazine's French edition and Miranda's enemy, will be replacing Miranda as *Runway's* editor-in-chief. Then, Thompson will be organizing all of the editorials.

Andrea tries to inform the plan to Miranda. Miranda said she knew that Irv Ravitz will make Follet as the new editor-in-chief. Maximo Corcelione gives capital to James Holt's label, so it becomes global label. In the early plan, Miranda will be promoting Nigel as creative director with rising fashion star James Holt. But Miranda speech's in Paris announced that Follet instead of Nigel who will leave *Runway* for James Hold International. She does it in order to Follet is not change her position in *Runway*. It makes Andrea shocked and Nigel disappointed.

Then, when they are being driven to another event in Paris, Miranda tells Andrea she sees some of herself in her. Andrea said she could never do to anyone what Miranda did to Nigel. Miranda answered that she already did, because stepping over Emily when she agreed to go to Paris. Andrea then gets out from the limo. She leaves Miranda and *Runway* forever.

Andrea backs to New York and meets Nate. Nate said he will work as chef in a famous restaurant in Boston. Andrea is disappointed, but Nate said that they can still meet later. Andrea then to be presents the interview in a newspaper office as newspaper reporter. At the interview, Miranda sends facts and said that

Andrea is very disappointing among her other assistants. But Miranda also said if they do not accept Andrea work in there, so they are stupid.

Andrea calls Emily when she is in the way in front of the Runway office. She said she will give all of dresses from Paris to Emily. After calling, she sees Miranda get into her car across of the street. They exchange looks and Andrea smile to her, but Miranda gives no indication of a greeting. But when inside the car, Miranda gives a soft smile to Andrea.

There are opinions about this movie that are available in the different response. Caitlin Maggs gives response in the Movie Review: *The Devil Wears Prada* (2006), published on July 25, 2008. She said that:

“I would suggest you watch this one after a bad day of work-it’ll make you feel so much better about your own job. A must-see for all work-o-holics!”

Joanna Coles, the editor of the U.S. Edition of Marie Claire, also said that:

“The film is brilliantly skewers a particular kind of young woman who lives, breathes, thinks fashion above all else...those young women who are prepared to die rather than go without the latest Muse bag from Yves Saint Laurent that costs three times their monthly salary. It is also accurate in its understanding of the relationship between the editor-in-chief and the assistant”.

He suggested that this movie can show how the New York City people in the fashion style. They think that fashion is one of the important things. Besides it, this movie also shows the real condition of the relationship between the editor-in-chief and the assistant behind their famous magazine.

When there are many opinions give good response, David Denby summed up different response in his New Yorker review:

“*The Devil Wears Prada* tells a familiar story, and it never goes much below the surface of what it has to tell. Still, what a surface!”

Denby argued that this movie tells familiar story or plot about fashion industry. The same story can be found in the other films. The same thing with Roger Joseph Ebert, American writer and film critic, gave “thumbs down,” while Richard Roeper, American columnist and film critic, gave “thumbs up”. They give criticism especially in the story of the movie.

In market, *The Devil Wears Prada* also gets success. On its opening weekend, the film was on 2,847 screens. It grossed \$27 million, second only to the much bigger-budget *Superman Returns*, and added \$13 million more during the first week. This success led Fox to add 35 more screens the next week, the widest domestic distribution the film enjoyed. *The Devil Wears Prada* topped the charts on its first major European release weekend on October 9, after a strong September Oceania and Latin America opening. It would be the highest-grossing film that weekend in Britain, Spain and Russia, taking in \$41.5 million overall. Continued strong weekends as it opened across the rest of Europe helped it remain atop the overseas charts for the rest of the month. By the end of the year only its Chinese opening remained; it was released there on February 28, 2007.

In the film industry, *The Devil Wears Prada* is going strong on several national best seller lists. The film was honoured National Board of Review as one of the year's ten best. The American Film Institute gave the film similar recognition. The film received ample attention from the Hollywood Foreign Press Association when its Golden Globe Award nominations were announced on December 14, 2006. The film itself was in the running for Best Picture

(Comedy/Musical) and Supporting Actress (for Blunt). Streep (Miranda Priestly) later won the Globe for Best Actress (Musical/Comedy).

There are four aspects why the writer is interested in studying this movie namely, the character, plot, setting, and costume and make up. First, the writer is interested to analyze the movie because Andrea as the major character always strives to be success to be a journalist. She tries to maintain her position in *Runway*, where million girls would die for that job, although her boss always gives impossible requests. She sees this job as a good opportunity to get another job in any magazines and journalism industry. Because that reason, Andrea strives to work better in the magazine and to be a success journalist.

Second is the plot, especially in conflict between the characters of the movie. The conflict of the movie is occurs after Andrea Sachs works in the *Runway* magazine. The conflict is interesting because she finds some difficulties during work and conflict between her and other characters in the work place and her boy friend. Beside that, the conflict shows the real condition of the relationship between the editor-in-chief and the assistant behind their famous magazine in this movie.

Third is the setting of the movie. *The Devil Wears Prada* Movie sets in fashion industry especially in New York City. From the setting, the audience can know the styles and trends that change everytime in the place. The fashion styles are orientated to Paris fashion. Many designers from country in the world come to see Paris Fashion shows. Then they create new fashion based on the trend and style. After that, they release their styles in a magazine and other

media. It reflects that competition of fashion industry in New York City is very high. Besides that, the setting of the movie can reflect that fashion is important and consumption of fashion in New York is high, especially on middle and high-classes.

Last is the costume and make up. The movie uses good costumes and make up for the movie's quality. This movie uses high-fashion wardrobe like Chanel, Dolce & Gabbana, Calvin Klein, Prada, Donna Karan, Vivienne Westwood, Rick Owens, and Dries van Noten tie. The budget for the film's costumes is \$100,000. \$1 million worth of clothing was used in the film, making it one of the most expensively costumed movie in cinema history. A.O. Scott, chief of film critic in The New York Times, gives a response to the movie in The New York Times:

“Whit her silver hair and pale skin, her whisper diction as perfect as her posture, Ms. Steep's Miranda inspires both terror and a measure of awe”.

The response shows that the movie is success to describe Miranda's characters by costumes and make up.

Based on the previous reasons the writer will observe *The Devil Wears Prada* movie by using individual psychological perspective. So the writer constructs the title **STRIVING FOR SUCCESS TO BE A JOURNALIST IN DAVID FRANKEL'S THE DEVIL WEARS PRADA MOVIE (2006): AN INDIVIDUAL PSYCHOLOGICAL PERSPECTIVE.**

B. Literature Review

The researcher finds some other researchers in University Muhammadiyah Surakarta conducting a research on *The Devil Wears Prada* movie directed by David Frankel. The first researcher is Dwita Yulianti (2009) with the title of the research is *Women's Right for Recognition in Career in David Frankel's The Devil Wears Prada: Feminist Approach*. The problem of this study is to reveal women's right for recognition and career reflected in *The Devil Wears Prada* movie based feminist approach. The results of the research show that, first, structural elements of *The Devil Wears Prada* movie built good production. Second, there are five women's right in *The Devil Wears Prada* movie, they are right for education, right for occupation, right for expression, right for divorce, and right for self-determination. Third, there are some criticisms which are reflected in *The Devil Wears Prada* movie. In the *Devil Wears Prada* movie, the director wants to say that women's right should be recognized and they deserve to become career women.

The last researcher is Indah Dieta Pratiwi (2009) with the title of the research is *Striving for Superiority in Devil Wears Prada movie by Stephen Lee Davis: an Individual Psychological Approach*. This research investigates how striving for superiority of the major character's and the psychological developments of major characters in Stephen Lee Davis's *Devil Wears Prada*, especially viewed by individual psychological approach. The results of the research show that: First, Stephen Lee Davis wants to utter his idea that striving for superiority achieved by work and sacrifice. Second, superiority achieved by

sacrifice will influence the psychological development of the major character. In this movie, Andy Sachs as the major character has to striving for superiority to reinforce her psychological development.

This research is difference from the two researches above. The title of this research is *Stiving for Success to be a Journalist in David Frankel's The Devil Wears Prada Movie (2006): An Individual Psychological Perspective*. The problem of this research is how striving for success to be a journalist of Andrea Sachs as the major character is reflected in David Frankel's *The Devil Wears Prada* movie based individual psychological perspective. This research is different because in the first research, the problem of the study is to reveal women's right for recognition and career reflected in *The Devil Wears Prada* movie based feminist approach. Then, the second research investigates how striving for superiority of the major character's and the psychological developments of major characters in Stephen Lee Davis's *Devil Wears Prada*, especially viewed by an individual psychological approach.

C. Problem Statement

Based on the background of the Research, the researcher proposes a problem statement. The problem of this research is how striving for success to be a journalist is reflected in David Frankel's *The Devil Wears Prada* movie.

D. Limitation of the Study

The writer focuses this research in analyzing the striving for success to be a journalist of Andrea Sachs as the major character is reflected in David

Frankel's *The Devil Wears Prada* movie. This research uses the theory of individual psychology developed by Alfred Adler.

E. Objectives of the Study

According to the problem statement above, the objectives of the research are as follows:

1. To analyze David Frankel's *The Devil Wears Prada* movie based on the structural elements of the movie.
2. To describe striving for success to be a journalist in David Frankel's *The Devil Wears Prada* movie based on an individual psychological perspective.

F. Benefits of the Study

The study of striving for success to be a journalist in David Frankel's *The Devil Wears Prada* movie has two benefits, namely theoretical and practical benefit.

1. Theoretical Benefit

The study is hoped to give some contribution and information to the larger body of knowledge, particularly the literary studies on *The Devil Wears Prada* movie.

2. Practical Benefit

The study is hoped to enrich the writer's knowledge and competence in applying an Individual Psychological Perspective.

G. Research Method

1. Object of the Study

The object of the study is *The Devil Wears Prada* movie directed by David Frankel and publishing by 20th Century Fox in 2006. This research is analyzed by using an individual psychological perspective.

2. Type of the Study

This research applies descriptive qualitative research. Descriptive qualitative research is a type of scientific research. Descriptive research describes data and characteristics about the phenomenon being studied. Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are. The descriptive qualitative research purposes to analyze the movie using an individual psychological perspective.

3. Types of the Data and the Data Sources

There are two types of the data, namely text of the movie *The Devil Wears Prada* and images of the movie. The text of the movie consists of words, phrases, sentences, dialogs, theme, plot and narration, which are relevant to the object of the study.

Meanwhile, the data sources in this research are categorized into two types, namely primary data and secondary data that are needed to do this research.

a. Primary Data

The primary data sources of the study are *The Devil Wears Prada* movie directed by David Frankel from 20th Century. The script movie is adapted from Lauren Weisberger's 2003 novel of the same name.

b. Secondary Data

The secondary data sources are books such as *The Practice and Theory of Individual Psychological* by Alfred Adler (1972), *Theories of Personalities* by Jess Feist (1985), *Film Art (An Introduction) Third Edition* by David Bordwell and Kristin Thompson (1990), and another sources related to this research.

4. Technique of the Data Collection

The technique of data collections are capturing the picture and note taking. Some steps of collecting data are:

- a. Watching the movie for the several times.
- b. Reading the movie script.
- c. Determining the character that will be analyzed.
- d. Taking notes of important parts in both primary and secondary data.
- e. Classifying and determining the relevant data.
- f. Taking notes from the material and some other resources related to the movie and the analysis.

5. Technique of the Data Analysis

The technique of data analysis used in this study is descriptive analysis.

The structural elements of the movie and the collected data are described and analyzed in the detail through psychological perspective, especially is an individual psychological perspective.

H. Research Paper Organization

The research paper organization of “*Striving for Success to be a Journalist in David Frankel's The Devil Wears Prada Movie (2006): An Individual Psychological Perspective*” is as follows: The first chapter is introduction, covering the Background of the Study, Literature Review, Problem Statement, Limitation of the Study, Benefit of the Study, Objective of the Study, Research Method, and Paper Organization. The second chapter is Underlying Theory; it consists of Notion of Individual Psychology, Basic Concepts of Individual Psychology, Structural Elements of the Movie, and Theoretical Application. The third chapter deals with the structural analysis of the movie. The fourth chapter deals with individual psychological analysis of the movie. The last chapter is conclusion and suggestion