CHAPTER I

INTRODUCTION

This chapter describes the background, research question, significant to knowledge, objectives, and theoretical approaches that are used to support the research. In the background, general information about class-consciousness that directs into false consciousness is discussed to provide information regarding the topic.

1. Background to The Study

Using the branded outfit usually can gain either the confidence or the social status. Branded things also show the class stamped upon particular individual. People use branded things to make an excellent performance so that the other will accept his/her appearances, as stated by Schopenhauer (1966) *"everything that exist for knowledge, and hence the whole of this world, is only object in relation to the subject, perception of the perceiver, in a word, represenatation"*, according to him it can be said that existence arises from an appearance because no object without subject. In this case, object is existence and appearance is subject. It means to get an existence; each person keeps thinking about what the things that can be grasped to get the

existence. Those huge efforts are needed because the existence represents the freedom of each person. (2007:48)

In this case, the efforts that people do are about using branded outfit without considering the profits. Those conditions are generally ascertainable as a class consciousness; a term that identifies a consciousness according to what is thought or felt by the people within a group either the *bourgeoisie* or the *proletariat* (Luckas, 1971:51). People with class consciousness, especially the *bourgeoisie*, usually keep using something fancy and branded things like clothes by Louis Vuitton, Gucci, Prada, and Giorgio Armani; the cars produced by Porsche, and Mercedes-Benz; the set of mobile phones provided by Apple, and Motorola; stack of shoes or bags by Yves Saint Laurent, Versace, and Dolce & Gabbana. It is because they do not want to have disreputable performance. These perfect performances cause them to gain a good self-presentation and excellent performance in order to make their existences be admitted by the other in the same group or from the bottom of the social hierarchy groups. This statement is supported by Luckas (1971:59) by stating that the *bourgeoisie* class is lived at least in part of big city and all aspects of its existence are directly exposed.

This phenomenon is also experienced by several people who lived in many of limitations of life or named a *proletariat*. These people who experience the destitute of good and chattel will have a class struggle if they are aware about which class they occupy. That consciousness will make them unconscious and lead them into the false consciousness. It means people who feel oppressed by the oppressor will misinterpret

about everything that they think or feel. They will buy something, talk, behave or act like the other group who became their oppressor without considering about the benefits. It happens to get an acceptance by the other. The false consciousness also directs them to become a great consumer of everything fancy and branded, because they believe that social status can be reflected through the donning on of such luxury products.

All issues that I have mentioned above can be seen in the novel titled The Devil Wears Prada. The phenomena about consciousness, class consciousness, false consciousness, and existence are appeared in Andrea Sachs. In the novel, Andrea is told as a common girl who takes her first experience in the real working world as a second assistant in the most influential fashion magazine in the world named Runaway. This office contains the exclusive life-style, so, everyone who works in Runway must obey the rules applied in the office such wearing a good dress and following a model's stereotype; slim, gorgeous, beautiful, and full of make up for the whole time. Those things are really burdensome for Andrea. However, she wants to proof that she is reliable in everything, so, she applies the exclusive life-style which occurs in the office without considering either the good or the bad effects. This matter happens because Andrea is conscious that she wants to make a good first impression to everyone. That conscious is called as false consciousness.

In previous research by Nora Rohwani Surahman titled *"Andrea Sach's Struggles against Exploitation and Alienation in Lauren Weisberger's 'The Devil*

Wears Prada" (2011), she only discusses about Andrea's struggle against exploitation and alienation. In the research, she only sees the efforts of Andrea to against the exploitation which came from her boss, Miranda Priestly. The other researcher, Lena Novianty titled *"A Structural Analysis of Lauren Weisberger's The Devil Wears Prada"* (2007) does the same thing. In her research, she just gives an explanation of the intrinsic elements of the novel comprising of theme, plot, character, setting, point of view, and language style. As the researcher, I cannot find anything relating to class consciousness or false consciousness. This is why, in this research, false consciousness becomes the main issue to discuss.

Those matters attract the writer to conduct a research titled ***The False Consciousness in Branded Objects as Andrea's Reflection of Existence in 'The Devil Wears Prada': A Study of Marxist*** which contains the issues about the false consciousness from the novel entitled "The Devils Wears Prada" by Lauren Weisbereger.

2. Research Question

Based on the cases described in background of the study, the writer limits the topic on the following research questions:

1. What are aspects indicating the existence of false consciousness experienced by Andrea in the novel entitled “The Devils Wears Prada”?
2. What are the effects of false consciousness for Andrea in the novel entitled “The Devils Wears Prada”?

3. Objective

As suggested by research questions, the objectives of this research are:

1. To describe the aspects indicating the existence of false consciousness which experience by Andrea in the novel entitled “The Devils Wears Prada”
2. To discover what the effects of false consciousness for Andrea in the novel entitled “The Devils Wears Prada”

4. Significant to Knowledge

This research has a purpose to inform and discover why the class consciousness can lead the group of people into the false consciousness. For instance; people, usually, a *bourgeoisie* always exposed the things that represented their class, like using a famous label or branded outfit in order to show their class and existences.

Theoretically, this research is expected to be able to increase the knowledge about consciousness, class consciousness, false consciousness, and existence either for the researcher or the reader. For instance; a branded outfit is not always a stuff that can make people gain their confidence; in the end of the story, Andrea realizes that her misinterpretations about class consciousness plunge herself into someone who manipulates herself actualization; Andrea wears branded outfit just because she wants make a great impression, and she remodel her appearance to increase her prestigious which really unimportant for Andrea.

This research tries to give information that money always rules the society. I hope this research will help other researchers who want to make another detailed examinations about the same issue and can develop into the more complex cases about false consciousness which leads someone into the great consumer.

Practically, this research helps the reader to know how the consciousness can happen in daily life; when the people judge someone about their appearances according to what kind of branded outfit that he/she wears, or other judgments through organize question like ‘is the branded outfits which a particular individual apply for his/herself are original or not?’. This research is also expected to make particular individual realizes that being someone else that not really match with his/her own personality is uncomfortable.

5. Framework of The Theories

In analyzing the class consciousness which directs people into the false consciousness, this research uses the theory of class consciousness from "History and Class Consciousness" by George Luckas (1971). He said that the false consciousness is formed by the situation of that class itself, and it happened by the bourgeoisie which become a ruling class, because the bourgeoisie always set-up the economic. (1971:54).

Luckas also states, that the class consciousness directs someone into the unconscious moments; "*where they go wrong is in their belief that the concrete can be located in the empirical individual of history, and his empirically given consciousness*." (1971: 50). It happens in bourgeoisie society; they think that money, or a good product, can show their class in strata of social life. That unconscious moment is known as a false consciousness.

In this case, class consciousness appears after Andrea realizes that she is not fit in her new circumstances in Runway. The theory which is stated by Luckas seems fit with this case. According to Luckas, people who have a consciousness will direct someone into the unconscious moment which can be seen in chapter 4, because the analysis of this case will be explained in that chapter.