

**POWER REFLECTION IN *THE DEVIL WEARS PRADA*  
BY LAUREN WEISBERGER (2003):  
A FEMINIST APPROACH**



**Submitted as a Partial Fulfillment of Requirement for Getting Bachelor  
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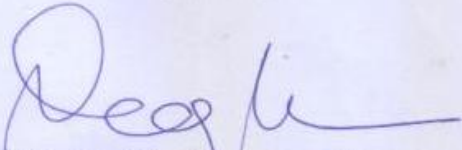
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## **POWER REFLECTION IN *THE DEVIL WEARS PRADA* BY LAUREN WEISBERGER (2003): A FEMINIST APPROACH**

### **Abstrak**

Kaum feminis menggambarkan perjuangan seorang wanita yang ingin melakukan segalanya untuk mengubah situasi di mana dia berada. Mengenai Marxisme, masih ada perbedaan pandangan tentang sistem sosial-budaya antara orang-orang yang kuat dan tidak berdaya. Kekuasaan adalah sesuatu yang mendominasi dan sesuatu yang dapat menyebabkan penekanan dan perilaku tidak adil pada suatu pesta atau hubungan. Penelitian ini bertujuan untuk menganalisis perjuangan tokoh wanita utama dalam novel *The Devil Wears Prada* dan gerakan feminisme yang diterapkan dalam novel tersebut. Metode penelitian menggunakan teknik deskriptif kualitatif. Hasil penelitian menunjukkan bahwa setiap orang memiliki karakteristik yang berbeda, dan wanita menjadi lebih terlihat dan dapat bekerja dengan pria di bidang pekerjaan. Hasil penelitian menunjukkan bahwa setiap orang memiliki karakteristik yang berbeda, dan wanita menjadi lebih terlihat dan dapat bekerja dengan pria di bidang pekerjaan.

**Kata kunci:** feminisme, wanita, karakteristik, kesetaraan gender.

### **Abstract**

Feminists describe the struggle of a woman who wants to do everything to change a situation where she is. Concerning Marxism, there are still differences of views about the socio-cultural system between people who are strong and powerless. Power is something that dominates and something that can cause emphasis and unfair behavior on a party or relationship. This study aims to analyze the struggle of the main female character in the novel *The Devil Wears Prada* and the feminism movement that is applied in the novel. The research method uses qualitative descriptive techniques. The results showed that each person has different characteristics, and women become more seen and can work with men in the field of work. The results showed that each person has different characteristics, and women become more seen and can work with men in the field of work.

**Keywords:** feminism, women, characteristics, gender equality.

## **1. INTRODUCTION**

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.

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.

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.

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.

## **2. METHOD**

Data collection techniques use document analysis techniques. This technique is used to analyze documents that have been obtained and then analyzed. The document analyzed is the novel *The Devil Wears Prada* by Lauren Weisberger in 2003. Besides, data collection techniques also use library techniques, because written sources are also very helpful in completing research data. The understanding of library techniques in research is a method of collecting data by looking for information through books, magazines, newspapers, and other literature that aims to form a theoretical basis (Arikunto: 2006). The researcher uses this technique to collect books, journals, and other literature related to feminism in the novel.

Descriptive is there a type of qualitative research that seeks to provide a complete picture of the form of careful social problems that occur in people's lives. Therefore, descriptive research tends to be longer in the process. Examples in this descriptive qualitative research, for example, choose a topic in the social conflict in society. And by way of description in the form of words and languages, in special natural contexts and by utilizing various natural methods. This qualitative descriptive study examines everything that can be analyzed using descriptions, not in the form of numbers (Rohmadi, Muhammad, and Yakup Nasucha, 2017: 171).

Researchers use qualitative research methods because qualitative research uses a theoretical basis as a guide to focus research, and highlight the processes and meanings contained in the phenomenon. According to Borgan and Biklen, S. (1992: 21-22) in Rahmat, Pupu Saeful (2009: 2-3) explained that qualitative

research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of people who are observed.

### **3. FINDING AND DISCUSSION**

This chapter contains an analysis of the application of the power of the female lead in the novel *The Devil Wears Prada* using the theory of feminism. This chapter is divided into two sections as follows: power reflection of the main female characters, the struggle of the main female characters in the novel, and the feminism movement is applied.

#### **3.1 Finding**

##### **3.1.1 Struggle of the Main Female Character**

Maulinda, Rerin (2017: 53) stated in her research entitled "Karakter Tokoh Utama dalam Novel *Surga yang tak Dirindukan* serta Aplikasinya dalam Pembelajaran Bahasa dan Sastra Indonesia" that literary works strongly support the formation of someone's character caused by the storyline. The main character found in the novel "*The Devil Wears Prada*" is taken from the theory produced by Maulinda, namely:

##### **3.1.1.1 Care for the Environment**

Environmental issues are very important at the beginning of the 21st century. relates to Human Rights as well as Women. The current era requires a new attitude that is developing feelings of pity, love, emotions, and peace. The present era can no longer use dichotomic thinking which results in oppression for both humans and non-humans.

Runway is a fashion magazine company, so its employees wear This fashionable clothes and have a slim body. Andrea felt ashamed because she was not like the people there.

Af ter a half hour of such ruminations, another tall and impossibly thin girl came to the reception area. She told me her name but I couldn't focus on anything except her body. She wore a tight, shredded denim skirt, a see-through white button-down, and strappy silver sandals. She was also perfectly tanned and manicured and exposed in such a way that normal people are not when there's snow on the ground. It wasn't until she actually motioned for me to follow her back through the glass doors and I



had to stand up that I became acutely aware of my own horrendously inappropriate suit, limp hair, and utter lack of accessories, jewelry, and grooming. To this day, the thought of what I wore—and that I carried something resembling a briefcase—continues to haunt me. I can feel my face flame red as I remember how very, very awkward I was among the most toned and stylish women in New York City. I didn't know until later, until I hovered on the periphery of being one of them, just how much they had laughed at me between the rounds of the interview.(TDWP. 14)

The goods worn can judge how you are.

Just as I was about to walk through the doorway that would lead me to the assistants' suite outside of Miranda's office, Emily grabbed my briefcase and tossed it under her desk. It took only a moment for me to realize that the message was Carry that, lose all credibility.( TDWP. 15)

### 3.1.1.2 Creative

According to M.A. West (1997: 1) in Sedyowidodo and Tri Susanto (2013: 382). Creativity is the pooling of knowledge from different fields of experience to produce new and better ideas.

Andrea is ordered to take Miranda's car.

“Ahn-dre-ah, my car needs to be picked up from the place and dropped off at the garage. Attend to it immediately, as we'll be needing it tonight to drive to the Hamptons. That's all.” I stood, rooted to the carpet in front of her behemoth desk, but she'd already blocked out my presence entirely. Or so I thought. “That's all, Ahn-dre-ah. See to it right now,” she added, still not glancing up.( TDWP. 3)

Andrea in the novel, entitled "The Devil Wears Prada" is a creative character, it is clear that Andrea has created an idea that is by falsifying signatures to take a car, because the car might be at the dealership to be repaired. Andrea looked for a way to take the car without difficulty, because she was not Miranda's family and there was no evidence that Miranda had told her to take the car.

I ordered a Town Car to take me to the dealership, where I turned over a note I'd forged with Miranda's signature that instructed them to release the car to me. No one seemed to care whatsoever that I was in no way related to this woman, that some stranger had cruised into the place and requested someone else's Porsche.( TDWP. 4)

Make a reservation at a restaurant using the name Miranda to get places easily.

“I’ll simply tell them that Miranda had to be out of town unexpectedly, show them a business card, and tell them she wanted me to have her reservation. Hardly a big deal.”( TDWP. 172)

#### 3.1.1.3 Tolerant

According to the Great Indonesian Dictionary, tolerance derived from the word "tolerant" means to be tolerant or tolerant of opinion (views, views, beliefs, customs, etc.) that are different from or contrary to their standpoint (Poerwadarminto in Sahal, Akhmad and M. Akhyar, 2018: 119).

Emily tolerates Andrea's attitude for vilifying Miranda. He did not agree with Andrea's words because he had also been positioned like Andrea.

“I’d really appreciate it, Andrea. I mean, I’ve done your job. I know how much it sucks. Trust me, there were days that I had to go out in the snow and the slush and the rain to get her coffee five, six, seven times in a single day. I was so tired I could barely move—I know what it’s like! Sometimes she’d call me to ask where something was—her latte, her lunch, some special, sensitive-teeth toothpaste I’d been sent to find—it was comforting to discover that at least her teeth had a bit of sensitivity—and I hadn’t even left the building yet. Hadn’t even gotten outside! That’s just her, Andy. That’s just how it is. You can’t fight it anymore, or you’ll never survive. She doesn’t mean any harm by it, she really doesn’t. That’s just the way she is.”( TDWP. 115)

#### 3.1.1.4 Responsibility

Responsibility is human awareness of intentional or unintentional behavior or actions. Responsibility also means acting as an expression of awareness of its obligations.

Miranda did not like that there were employees who answered the phone except for her assistant, so Emily had her own thoughts that office space could not be left without an assistant waiting. If one assistant leaves, the other assistant waits and cannot go anywhere even just to the bathroom.

Emily finished tying the ribbon on the box she had just wrapped and looked at me coolly. “Miranda doesn’t tolerate anyone except her assistants answering her phone, so since you weren’t here, I didn’t want to go. I suppose I could have run out for a minute, but I know she’s having a hectic day, and I want to make sure that I’m always available to her. So

no, we do not go to the bathroom—or anywhere else—without clearing it with each other. We need to work together to make sure that we are doing the best job possible for her. OK?”(TDWP. 36)

Neither of us had actually eaten in the dining room since I’d started in case Miranda called, but this was ridiculous.( TDWP. 45)

Andrea has a big responsibility for her work. He had to come two and a half hours to give up his rest to prepare all of Miranda's needs before Miranda arrived.

“Well, my deal is that I work for a rather demanding woman, and I need to get here two and a half hours before the rest of the goddamn magazine so that I’m prepared for her,”( TDWP. 93)

In addition, other responsibilities also belong to Emily's character, namely Emily is willing to find plane tickets for Miranda and her family. Even though it was his birthday, and his friends had made a party for him, but he could not come to the ceremony.

“I missed my own birthday party, Andrea,” she’d wailed the second she picked up the phone. “I missed my own birthday party because I had to charter them a flight!”(TDWP. 207)

### 3.1.1.5 Hard Work

According to Hariyoto (2010, p. 99) in Handayani and Sumaryati (2014: 31) the definition of hard work is to strive diligently or sincerely to achieve success and do not know despair. Islamic religion encourages us to work hard, diligently, diligently and tenaciously because with hard work, ideals and life goals will be achieved but on the contrary, if we just stand by then our ideals will fail.

Andrea wants to work in a company, and because it's not that easy she can work in the company she wants, so she starts working at Runway.

But I had a good feeling that this was an opportunity I’d be crazy to turn down, that this could actually be a great first step to getting to The New Yorker. I had to try it. I was lucky to have it.(TDWP. 21)

Andrea is ordered by Miranda to join the party. But he was told suddenly. So he only had half a day to look for the names of the invited guests and memorize their names.

“Oh, that. Yeah, normally I would’ve spent the last week trying to find pictures of the guests tonight and memorizing them so I could greet them by name,” I explained to a horrified Ilana. She stared at me incredulously. “But since she just told me I had to come today, I only had a few minutes in the car to look them over.(TDWP. 202)

### 3.1.2 Feminism in the Novel

Feminists in this study are not referring to the opposition of feminists to men about their gender differences. but the awareness that is held about equality in men and women about the position that often denigrates women, both in the family and community circles. More specifically Wall (in Wahyuni, Fitri, Martono, and Agus Wartiningsih, 2012: 2) revealed the equality desired by women that according to him the concept of feminism was not a matter of the position of women inferior or superior to men in terms of spirit and physicality. The two creatures differ only to be in harmony with each other because their moral abilities are destined to complete.

According to Lubis, Syakwan (2006: 73) It must be admitted honestly that the role of women in the information age is very prominent. Modern information technology that is growing rapidly nowadays looks as if it cannot be separated from the existence of women. In the business and managerial fields, for example, there have been drastic changes and shifts. Many positions that were dominated by men have now begun to shift and are occupied by women.

According to Rero, Dentiana (2015: 194-200) Because girls are often considered gentle, and will always be at home and end up taking care of the house. In this novel shows that women can also work and have a high position. Because behind the gentle attitude of a woman also has a hardworking nature and never give up. Like the female characters found in the novel *The Devil Wears Prada*. She has a position as a boss, supported by many people because of his achievements and everything she has.

Women have contributed a lot to the economy of the family and society as both workers and employers. In addition to acting as an economic agent, women have various advantages that can support their actions according to Nunuk (in Rero, Dentiana, 2015: 196).

This concept is fundamental because the theory of feminism focuses on the importance of awareness of equal rights between men and women in all fields. Anyone who fights for the interests of gender equality between men and women belongs to feminists. What is meant by masculine is a trait that refers to men, while feminist is a trait or an effort to fight for gender equality. The position of women is an awareness of the fate, ideals and rights of women to rise to fight for equality that makes women power. Women power can also be described as women who realize that they have the same potential as men in developing the country and society. As can be seen today, there are many women who succeed in occupying the same position or even more important than men in one of the important agencies. The aim of feminism is to increase the position and degree of women to be equal or equal to the position and degree of men.

The reasons above are enough to make the writer interested in conducting research on the feminist effects that exist in the novel "The Devil Wears Prada".

The statement above can be seen by presenting the data below:

“Of course, she IS the most powerful woman in fashion and publishing, and you just can’t get to the top of two major industries in New York City handing out candy all day long. Um, it’s understandable that she’s a little tough to work for, you know? I would be, too. Yeah, so, um, I have to run now. Good seeing you again.”(TDWP. 93)

Miranda was, as far as I could tell, a truly fantastic editor. Not a single word of copy made it into the magazine without her explicit, hard-to-obtain approval, and she wasn’t afraid to scrap something and start over, regardless of how inconvenient or unhappy it made everyone else. Although the various fashion editors called in the clothes to shoot, Miranda alone selected the looks she wanted and which models she wanted wearing each one; the sittings editors might be the ones at the actual shoots, but they were simply executing Miranda’s specific and incredibly detailed instructions. She had the final—and of ten even the preliminary—say over every single bracelet, bag, shoe, outfit, hair style, story, interview, writer, photo, model, location, and photograph in every issue, and that made her, in my mind, the main reason for the magazine’s stunning success each month. Runway wouldn’t be Runway—hell, it wouldn’t be much of anything at all—without Miranda Priestly.(TDWP. 157)

### **3.2 Discussion**

Literature as a work of art is created because of the imaginative energy and the overflowing of the author's feelings which are conveyed orally and in writing to the midst of society. As a work of art, literary works have an important role in human life. The author's contribution to life, aesthetic and ethical values and complete life is not immediately felt. It requires process and reprocessing as well as time travel (Suyitno, 1986: 9) in Maulinda, Rerim (2017: 54). Literary works other than as the inculcation of character values will also stimulate the imagination of readers in critical thinking through curiosity of the storyline (Maulinda, Rerim, 2017: 54).

According to Rero, Dentiana (2015: 194-200) Girls are better known as someone who is identical with their tenderness and only has the right to take care of the house and always be at home. Behind that, all women are strong figures of tenderness, stored strength and potential who are then able to make them become independent women. Light and soft work are done by women, while heavy and rough work is done by men. In fact, in the current global era and reality, job choice is not always based on that understanding, it is better if it is chosen based on individual abilities, both as women and men. Most people perceive that a woman who becomes a leader is not feasible because she overtakes men, and on the other hand many also oppose it because of gender issues. In the reality of the society that women who are engaged in politics are still lacking. Because many assume that a woman only has the authority to become a wife and educate her children at home. Patriarchal culture considers a woman to be very weak, unhelpful and this doctrine that holds her to date. The issue of leadership is very important and strategic because it determines a family, community, and nation.

### **4. CONCLUSION**

Based on the results of research and discussion that has been presented, the researchers conclude as follows. First, there are six characteristics of female characters in the novel according to Maulinda namely, Religious, Care for the Environment, Creative, Tolerance, Responsibility, and Hard Work. These six

characteristics refer to the author's carefully studied novels, but in the author's carefully reviewed novels there are only five characteristics namely, Care for the Environment, Creative, Tolerance, Responsibility, Hard Work. Second, the feminist contained in the novel "The Devil Wears Prada" is that women become more viewed and can work as equals to men in the field of work. Even higher position than men, because in the novel tells about women who become a boss in a fashion magazine company. In the novel also explains how the power of a superior to the workers. like Miranda who used her right as a boss to give orders to Andrea at will.

Based on the conclusions and implications of the results of the study, several things need to be Research on the novel Power Reflection in The Devil Wears Prada by Lauren Weisberger (2003): A Feminist Approach has the following implications: (1) This research paper can be a reference for students who study literature to improve their literary knowledge. This gives a deeper understanding of studying literature, especially about feminism, (2) The novel also contains lessons on how to achieve goals using ways commensurate with what was done. Researchers found that the main character in the novel faced this problem. He has an ambition to work in the place of his dreams, but uses a way that tortures himself, (3) This research is also intended for readers to be able to learn things contained in the novel The Devil Wears Prada about responsibility and hard work so that it can be recognized by the community and because it has a great job.

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