

## **CHAPTER V**

### **CONCLUSION**

This research discusses the role of feminism in the movie The Devil Wears Prada. This research analyzes how feminism and fashion in the movie The Devil Wears Prada. The purpose of this study was to determine the changes in Andy's lifestyle and to understand the picture of fashion in the workplace. The research analyzes how fashion can express self-confidence and even social class. This tendency is shown in the research object film The Devil Wears Prada. In this movie, the high-end fashion business and working life are significantly influenced by apparel.

There are two problem statements discussed in this research. First, the depiction of fashion in the film The Devil Wears Prada. Second, fashion influences the characters' lifestyles in The Devil Wears Prada movie. This research uses Ebunoluwa's (2009) theory to support this research. The research method used is qualitative descriptive. The research method also uses two approaches, the feminist and sociological approaches. The data obtained is in the form of words and sentences from the film The Devil Wears Prada. Researcher classify and analyze data and then draw conclusions using words and sentences.

This research has found results from the problem statements. The first problem in the problem statements is to analyze the depiction of fashion in the film The Devil Wears Prada. Fashion is depicted as an important thing in the film The Devil Wears Prada. Most of the people shown in this film appear fashionable from head to toe and wear well-known branded goods, which are expensive,

starting from the clothes, shoes, bags, and accessories they use every day. Fashion in this film can show a person's values and social class.

The second problem in the problem statements is analyzing the changes in the characters' lives in the film *The Devil Wears Prada*. This second problem statement focuses on changes in Andy's lifestyle. Andy, who was initially seen as a nerdy woman because she wore outdated clothes and was not interested in developments in the latest fashion styles, turned into a fashionable woman who understands how to mix and match items from expensive brands so she looks harmonious and suitable for her wear. Andy's new appearance is also balanced by her ability to fulfill all of Miranda's job demands, which she can do perfectly. So not only has her appearance changed, but Andy is also more competent in her job.

This research has limitations in discussing fashion and feminism. This research on feminism as it relates to fashion only discusses Andy's character. Future researchers can develop similar topics more specifically. The researchers can use different data to develop feminism. The researchers can analyze the other characters' lifestyle changes with the same data.

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