

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 Andy, who was initially seen as a nerdy woman because she wore outdated clothes and was not interested in developments in the latest fashion styles, turned into a fashionable woman who understands how to mix and match items from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.

BIBLIOGRAPHY

- Adler, P., & Adler, P. (1987). *Membership roles in field research*. SAGE Publications, Inc. <https://doi.org/10.4135/9781412984973>
- Afrizal. (2014). *Metode penelitian kualitatif: sebuah upaya mendukung penggunaan penelitian kualitatif dalam berbagai disiplin ilmu*. PT RajaGrafindo Persada.
- Ahmadi. (2014). *Metodologi penelitian kualitatif*. ArRuzz Media.
- Amolak, M., & Dhawan, A. (2021). Feminism in English literature of the 19th and 20th centuries. *Turkish Journal of Computer and Mathematics Education*.
- Arizah, M. (2019). Feminism: Equality gender in literature. In *International Seminar and Annual Meeting BKS-PTN Wilayah Barat*.
- Baumgardner, J. (2011). *F'em !: Goo goo, gaga, and some thoughts on balls / is there a fourth wave? does it matter?*. Seal Press.
- Bhandari, P. (2020) An introduction to quantitative research. *Scribbr*. <https://www.scribbr.com/methodology/quantitative-research>
- Biokoro, B. O., Obata, R. O., & Ghavwan, O. O. (2023). Perspective of feminism on the girl-child and women education in delta state, nigeria. *Gph-international Journal of Social Science and Humanities Research*, 06(09), 44–54. <https://doi.org/10.5281/zenodo.8374984>.
- Chamberlain, P. (2017). *The feminist fourth wave: Affective temporality*. Palgrave Macmillan, Springer International Publishing AG.
- Davis, F. (1994). *Fashion, culture, and identity*. University of Chicago Press.
- Delap, L. (2007). *The feminist avant-garde: Transatlantic encounters of the early twentieth century*. Cambridge University Press.
- Denzin, N., & Lincoln, Y. (2011). *The sage handbook of qualitative research* (4th ed.). Sage.
- Dicker, R. C. (2008). *A history of U.S. feminisms*. Seal Press.
- Ebunoluwa, S. M. (2009). "Feminism: The quest for an African variant." *Journal of Pan African Studies*.
- Endraswara, S. (2013). *Metodologi penelitian sastra*. PT. Buku Seru.

- Faris, Z. (2013, February 28). *Do women need feminism* [Conference Presentation]. Muslim Debate Initiative. London.
- Ghorfati, A., & Medini, R. (2015). Feminism and its impact on woman in the modern society. *Republic of Algeria*.
- Guardado, A. (2015). *Hashtag activism: The benefits and limitations of #Activism*. New University, University of Californi. Official Campus Newspaper.
- Hallberg, L. R.-M. (2006). The “core category” of grounded theory: Making constant comparisons. *International Journal of Qualitative Studies on Health and Well-Being*, 1(3), 141–148.
<https://doi.org/10.3402/qhw.v1i3.4927>
- Haraway, D. (1989). *A cyborg manifesto: Science, technology and socialist-feminism in the late twentieth century*. El autor.
- Kaye, D. B. V., Zeng, J., & Wikström, P. (2022). *TikTok: Creativity and culture in short video*. Polity Press.
- Kristalia, M. I. (2009). *Representasi feminisme dalam film "The Devil Wears Prada"*. Bachelor thesis, Petra Christian University.
- Laurenson, D., & Swingewood, A. (1972). *The sociology of literature*. MacGibbon and Kee.
- Lixian, H. (2015). On fire in weibo: Feminist online activism in China. *Economic and Political Weekly*, 50(17), 79-85.
- Lyceum*. Mineral point historical society. (n.d.).
<https://mineralpointhistory.org/tag/lyceum/>
- Maclaran, P. (2015). Feminism’s fourth wave: A research agenda for marketing and consumer research. *Journal of Marketing Management*.
- Mohajan, H. K. (2022). Four waves of feminism: A blessing for global humanity. *Studies in Social Science & Humanities*, 1(2).
<https://doi.org/10.56397/sssh.2022.09.01>
- Moleong, L. J. (1989). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya.
- Nurgiyantoro, B. (2010). *Teori pengkajian fiksi*. Gajah mada University Press.
- Parahoo, K. (2006). *Nursing research: Principles, process and issues* (2nd ed.). Palgrave Macmillan.

- Phillips, R., & Cree, V. E. (2014). What does the “fourth wave” mean for teaching feminism in twenty-first century social work?. *Social Work Education: The International Journal*.
- Prasaty, B. A. (2018). Feminist perspective in Lauren Weisberger’s the devil wears prada. *Atma Jaya Catholic University of Indonesia*.
https://www.researchgate.net/publication/368860137_Feminist_Perspective_In_lauren_Weisberger's_The_Devil_Wears_Prada
- Ratri, A., & Ardi, P. (2019). Power and impoliteness in the devil wears prada movie. *Elite : English and Literature Journal*.
<https://doi.org/10.24252/elite.v6i1a3>
- Rich, J. (2007). *An introduction to modern feminist theory*. Humanities-Ebooks.
- Schneiders, S. M. (2000). *With oil in their lamps: Faith, feminism, and the future*. Paulist Press.
- Showalter, E. (1985). *The new feminist criticism: Essays on women, literature, and theory*. Pantheon Books.
- Soekanto, S. (1985). *Kamus sosiologi*. Rajawali.
- Sugihastuti, & Suharto. (2002). *Kritik sastra feminis: Teori dan aplikasinya*. Pustaka Pelajar.
- Sugihastuti. (2005). *Rona bahasa dan sastra Indonesia: Tanggapan penutur dan pembacanya*. Pustaka Pelajar.
- Troxell, M. D., & Stone, E. (1981). *Fashion merchandising*. Gregg Division McGraw-Hill Book Company.
- Walby, S. (2011). *The future of feminism*. Polity.
- Walker, Rebecca. (1995). *To be real : telling the truth and changing the face of feminism / edited and with an introduction by Rebecca Walker*. Anchor Books.
- Wallenberg, L. (2023). Fashion and feminism. *The routledge history of fashion and dress, 1800 to the Present*, 185–206.
<https://doi.org/10.4324/9780429295607-13>
- Weick, K. E. (1979). *The social psychology of organizing* (2nd ed.). McGraw-Hill Humanities/Social Sciences/Languages.
- Wikimedia Foundation. (2023a, December 19). *The devil wears prada (film)*. Wikipedia. [https://en.wikipedia.org/wiki/The_Devil_Wears_Prada_\(film\)](https://en.wikipedia.org/wiki/The_Devil_Wears_Prada_(film))

Wikimedia Foundation. (2023, December 24). *Lauren Weisberger*. Wikipedia.
https://en.wikipedia.org/wiki/Lauren_Weisberger