CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter discusses the analysis on the data collected from the novel "The Devil Wears Prada". The data that has been collected contain the issues of false consciousness include the aspect of it such as consciousness and class consciousness existences. This chapter will find the effect of false consciousness as well.

4.1 The Aspects of False Consciousness

The data that contain about false consciousness issues are discussed below. In this classification, the specific data such as; a reason why false consciousness influence Andrea, the aspects that trigger it and how brands cover Andrea flaws are explained.

The story begins with daily life of Andrea Sachs, a fresh graduate from Northwest University coming from the middle-class. She makes an endeavor to become a famous editor in the big city like New York. She has a dream to become a great worker in The New Yorker as an editor. In order to reach her future, she took a job as second assistance for this famous editor of fashion magazine, named Miranda Priestley. At the first time, Andrea thought that her boss will be nice and humble, but, she found that her boss is autocracy; Miranda does not tolerate any excuses from her subordinates about their work. She will get mad if one of her subordinates gives her advices about Miranda's requests, or even Miranda's privacy. Miranda always thinks

that her decision is absolutely right and indisputable. She also is bearing with her subordinates; Miranda will be disappointed if anyone except her assistance answering her phone. Miranda will be furious and replace the person who dares to answer her phone to the other department. Andrea experiences those treatments too. Miranda always disparages Andrea; repute Andrea as a fat woman or stupid assistance. It is because, in Miranda's judgment, Andrea does not have a desire on fashion and is less of fashion knowledge.

The reason why Andrea does not have any interest about fashion is that in her previous daily life, Andrea took an English Department as her major. She took a creative writing. She fills her activities with writing an article; education articles, mysterious or feature articles but not fashion. A fashion article is such an exception for Andrea .In addition, back to her hometown in Avon, Andrea is surrounded by people who are less in fashion desire. It makes Andrea become a girl without fashion knowledge.

Those matters above force Andrea to do something that can make her appearance can be admitted by the other; she starts to follow the exclusive life style which her colleague applies in Runway. It happens because Andrea has a consciousness to proof her boss and her colleagues that she is reliable in everything. It can be said that consciousness trigger false consciousness influence Andrea. The explanation about how consciousness makes false consciousness appears is discussed below.

4.1.1 Consciousness

Andrea is aware on her appearances that unfitted with her new office that is fulfilled by people who know about fashion and branded apparels. However, she gets confidence because she is able to make her boss proud of her. Andrea tries to finish her jobs on time by managing them properly, but the efforts to make Miranda proud are useless. Either Miranda or Andrea's colleagues keep treating her as an uncommon person and always used Andrea's appearance as their jokes. It makes Andrea differs from others, and slowly she lost her confidence. As the result, Andrea's colleagues then consider her as a codger.

> *"I had known the minute I stepped on the Runway floor that I didn't belong. My clothes and hair were wrong for sure, but more glaringly out of place was my attitude. I didn't know anything about fashion and I didn't care. At all. And therefore, I had to have it. Besides, a million girls would die for this job."* (Weisbereger, 2003:16)

From the quotation above, it can be comprehend that Andrea is hopeless. When she mentioned that *"I didn't belong"*, it described that Runway is not her place. It is because; Runway is one of the most famous fashion magazines in the world. Runway also placed inside the Elias-Clark building; the biggest, stylish, and modern building office located in New York City that is known as the center of business district in America. Moreover, the whole people worked in that place are qualified in their ability and have a wide range of network with famous designers such as Donnatella Versace, Miuccia, Michael Kors, even Oscar de La Renta. Thus,

people like Andrea does not have any chance to work in Runway. At the beginning, Andrea took that challenges, but next she found the reality that she is completely different from others. Knowing such fact makes her feel uncomfortable in a sudden. From this statement, "*My clothes and hair were wrong for sure"*, it indicates Andrea's awareness on her own appearances. This is why her colleagues keep treating her as a shabby person. On her first interview, she decided to wear a light blue sweater and a knee-length black skirt, with knee-high black boots, while the other wears a rose-colored cashmere sweater or sheer white T-shirt and hyper-trendy cargo pants.

Andrea does not care about the fashion, according to this statement, "*I didn't know anything about fashion and I didn't care"*. However, she begins to realize that if she wants to stay on her position as a second-assistance of Miranda, she has to change her perspective about fashion. It can be seen from this statement, *"I'm looking forward to learning even more about it, since I think it would be wonderful to write about fashion one day."* (Weisbereger, 2003:16). It becomes a reason for her to get Miranda and all her relations attentions. She tries anything to be perceived, and recognized by her colleagues.

> *"I began to want the job most desperately, in the way people yearn for things they consider unattainable. It might not be akin to getting into law school or having an essay published in a campus journal, but it was, in my starved-for-success mind, a real challenge—a challenge because I was an imposter"* (Weisbereger, 2003:16)

As mentioned previously, Andrea is a lucky person who was chosen to be a part of the most sophisticated position in Runway. Next, she begins to realize that her job is the most wanted position among girls. It causes Andrea to regain her confidence slowly. It can be seen from the previous statement of Andrea, "*a million girls would die for this job"*. From this statement, I assume that every girl who gets this job will have a brightest future; they will have a chance to get a huge opportunity in a fashion world as a worker. In this case, the girls who worked for Miranda will have a prestigious life; get a thousand dollar of clothes, meet and greet with famous writer and designer, and work inside the most powerful publisher office in New York.

It can be concluded that being a second-assistance for Miranda is promising. Andrea will get a chance to work in The New Yorker, and her salary is bigger than other jobs. It can be seen from her statement, *"The prestige of having Runway on my résumé was sure to give me even more credibility when I eventually applied to work at The New Yorker"* (Weisbereger, 2003: 15)

Hence, Andrea wants that job so much. It can be seen from her statement, which say, *"I began to want the job most desperately"*. It indicated that the job really offers the pleasures, no doubt, if a million girls would die for this job. More than that, Runway only requires the qualified people as their employee. Andrea knows that she is qualified like the other. She realizes with her own ability, and able to handle the jobs, although the jobs are hard to do.

In the next statement above, Andrea told that getting into law school or having an essay published in a campus journal would not help her to reach her dreams at all.

Andrea needs something bigger than that. That is why she is really enthusiast about her new job as a second-assistance of an influential editor for Runway.

Since Andrea is aware with her position, all the things that Andrea can do are acquaint Miranda in order to know the details about her boss. She tries so hard to get along with her colleagues also. These things are reputed as a challenge for Andrea. However, she seizes the initiative to do all that challenges, because she is aware that she can do it. It can be seen from her statement in quotation above, *"in my starved-for-success mind, a real challenge—a challenge because I was an imposter"*. She has to gain her ability in socialization process, and make an endeavor to finish the job sheet, which related with fashion that is known as the complicated things for Andrea.

Andrea's decisions to face the challenges are implicitly as a brave decision. In this case, Andrea's behavior is different from Bourdieu (1984) statement, who said that a sense of one's place leads someone to avoid the people, place, or goods, which forbid meeting, visit, and use it. From Bourdieu statement, I assume that someone who feels unfitted with people or place will try to avoid it. However, Andrea does not avoid them. She tries to merge into her new society and circumstances instead of staying away and avoiding all those things.

It happened because Andrea is getting tired to be treated as a shabby and unqualified person in Runway. It makes she struggles under difficulties; she wants to make equivalence with her oppressors even she has to step the border; plunge herself into the situation that she does not really like. Into the situation that differs with her class.

4.1.2 Class Consciousness

This classification shows the data that support the research about class consciousness. The specific data is described in order of occurrences.

As mentioned previously that fashion or branded apparel is not Andrea's interest and she never thinks about it. Therefore, Andrea prioritizes her attitude and her ability instead of the knowledge about fashion; arrange the clothes, or mix and match some glimmering jewelry. Furthermore, the class that Andrea occupied is not class that able to provide the branded fashions. Andrea came from the middle class which is known as a class that placed in the second rank of society. In this position, the middle class does not have any power to make equivalence with the bourgeoisie who rule the class.

This story takes place in Runway. Those workers inside the office are categorized as an elite class society. Thus, a person who came from the middle class may not be able to join Runway. The office building and interiors are made to be suited with the people inside. The stark white marble, glass door, Chic furniture with clean, simple lines dared people to sit, new set of office equipments such as; a brand-new turquoise iMac computer, a phone, some filing trays and the never-shows-dirt carpeting adorn Andrea's new offices. It looks perfect. Andrea adores everything that she has right now because once in her lifetime as a middle-class woman, she has never seen anything like Runway provides for her own desk.

Equipments and interiors inside her office become unsuitable with her performance. Moreover, since Andrea's colleagues noticed her as Miranda's slave

none of her colleagues appreciates her. In that condition, Andrea always thinks that she is a very shabby person for the other. It can be seen from the quote that represents Andrea's mind which is mentioned below, when she had a little conversation with her friends:

> *"It's a weird place, hard to explain. It's like, everyone's beautiful and thin and wearing gorgeous clothes. I can't put my finger on it. There's just this feeling that it's all a house of cards that's going to come crashing down around me. I can't shake the feeling that it's ridiculous to be working for a fashion magazine, you know?"* (Weisbereger, 2003:56)

From the quotation above, Andrea is aware with her class and Runway is not an appropriate place to start her future career. She noticed that she cannot compete the others; start from clothes and the jewelry that she wears, or the bag and shoes that she uses. It can be seen from the statement, *"It's a weird place, hard to explain. It's like, everyone's beautiful and thin and wearing gorgeous clothes. I can't put my finger on it"*, Andrea is frustrated with her new circumstances that is fulfilled by an elite society which money and existence controlled the rules. Everything is different in New York; it is contrast with her hometown in Connecticut which everything seems normal. She may have dinner with all family members, playing scrabble, mingling with all of her friends and family of Andrea. Yet, it is hardly happen after she works for Miranda, and her thoughts are filled with those moments.

Differ from Andrea, her boss, Miranda Priestley, has everything that she needs; high profile, popularity, subordinates, wealth, and family. The class that Miranda occupied is the upper class. It makes Miranda can make her own rules about

fashion in the office, and it makes Andrea frustrated. The leather pants, the branded skirts, and all the high-fashioned clothes are several things that Andrea has to obey. Andrea cannot refuse those things. It is because Andrea is aware with her class which is known as a worker class. She has to obey with the rules which are made by her own boss, Miranda.

Andrea is forced to familiarize with all the unusual things that she has never done before, like eating Caesar salad instead of onion soup, or wearing the heels as long as she works in the office. It is because she represents the Runway, which is known as the most famous model producing in America. Andrea feels uncomfortable with everything surround her especially with the rules and the colleagues. The situation occurs as if it tries to take her down and that situation shown on by this statement by Andrea "*There's just this feeling that it's all a house of cards that's going to come crashing down around me".* The term of"A house of cards" is referred to the Runway. Therefore, Andrea thinks that working for Miranda in Runway is a wrong step for her.

Knowing that she is unfitted with the condition in Runway, Andrea condescended herself on this statement *"I'm a worthless piece of shit with zero talent, no skill set, a complete and total loser."* (Weisbereger, 2003:163).

From the quotation above, I assume that class-consciousness is working above Andrea. She cannot adapt with her new circumstances, because she realize that she is not belonged there, at the huge fashion company. She even called herself as "a piece of shit". It happens when her job sheets which are anticipating and

accommodating Miranda needs in the office turns into become accommodate Miranda personal things like get Miranda's laundry, driver, buy her sundae, or even take Miranda's dog for walk.

Andrea realized that her ability to manage her real job in Runway is unappreciated by Miranda. However, Andrea cannot do anything to defense herself, because Andrea knows that she is a worker who must obey her boss who came from the upper class. This condition is also known as a class-consciousness, where people behave, or act according the class that each people occupied.

All that aspects that i have mentioned above directs Andrea into false consciouness. She cannot elude false consciousness because her society force her to obligated the Runway rules; behave, talk, act like a model and wear the branded things.

Famous and branded goods such as high heels, Blazer, leather pants, handbags, flawless gowns, bracelet, a diamond-encrusted watch, a case of champagne, evening bag, a collection of Cartier pens, a chinchilla muffler, jacket, cashmere blanket and glimmering jewelry produced by the famous designers are common things covered Runway. Everyone could wear more than one of those branded goods and not be found to wear the same goods for the second times. That fashion magazine company is extravagant not only showed by the sophisticated building's designs but also its workers life's style. Those are inevitable reasons to make people reputed Runway as the biggest company producing the most profit models for America.

The workers, even the lowest positions, proud to show off their goods to the other, and it make them compete with each other. It happens because nowadays, commodities treats as a universal phenomenon; things that occurs everywhere. As stated by Luckas (1967) about the reification: "The commodity is universal, it manifests itself differently from the commodity as a particular, isolated, non-dominant phenomenon" (1967:4). It is because people in Runway never satisfied to used branded commodities; when they look at someone with a better looks and has an up to date outfits, they will unsparing to waste their time, and spend their money to defeat her or him.

As mentioned above, people in Runway are known as the upper class, made their money to cover their inadequacy. Money is controlled them, thus it make them think to be normal to spend their money more on particular fancy things or command others to do their job. One of their jobs is to fulfill Miranda's craving of famous branded goods instantly. The way their spent their money can be seen from this statement, *"Another pair of seven-hundred-dollar shoes"* (Weisberger, 2003:3). For some people, spending $700 just for shoes is overwhelming, but, not for people in Runway. They are willing to do anything to show their strata, and their good performance.

Miranda Priestley is one of the perfect examples of how people in Runway showering themselves with money and branded goods. As an upper class and fantastic editor, it should be clear that items she used are always expensive. 'Cheap' cannot be found in her life because she will spend $84.000 for her own car, $10.000

for her bag, $8.000 for her shoes, $25.000 for the bottle of champagnes and wines, even $9.000 for her goods dispatch services. Once, when Andrea prepares for Miranda's dress, she finds out that the Miranda's dress by Chanel cost $40.000. It makes Andrea startled.*"Forty thousand DOLLARS?" I'd asked again, still unable to believe that I'd held a single item worth so much money in my hands just hours earlier"* (Weisbereger, 2003: 171). From this statement, it is shown that spending lot of money is more like a habit for people working in Runway.

For Andrea, the amount that Miranda cost just for a dress around $40.000 can be used to pay her two full years' college tuition, a down payment on a new home, it also can be equalizes as a salary for at least four American family in one year. That is really superfluity amount. Andrea knows that the effort which her colleagues made for showing their elegance cannot change about who really they are. *"And even though they understood that all the money in the world could never buy them her class and elegance, they never stopped wanting it."* (Weisbereger, 2003:206). From this statement, it can be concluded that Andrea is way more realistic than her colleagues about the money. She knows that money is not everything, though she is also aware that money can help her to get things she wants. Such lavish life style makes Andrea factious and bothered about people in Runway on how they depleted their savings account just for several items, and spread the baseless rumor or up-to-date gossips to the other. At the first time, Andrea is fine with it, yet, slowly she begins to think that wearing high fashions with a famous brand stamped on it will make her look more adorable.

It begins since Andrea has been reputed as a laughingstock by her colleagues. She tries to ignore it. However, she still cannot accept that she is the only one with old school dress and not being up-to-date about fashion, make-up, even the gossips. She is tired for the entire despising acts that always underestimate her. According to this matter, Andrea starts to equalize herself and struggle to make an equivalent with all her colleagues who become her oppressor.

The desires to use good apparels with famous brands on it gradually appear, because the brands always allow her to perform a high-status personality in every place she visits. That is why the brands are sometimes become an important thing and lionize by lot of people out there in order to gain a confidence, and social status. It can be seen from the quotation below:

> *"Just what does one wear to the first day working for the most fashionable fashion editor of the most fashionable fashion magazine in existence? I'd heard of Prada (from the few Jappy girls who carried the backpacks at Brown) and Louis Vuitton (because both of my grandmothers sported the signature-print bags without realizing how cool they were) and maybe even Gucci (because who hasn't heard of Gucci?)."*(Weisbereger, 2003:25)

Prada, Louis Vuitton, and Gucci are several famous brands known as the most expensive items for fashions. Moreover, people know that only those born with golden spoon on their mouth could buy those expensive branded. Therefore, everyone in Runway knows that, and now, Andrea slowly realizes it too. It can be proved by her statement, *"I'd heard of Prada, Louis Vuitton, and even Gucci"*. She starts to decide what brands that she has to wear for work, whereas, she never thinks about

that previously. Her conscious about the brands lead her to unconscious moment. The branded object starts to influence Andrea's mind. She thinks that if she wears those famous brands, she can regain the acceptance of her ruthless boss and colleagues, and get her freedom as well her existences.

Andrea changes her simple and mainstream looks to a gorgeous, trendy, and elegant one. Her old style; a light blue sweater and knee-length black skirt, with knee-high black boots are gone. She has a better looks by now. She can mix the clothes, and knows what brands that fit with her looks.

> *"I spotted and immediately fell in love with an all-around pleated Habitual denim skirt that would fall just above my knees and look perfect with the decidedly funky floral-printed Katayone Adelie blazer."* (Weisbereger:131).

The way she chooses the clothes is same as her colleagues. She is not confused again with the clothes that appropriate for her. She can match her skirt and her blouse. She even knows that her looks will be more perfect if she wears the Katayone Adelie Blazer with funky floral-printed on it.

The thing is different now. Andrea becomes one of the 'clackers'; the girls in Runway who use stilettos and made a 'clack' noise around the hall. She forgets about her previous life which completely simple and nice. She forgets about the bad things that she said about people who work in Runway. She turns into 'New Andrea'.

The 'New Andrea' fared well to get Miranda's attention. Miranda starts to like Andrea than Emily, her first assistance, after found out that Andrea made a self-

improvement; act and behave as a representative of Runway. She is now glamorous, elegance, confident, and prestigious. By doing such improvement, Andrea's existence is now admitted not only by her colleague but also her supervisors. Therefore, Andrea is also having problems with her existence as a result of her consciousness.

4.2 The Effect of False Consciousness

Be acquainted with everyone in Runway is really comfort ability; a particular individual can get along with a model, celebrity, hair-stylish, the most sought-after photographers, makeup artists, socialites, a whole slew of Elias-Clark executives, and the CEO of Elias-Clark, Irv Ravitz. The chances to have a wide range of network with all famous brands maker like Herb Rits, Bruce Weber, Giselle Bundchen, Hillary Clinton, Tom Ford, Calvin Klein, Annie Leibovitz, Nicole Miller, Adrienne Vittadini, Michael Kors, Helmut Lang, Giorgio Armani, John Sahag, Bruno Magli, Mario Testino, and Narcisco Rodriguez also offered if the existence of someone who work in Runway is admitted by the other.

Those interesting offers above influence Andrea. She tries very hard to get recognized by the other, she did everything that she can get along with her colleagues; work for Miranda Priestly, introduce herself to Nigel -the fashion authority in Runway- as assistance of Miranda. For the information, Nigel is a single man that knows everything about fashion. His job sheets are spectacular; start from

write an article about high-fashions in the magazines, society pages, or appears in several television stations as a spotlight. Andrea also makes a friend with people in Art and Fashion Department in Runway, and meets with Irv Ravitz.

At the beginning, the efforts that Andrea made are worthless. Her own boss ignored Andrea's existence. Miranda just needs Andrea's labor powers to do everything to serve her without looking at Andrea's physical embodiment. Almost every conversation with Andrea is made by phone, not directly. I assume that Andrea is never exist in Miranda's judgment. It can be seen from Andrea's statement, *"Working for Miranda Priestly caused a number of unfortunate side effects in my day-to-day life, but the most unnatural one was my severe and all-consuming hatred of phones"* (Weisbereger, 2003:64). From her statement, it can be seen that Andrea really hates Miranda's ill treatment. She even hates her own phone, because whenever Miranda calls her, the heavily accented instructions will thick as hail. Those things are triggers for Andrea's avidity to make an alteration. She wants her existence is cognizable by her boss and her colleagues, because it hurts to inconceivable by them.

Since Andrea knows that brands can make her looks more winsome and attract Miranda's attention, she keeps using the branded goods as her apparels. Those efforts gain a good result; people in Runway start to recognize Andrea as one of them. The invitation either gala's dinner, or party also approach Andrea. Andrea is getting famous in her circumstances. Miranda starts to like Andrea. She even wants

Andrea to accompany her in the event of Spring ready-to-wear Shows which is held in Paris in order to replace Emily.

> *"Yes, I'll be going to Paris with Miranda in October, for the spring ready-to-wear shows. Each year she takes her senior assistant to the spring shows so she can see what it's really like."(Weisbereger 2003:128)*

Those rarest opportunities such as going to Paris with Miranda and meeting a worldwide great designer are tempting, because Paris is the one place that reputed as a base of fashion world. From the quotation above, it can be seen that Andrea is really enthusiast to go to Paris since she knows Miranda chooses her as partner to help accommodates everything while Miranda in Paris, such as; arranging the Miranda's schedules during Spring Shows, organizing the decoration for the event, or reserve the restaurant for Miranda's gala dinner with her colleagues.

Those activities are supposed to arrange by Emily, it is because she is the senior assistance. However, due to her diseases, she cannot go along with Miranda. Emily gets mononucleosis which is really high infectious so that it makes her getting tired easily; yet she pushed herself to work due to finish her job sheet before she goes to Paris. Unfortunately, her condition makes her unable to leave her own apartment for like three weeks. She cannot work, she cannot go to the coffee shop, and she cannot go anywhere. The doctor said that she has to stay at her room during her recovery. The condition is getting worst, when Emily knows that Miranda chooses

Andrea instead of her. It makes her really jealous and shows her jealousy on her statements towards Andrea.

> *"You're the luckiest fucking person in the world. I've been waiting two years—over two years—for this trip, and now I can't go. The irony of this is painful—you realize that, don't you?" (Weisbereger 2003:211)*

When Emily states that Andrea is the *luckiest person* in the word, it can be concluded that Emily is really envious. Since Emily gets sick, Miranda tries to find out the other person who can accompany her in Paris, but, no one is qualified.

Miranda always thinks that the person who is recommended by Emily is unqualified. That is why, Miranda chooses Andrea as her partner, because Andrea already knows about Miranda's needs. More than that, Andrea shows the development in fashion, so that, Miranda does not have to teach Andrea again to become a representative of Runway.

According to this situation, Andrea can gain her existence slowly. Miranda's colleague finally recognizes Andrea as Miranda's assistance. In order to impress Miranda's colleague, Andrea wears the different outfit which Emily arranged for her. Emily helps Andrea to prepare everything that Andrea needs. Emily does not want to make Miranda embarrassed in front of the guests because Andrea's appearance is too simple.

> *"You'll have to bring a ton since you'll need different outfits for each of the shows you attend, any dinners, and, of course, for Miranda's party at the Hotel Costes. Allison will help you out with makeup. Talk to Stef in accessories for bags and*

> *shoes and jewelry. You only have a week, so get on it first thing tomorrow, OK?" (Weisbereger:211)*

Emily makes an appointment with the whole department in Runway to help Andrea. Different clothes, accessories, shoes, and bags are the important things which have to wear in every occasion in Paris. Emily also calls Allison, one of the employees of Runway, to help Andrea in make-up. Now, everyone in Runway knows and willing to help Andrea.

According to this issue, it can be conclude that the theory by Schopenhauer applies in Andrea. She knows that through her appereance, she can get her existence because she wants that her existence can be admitted by her colleagues. This issue is supported by Kant (1998) who stated in his book *Groundwork of the Metaphysics of Morals,* that someone's goal is only relative to his/her needs and desires. It can be seen from the effort that Andrea made to reach her goal; her existence is accept by the other.