

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Fashion is a term used to indicate a form of self-expression that includes clothing, footwear, hairstyles, accessories, and even a person's behavior. Mary D. Troxell and Elaine Stone (1981) defined fashion as a style that is accepted and used by the majority of members of a group at a certain time. Fashion is an ever-changing industry that can reflect cultural, social, economic, and personal influences. Fashion is a diverse and evolving field, reflecting a changing industry, tastes, aesthetics, and societal values. It serves as a means of self-expression, cultural representation, and artistic innovation for individuals and communities around the world. So fashion products are goods produced from a production process in the form of clothes, bags, pants, shoes, and other accessories that can support the appearance of the owner. The term 'fashion' is derived from the Latin word 'facere, which means 'to make, and describes the making, mixing, and wearing of clothing adorned with a culturally specific aesthetic, pattern, motif, shape, and cuts, which allows people to show ownership of the values, beliefs, and way of life of their group.

For women, looking beautiful and attractive is a pleasure in itself, apart from paying attention to manners and attitude, usually women also pay great attention to their dressing style to increase their self-confidence, because dressing style can influence how other people see and assess their level of self-confidence.

Dress style can also be an opportunity to express oneself and a strong way to present the personal values and attitude that every woman has. In other words, every woman can express herself through the style of clothing she wears.

In the past, women could not even express themselves through their clothing style, let alone express themselves in other things or fields. Before life was like today, women went through many problems, obstacles, and became an important member of society. Previously, women did not have any rights and did not even have a position or role in society, for example in politics or government. Women are just daughters, wives or mothers. With the advent of feminism, the profile and image of women has changed completely from being just an accessory to society because they do not have their rights and obligations, but now women are free to express themselves and can become queens, presidents, doctors, teachers or whatever field they want.

This research is written to understand the picture of fashion in the world of work and describe the lifestyle changes experienced by the female character, namely, Andrea Sach in the movie entitled “The Devil Wears Prada.”. How dressing is a way to express self-confidence, personal values, attitude and even social class is analyzed further in the research. This phenomenon is clearly shown in the movie “The Devil Wears Prada” which is used as a research object. In the movie, clothing is an important part of work life and the high-end fashion industry.

This research is related to previous research in the same field. Kristilia (2009) discusses how the movie *The Devil Wears Prada* depicts feminism. Feminism in relationships in the workplace, feminism in relationships with partners and family, and feminism in relationships in the social sphere are the sub themes employed to examine the movie. The study's findings point to the possibility of using movies as a platform for feminism, the social reality of equal rights for men and women in all spheres of life as fellow human beings, to spread messages. Prasatyo (2018) discusses the female perspective in Lauren Weisberger's *The Devil Wears Prada*. This study aims to understand the characteristics, traits, and gender identity of Miranda Priestly. In analyzing this research, the authors used feminist analysis to examine women's issues. The results of this study show that Miranda Priestly has nine distinct personalities, which are highlighted in the research. Jews, fashionable, busy, demanding, powerful, influential, discriminatory, smart, caring and powerful are the circles that the writers analyze. The feminist perspective on Miranda Priestly as a woman in this modern era is appearance, experience and psychology. Ratri and Ardi (2019) discuss the types of impolite strategies and the purpose of exercising power through impolite language in the film *The Devil Wears Prada*. This research focuses on two characters, Miranda and Emily, who have power relationships in their workplace. The researchers used qualitative content analysis methods. The results of this study indicate that Miranda uses all types of impoliteness strategies. Meanwhile, Emily only uses the word bald in recordings of impoliteness, positive impoliteness, negative impoliteness, and sarcasm or

mocking politeness. Miranda's use of power is to appear superior, gain authority over actions, dominate conversations, and reactivate power. At the same time, the goals of Emily's use of power are to appear superior, to gain authority over actions, to emphasize power hierarchies, and to reactivate power.

1.2 Statement of the Problem

Related to the previous sub-chapter, there are two main interesting problems to be discussed in this research. They are as follows:

1. How is fashion described in the movie “The Devil Wears Prada”?
2. How does fashion change the character's lifestyles in the movie “The Devil Wears Prada”?

1.3 Objective of the Study

In regard to the problem statement, there are two objectives in this research. They are as follows:

1. To analyze the depiction of fashion in the film.
2. To analyze the influence of fashion on changes in the characters' lifestyles in the film.

1.4 Scope of the Problem

The research discusses the fashion in the film "The Devil Wears Prada". The dominant research problem includes fashion factors that can change the

characters' lifestyles in the movie. The research was limited by taking data from the film "The Devil Wears Prada" which was published in 2006.

1.5 Significance of the Study

1.5.1 Theoretical Significance

1. The subject, namely fashion, in this research can provide more knowledge to readers who are interested in similar subjects in the field of literature.
2. Fashion in this research can be a reference for future researchers who conduct similar research.
3. The fashion in this research can be used as a comparison and can also be used as a reference for future researchers.

1.5.2 Practical Significance

1. Students majoring in literature expand their knowledge about fashion in the film The Devil Wears Prada and its impact on the characters.
2. Fashion enthusiasts learn more about the fashion world and its industry.