

CHAPTER I

INTRODUCTION

A. Background of the Study

According to Dahl (1957, p. 203) in Erliska (2017: 122) Reflection of the strength that is in the devil wears Prada novel by Lauren Weisberger 2003, which tells of a character who wants to show strength to strengthen a relationship with power. Judging from the phenomena of life, feminists are organized ideas or desires as well as a practical action plan, rooted in the critical awareness of women about how culture is controlled by meaning and action by men, for their benefit.

Theory of Power states that the state is formed based on power. It is the strong man who first establishes the state because with that power he has the power to impose his will on others as insulted by Kallikles and Voltaire: "The first king is a successful soldier". Leon Dugult mentions someone in power because of his strength or because of his privileges, either because physical, intelligence, economic or religious can impose his will on others.

Feminists describe the struggle of a woman who wants to do everything to change a situation where she is. Therefore, feminists strive to make community resocialization, where everyone is allowed to develop and express all the potential that exists without having to be bound or intimidated. Concerning Marxism, there are still differences of views about the socio-cultural system between people who are strong and powerless. Power is an important factor that can determine the fate of the poor. Feminism itself is very closely related to power and power. Power is something that dominates and something that can cause emphasis and unfair behavior on a party or relationship (Amy, 2016, p. 33) in Erliska (2017: 122). While strength is behavior or action that can influence and control a person.

This research will raise the issue of power reflected in the novel *The Devil Wears Prada* using feminist theory. The reason the researchers used feminist theory was that in the novel it was told that a woman wanted to be recognized and not discriminated by superiors in her office. The woman then proved that she was

able and capable. women's strength is what inspires the writer to examine the issue of power reflection.

The Devil Wears Prada is a 2006 comedy-drama film, a screen adaptation of Lauren Weisberger's 2003 novel of the same name. It is produced by Wendy Finerman and directed by David Frankel. (Yan, Liu, 2017: 63). Lauren March 28, 1977, author of the 2003 best seller novel. Lauren graduated from Cornell University. This American writer has made several novels namely The Devil Wears Prada, A Romance A Clef, etc. Lauren's first job after returning to the U.S. and moving to Manhattan was the Assistant to the Editor-in-Chief of Vogue, Anna Wintour. She became proficient in the language of stilettos and Starbucks before moving to Departures magazine, where she wrote 100-word reviews by day and took writing classes at night. The Devil Wears Prada, begun at the Writer's Voice, was published on April 2003, and the book spent a total of a year on The New York Times Bestseller List. It was sold in thirty-four foreign countries and made into a major motion picture by Fox 2000 starring Meryl Streep and Anne Hathaway. Her second, third and fourth novels, Everyone Worth Knowing (October 2005), Chasing Harry Winston (May 2008), Last Night at Chateau Marmont (August 2010) were all top-ten New York Times bestsellers. Her most recent novel, Revenge Wears Prada, hit number two on the list. Her newest novel, The Singles Game. She currently lives in Connecticut with her husband Mike, the two kids, and a spoiled nine-pound Maltese named Stella.

Synopsis of Devil Wears Prada Novel, which starts from Andrea Sachs is usually called Andy is a fresh graduate from Northwestern University and she aspires to become a journalist. She got a work call at a RUNWAY fashion magazine as the second assistant to Miranda Priestly. RUNWAY is under the management of the Ellias-Carlke publication. Miranda is a Senior Editor who is considered Legend in the company. Andy was also cynically looked at by the Main Asisten, Emily Charlton, because of her fashionable style of dress. Until one day he was faced with a bad situation. She was demanded by Miranda to deliver Miranda to New York to see the concerts of his two daughters in any way because the plane failed to leave because of bad weather. Andy tried everything she could

to get the plane for Miranda to go home. Because she could not carry out her duties, she was cursed all out by Miranda the next day to make Andy cry. That's when he realized, there was something she didn't have so his boss always blamed him for all her actions. Fashion sense. She was indirectly underestimated by Miranda because she always dressed 'old-fashioned'. Then she was helped by Nigel. He gave Andy the model sample clothes. She also uses it in work. After that all the work she makes Miranda a little impressed. She began not to scold Andy often. Andy has now changed, she often associates with journalists, designers, and famous models. Nate who is also Andy's boyfriend decided to break up before Andy left for Paris. Ending from this novel, Andy left RUNWAY and she gave Emily a collection of her Paris clothes. And Emily gave a talk to Next Emily beside her. "You have big shoes to fill" which means more or less she has to work as well and like the shoes of her predecessor / the person who worked before in that place, Andy.

The definition of the novel is a fictional literary work that is very popular in the community. A novel is an imaginative essay or a real story deliberately created by an author. In the novel, there are characteristics, one of which is a change in the character's fate. This issue raises Power Reflection as a topic of discussion to make proof of the changing fated of the main characters in the novel. Understanding of novels according to experts below is an explanation of the meaning of the novel that was put forward by several experts, namely:

1. Understanding of Novels According to Drs. Jakob Sumardjo

A novel is a popular form of literature in the world, widely circulated and printed because it is very popular with the public.

2. Understanding of Novels According to Drs, Rostamaji, M.Pd

The novel is a literary work that has two (2) elements, namely intrinsic elements, and extrinsic elements because the two elements influence each other in a literary work.

3. Understanding of Novels According to Paulus Tukam, S.Pd

The novel is a literary work in the form of prose and contains intrinsic elements.

4. Understanding of Novels According to Dr. Nurhadi

A novel is a form of literary work that contains cultural, social, educational and moral values.

B. Problem Statement

The problem statements in this study, as follows:

1. What is the struggle of the female character on Power Reflection In The Devil Wears Prada By Lauren Weisberger (2003): A Feminist Approach?
2. How does feminism on Power Reflection In The Devil Wears Prada By Lauren Weisberger (2003): A Feminist Approach?

C. Objectives of the Study

The objectives of this study, as follows:

1. To find out the struggles of female characters on Power Reflection In The Devil Wears Prada By Lauren Weisberger (2003): A Feminist Approach.
2. To describe feminism on Power Reflection In The Devil Wears Prada By Lauren Weisberger (2003): A Feminist Approach.

D. Limitation of the Study

To collect data from the novel "The Devil Wears Prada" the author uses several stages of collecting data consisting of:

- Character behavior,
- Conversations between characters,
- The story in a novel

E. Benefit of the Study

The results of this study are expected to be used theoretically and practically:

1. Theoretically:

The results of this study are expected to broaden knowledge and insight, especially knowledge of feminism and are expected to be a source of reading or reference for other readers.

2. Practically:

a. For Readers

This research is expected to provide some information on knowledge about feminism.

b. For College Students

Hopefully, this research can be a reference and material for other research college students.