

**WOMEN'S RIGHT FOR RECOGNITION AND CAREER IN
DAVID FRANKEL'S *THE DEVIL WEARS PRADA*:
A FEMINIST APPROACH**



RESEARCH PAPER

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by

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CHAPTER I

INTRODUCTION

A. Background of the Study

The Devil Wears Prada is the movie that takes the women's struggle to get their right in recognition and become career women. This movie adapted from novel with the same name written by Lauren Weisberger. This movie directed by David Frankel and produced by Wendy Finerman. *The Devil Wears Prada* has been released in 2006 by Twentieth Century Fox, and the first release in US on June 30, 2006.

This movie tells us about young woman in struggling for her right for recognition and become a career woman. Andrea Sachs (Andy) acted by Anne Hathaway is a genius woman and an aspiring journalist fresh out of Northwestern University, but she doesn't interest in fashion. She is looking for a job and she is applying in "Runway", it is a fashion magazine's office. The boss Miranda Priestly (acted by Meryl Streep) actually doesn't want accepts Andy as her second assistant beside Emily (first assistant) because she has not style and fashion. Then after she knows that Andy is smart, she accepts her.

Miranda is very discipline and dictator. She always asked to Emily or Andy to do everything that she wants in everywhere and every time. So, Andy looses her time with her family, friends and boy friend. She has not another choice. Beside that, Miranda never gives appreciation to Andy, although she

had done her work well, even if Andy makes a little mistake she will angry him and insult him because she has no style and fashion.

Then Andy decides to change her appearance. Because of Nigel's help (Andy's office friend), she become a fashionable and stylistic woman. Miranda and the other friends very embarrassed with Andy's changes. But, the other hand, Andy's family, friends and boy friend disappointed with him. They loose Andy's character before. Andy decides leave her private life and choose her job.

Andy can do everything that Miranda want, even before Miranda asked her and she always does the work well and Miranda proud to him. Miranda asked to Andy to accompany her to go to Paris to attend a fashion and Miranda wants Andy become her first assistant change Emily. Actually Emily will accompany Miranda, but she chooses Andy because she is smart. Andy is very confused whether she will receive Miranda's offer, but she won't to hurt Emily because she knows that Emily wants to go to Paris. One day, Andy asked to Emily that she will go to Paris accompany Miranda. Emily is very shocked, angry and disappointed with Andy.

After coming back from Paris, Miranda asked to Andy that there are many similarities between Miranda and Andy. They have emphasized in work and they want to be career woman. But Andy disagrees with her, because Miranda leaves her husband and chooses her career. Andy realizes that she had wrong choice; she regrets that she leaves her family and friends. Then, she

decided to leave her job and apply another job without leaving her family and friends.

There are some public responses that give their comment about this movie. Some of them agree with this movie. Almost commentators like Meryl Streep as Miranda in *The Devil Wears Prada* movie, because she was experienced in movies. She was very self-confidence and according to one of the commentators she is a monumental modern queen. Meryl Streep gives a good performance and because of him *The Devil Wears Prada* gets rating four. Beside Meryl Streep some commentators also like Emily Blunt as Emily and Stanley Tucci as Nigel. Their performance is really perfect. Beside agrees with this movie, some public response contra with this movie. They give comment that the dialogue in this movie is absolutely crackles and the reviewer compared it with "*The Princess Diaries*" movie with much better dialogue and slightly more sophisticated and dramatic story. This movie is too long, because the director wants to explain everything. And the others say that they didn't comfort with Anne Hathaway as Andrea (Andy) because there is no big differences before and after she make-up and dressed. (<http://www.imdb.com/title/tt0458352/usercomments>)

The Devil Wears Prada gets rating four and its estimated spends about \$ 35 million. This movie prerelease and marketing by 20th Century Fox's marketing department that were meant to be preliminary wound up being integral to promoting the film. This movie is a film that surprised some in the industry with its box-office legs. This movie gets a big attention from

Hollywood Foreign Press Association when its Golden Globe Award nominations were announced on December 14, 2006. Then, on January 4, 2007, Screen Actors Guild nominated Meryl Streep as best actress and on January 8, 2007, Screen Actors Guild National Society of Film Critics awards, Meryl Streep won Best Supporting Actress in *The Devil Wears Prada* and *A Prairie Home Companion*. On January 11, 2007, Aline Brosh McKenna gets a nomination from Writers Guild of America Award for best adapted screen play.

The next day, Emily Blunt, Patricia Field, Aline Brosh McKenna and Meryl Streep nominated as were makeup artist and hairstylist Nicky Ledermann and Angel de Angelis it's announced in 2006 nominations by British Academy of Film and Television Arts. Meryl Streep received her 14th Academy Award Nomination for best Actress on January 23, 2007. ([http://www.aifg.com/blog/awards/The Devil Wears Prada award and nominations](http://www.aifg.com/blog/awards/The_Devil_Wears_Prada_award_and_nominations))

There are four points of interest from this movie are; first is the cast, Meryl Streep, she won best actress-comedy or musical (Golden Globe), and also some nomination like best actress (Academy Awards), Runner-up for best supporting actress (Boston Society of Film Critics) and many more. Beside Meryl Streep, Anne Hathaway also earned any awards. She won DVDX Award in 2006, NBR Award in 2002. She also nominated as Teen Choice Award in *The Devil Wears Prada* (2006).

The second point is about the shooting. The shooting scene in Midtown Manhattan and the principal photography took in two cities that are in New York and Paris. I think it is need not long time because it just needs 57 days between October and December.

The third point is about the costuming. The director had worked with famous designer, Patricia Field. The budget for the film's costumes was supplemented from her friends and the budget is about \$100,000. She believes, at least \$1 million worth of clothing was used in the film. One of her costume design is the most expensive costumed movies in cinema history. Fred Leighton necklace on Streep is the single priciest item. It was a \$100,000.

The fourth point is the characters. All the major characters were revised at least slightly from their counterparts in novel. In this movie Andrea graduated from Northwestern, while in the novel she graduated from Brown and from Ohio rather than Connecticut. Andrea career aspiration in newspaper journalism in the movie and in the novel she writes for *The New Yorker*. (http://en.wikipedia.org/wiki/The_Devil_Wears_Prada_film)

Actually, women and men have the same right in every aspect. They have some opportunities to do everything that they want. But people often make different assumption about men and women. Men are super ordinate and women are subordinate. Men have more authority than women. Whereas, thing that differentiate men and women are their physic.

Feminist approach helps us to analyze women position in literature. This problem can be analyzed with feminist approach, because a feminist is a movement directed of changing existing power relationship between men and women in society.

Based on the description above, the writer wants to conduct the research entitled “WOMEN’S RIGHT FOR RECOGNITION AND CAREER IN DAVID FRANKEL’S *THE DEVIL WEARS PRADA* : A FEMINIST APPROACH”.

B. Previous Study

As far as the writer knows, this movie has not been analyzed in the library of Muhammadiyah University of Surakarta. This is the first study on *The Devil Wears Prada* movie. According to that statement, the writer tries to analyze this movie.

C. Problem Statement

The main problem statement that emerged in this research is “How is woman’s right for recognition and career reflected in David Frankel’s *The Devil Wears Prada*?”

D. Limitation of the Study

To make easier for the writer to conduct the study, she will limit of the problem on the central character Andrea Sachs (Andy) in getting a right for

recognition and career, viewed from feminist approach especially liberal feminism approach.

E. Objectives of the Study

The objectives of the study are as follows:

1. to analyze the structure elements of the movie, and
2. to analyze the movie based on feminist approach.

F. Benefit of the Study

1. Theoretical Benefit

To give some contribution to the development of the large body of knowledge, particularly the literary study on *The Devil Wears Prada* especially by a feminist approach.

2. Practical Benefit

This study is dedicated and gives deeper understanding for the writer herself about the play based on feminist approach.

G. Research Method

To analyze the data in this play, the writer uses the qualitative method in this study.

1. Object of the Study

The researcher will be a David Frankel's *The Devil Wears Prada* as the object of study.

2. Type of Data and Data the Source

a. Type of Data

Type of data employed in this research is textual data consisting of words, phrases, and sentences.

b. Data Source

Types of the data source in this research are classified into two categories, called primary data and secondary data:

1). Primary Data

The primary data source is *The Devil Wears Prada* movie.

2). Secondary Data

The secondary data sources are the books about feminist and also the other materials related to the analysis.

3. Technique of the Data Collection

In collecting the data of this research, the writer uses the library research. The techniques of data collection procedures are as follows:

- a. Watching and learning on *The Devil Wears Prada* movie and secondary data from other sources.
- b. Identifying data obtained for the analysis.
- c. Classifying the data into some categories.
- d. Making some notes of important parts.
- e. Selecting some parts considerate relevant for the analysis.

4. Technique of the Data Analysis

The data analyzing technique of this research is descriptive qualitative analysis of content analysis. The analysis is starting from the structural analysis of the work and finally the feminist analysis of the literary work.

H. Paper Organization

This research paper is divided into six chapters. The first chapter is introduction that explains the background of the study, the previous study, and the problem statement, the limitation of the study, the objectives of the study, the benefit of the study, the theoretical approach, the research method, and the paper organization. Second chapter is underlying theory. It consists of the notion of feminism, liberal feminism, the basic concept of feminism, structural element of movie and theoretical application. Third chapter is deals with the social background of the play. Fourth chapter is the analysis of the movie. It includes the structural element of movie. The last chapter is feminism analysis that deals with the discussion. Chapter six contains conclusion and suggestion.