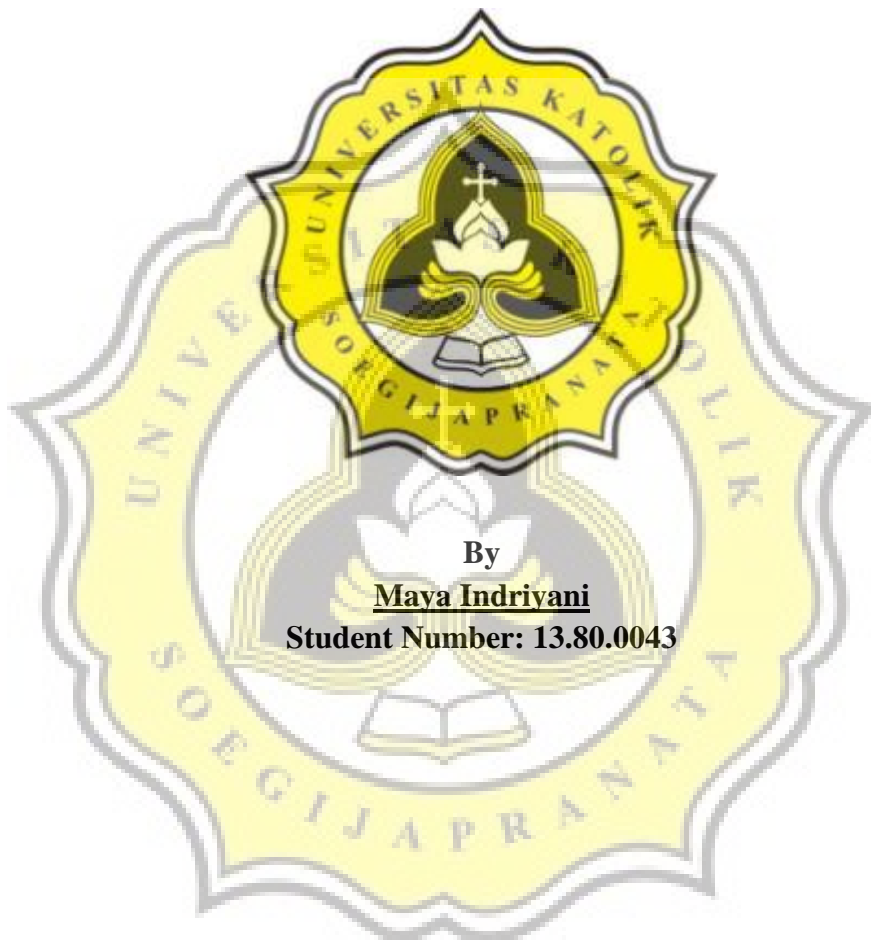


**COMPULSIVE BUYING BEHAVIOR OF REBECCA BLOOMWOOD IN
CONFESSION OF A SHOPAHOLIC MOVIE**

A Thesis



**By
Maya Indriyani
Student Number: 13.80.0043**

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2018**

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A Thesis Presented as a Partial Fulfillments to Obtain the *Sarjana Sastra* Degree
in the English Department



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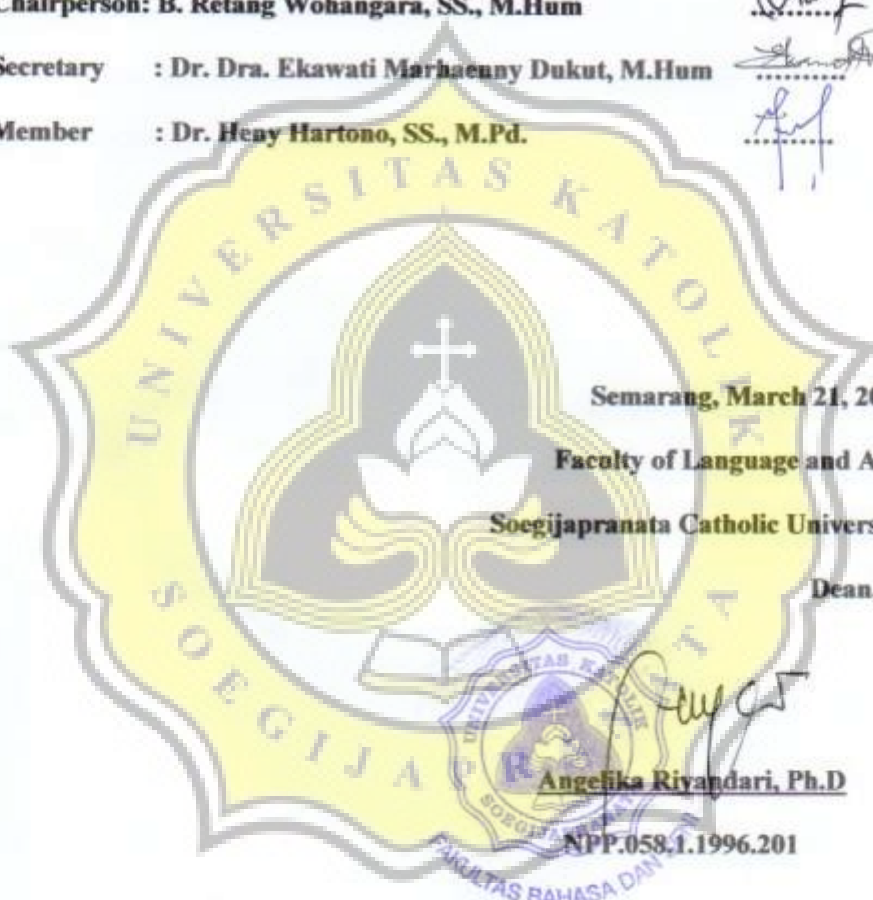
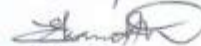
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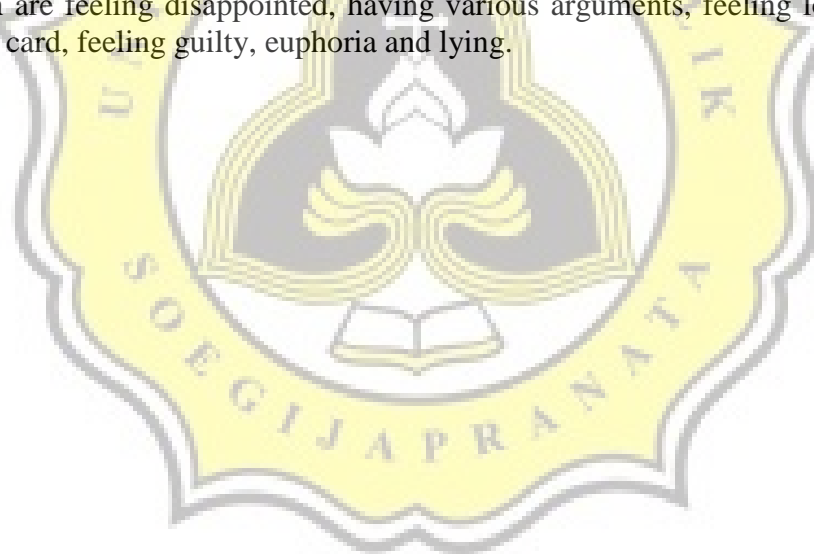
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ABSTRACT

In this research, the writer analyzes Rebecca Bloomwood who is having compulsive buying behaviors as shown in *Confession of a Shopaholic* movie. This movie was released on 5 February 2009, where America was experiencing modern era. In this modern era, some people experience Compulsive buying behavior because they often face repetitive shopping that they become addicted to it. The main character in *Confession of a Shopaholic* movie, Rebecca Bloomwood, is the example of someone who has compulsive buying behavior. Compulsive buying behavior is the condition where many people are consuming products or services excessively. This research uses O'Guinn and Sharma's theory to know the internal and external factors of compulsive buying behavior. After analyzing the compulsive buying behavior and personality traits that Rebecca Bloomwood has, the writer found the factors that trigger her compulsive buying behavior. They are the feeling of low self-esteem, the feeling of anxiety, The tendency of becoming materialistic, the tendency of fantasizing, family, advertising, credit cards, and lifestyle. The writer also uses Zehr and Dittmar's theory to identify the characteristics of Rebecca's compulsive buying behavior, which are feeling disappointed, having various arguments, feeling lost without a credit card, feeling guilty, euphoria and lying.



ABSTRAK

Di dalam penelitian ini penulis menganalisis Rebecca Bloomwood yang memiliki perilaku pembelian kompulsif seperti yang ditunjukkan dalam *Confession of a Shopaholic movie*. Film ini dirilis pada 5 Februari 2009, dimana Amerika sedang mengalami era modern. Di era modern ini, beberapa orang mengalami perilaku pembelian kompulsif. Perilaku pembelian kompulsif terjadi ketika seseorang belanja terus menerus dalam jumlah yang besar. Peran utama dalam *Confession of a Shopaholic movie*, Rebecca Bloomwood, merupakan contoh orang yang memiliki perilaku pembelian kompulsif. Perilaku pembelian kompulsif adalah berberapa orang yang mengkonsumsi produk atau layanan secara berlebihan. Penelitian ini menggunakan teori O'Guinn dan Sharma untuk mengetahui faktor internal dan eksternal perilaku pembelian kompulsif dari Rebecca. Setelah menganalisa karakteristik dan sifat Rebecca, penulis menemukan faktor - faktor yang mempengaruhi Rebecca Bloomwood, diantaranya adalah memiliki perasaan harga diri yang rendah, merasa cemas, kecenderungan menjadi seorang materialis, kecenderungan berfantasi, keluarga, iklan, kartu kredit, dan gaya hidup. Penulis juga menggunakan teori Zehr dan Dittmar untuk mengidentifikasi karakteristik perilaku pembelian Rebecca yang kompulsif, yaitu merasa kecewa, memiliki berbagai argumen, merasa kehilangan tanpa adanya kartu kredit, merasa bersalah, euforia, dan berbohong

