

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Confessions of a Shopaholic is a 2009 American romantic comedy movie which is quite popular in America. This movie is an adaptation from two books “*The Secret Dream world of a Shopaholic*” and “*Shopaholic Abroad*” which in the United States was known as *Confessions of a Shopaholic* (Kinsella, 2000, p. 13). In this movie, there are some problems arise caused by the main character, named Rebecca Bloomwood, who become a shopaholic. The interesting point of the story is how she solves her problem and not becomes a shopaholic anymore at the end. The writer will discuss how Rebecca Bloomwood character can be viewed from the key elements of one psychological theory, Jungian Archetypal approach.

A Psychological study is always related to the character especially the main character in the movie. Using this one of psychological theory, the writer wants to explore about the main character more deeply. Before analyzing this movie, it is better to know and understand the plot of the story first.

Rebecca Bloomwood is a shopping addict who lives with her best friend named Suze. She works as a journalist, but she wants to work in her favorite

fashion magazine, Alette. On the way to an interview, she buys a green scarf. Unfortunately, her credit card is declined, and then Rebecca goes to a hot dog stand and offers to buy all the hot dogs with a check. If the seller gives her back change in cash, saying the scarf is to be a gift for her sick aunt. The hot dog vendor refuses, but a man offers her \$20.

When Rebecca arrives for interview, she was told that the position has been filled by the receptionist. However, the receptionist tells her there is an open vacancy in the Successful Saving magazine and he explains how getting a job at Successful Savings could eventually lead to a position at Alette magazine. Rebecca is interviewed by Luke Brandon, the editor of Successful Savings and he is actually the man who just gave her the \$20. She directly hides her scarf outside his office, but Luke's assistant comes into the office and gives it back to her. Rebecca feels embarrassed and leaves.

At the evening, she and Suze write letters to Alette and Successful Saving, but she mails each of them to the wrong magazine. Luke likes the letter she means to send to Alette and hires her. Rather than completing a work assignment for a new column from Luke, Rebecca goes to a clothing sale. While inspecting a pair of cashmere gloves that she has just purchased, then she realizes it is not 100% cashmere and she has been duped. This gives her an idea for the column, which she writes under the name "The Girl in the Green Scarf" and it succeeds.

Rebecca later returns home to renewed confrontations with her debt collector, and Suze asks her to attend Shopaholics Anonymous. The group leader named Miss Korch, forces Rebecca to donate all the clothes she just bought,

including a bridesmaid's dress for Suze's wedding and a dress for TV interview. After the meeting Rebecca cannot afford to buy back both dresses for the interview and a bridesmaid's dress. During the interview, Rebecca is accused by the debt collector for not paying her debts and she loses her job. Suze is angry when she finds out that Rebecca sell the bridesmaid's dress for her wedding. Alette offers Rebecca a position at the famous magazine, but Rebecca declines. She is afraid she will make many mistakes in that magazine. She sells most of her fabulous clothes to pay her debts, including the green scarf. Meanwhile, Luke starts a new company, Brandon Communication.

Rebecca's clothes sale makes it possible to pay her debts to the debt collector. Rebecca attends Suze's wedding after reclaiming her bridesmaid's dress, and Suze forgives her. Luke returns the green scarf after revealing that the person who bought it at an auction was acting as one of his agents. Rebecca becomes romantically involved with Luke and starts working at his new company.

Shopping addict makes Rebecca loses everything, the trust from her best friend and especially her boyfriend. Rebecca falls down and drops. After that, she becomes conscious that shopping is not everything and then at the end of the story she becomes mature enough. It can be analyzed using one of psychological theory, Jungian Archetypal approach that consists of key elements such as the individuation process, collective unconscious, persona, shadow, anima/animus, the hero/heroine and the self.

Thus, the writer purposes a study entitled *A Psychological Study of the Main Character, Rebecca Bloomwood in P.J. Hogan's (2009) Confessions of a Shopaholic Movie: Jungian Archetypal Approach.*

1.2 FIELD OF THE STUDY

This study belongs to Literature and Film studies

1.3 SCOPE OF THE STUDY

This study focuses on Literature concentrating on one of psychological approach theory, Jungian Archetype. In this research the writer explores about the main character that consists of image, character and problem solving in the movie. Those will be analyzed using one of the psychological theories, Jungian Archetypal Approach by Carl Jung.

1.4 PROBLEM FORMULATION

Based on the Jungian Archetype theory for this study, the writer formulated three problems for this research:

1. What images does Rebecca Bloomwood have in the movie?
2. How does she solve problems?
3. How is Rebecca's character in the movie viewed from Jungian archetypal approach?

1.5 OBJECTIVES OF THE STUDY

By doing this research, the writer wants to achieve three objectives as follow:

1. To evince what image does Rebecca Bloomwood has in the movie
2. To explain how she solves her problems
3. To describe how Rebecca's character viewed from Jungian archetypal approach

1.6 SIGNIFICANCE OF THE STUDY

This study concentrates on literary work especially film. The writer hopes this study will help the readers to understand about the main character in the movie and they may enrich their knowledge about psychological theory, especially Jungian Archetypal that can be references for those who want to write about this theory. Thus, it will be easier for the readers to analyze character using psychological approach.

1.7 DEFINITION OF TERMS

There are several terms used in this study:

1. The Archetype Theory :

This theory explains about the personality and behavior of the main character.

2. Theory of Individuation Process :

Based on the Carl Gustav Jung Theory, Individuation Process is a process to become mature, so he or she must to be aware to his or her self. They should open themselves to make an improvement of their personality.

3. Collective Unconscious :

It is human's innate tendency to react in particular way whenever their experiences stimulate a biologically inherited response tendency (Sofia, 2001)

4. Persona :

Persona means the side of the personality that people show to the world. The persona includes his or her social roles, kind of clothes that they choose to wear, and their individual styles to express themselves.

5. Shadow :

The person must be converted into a positive force by some supportive elements so that he or she can reach the balance. It can be the primitive side of a person.

6. Anima :

One supportive element for shadow that personifies all feminine psychological tendencies in a man's psyche, such as vague feelings and moods, prophetic hunches, receptiveness to irrationalities, capacity for personal love, and feeling for nature.

7. Animus :

One supportive element for shadow that personifies all masculine psychological tendencies in a woman's psyche such as rational, objective, formal and determinative, uneasily moved by feeling or tenderness, highly appreciate power and valor.

8. The Hero/Heroine :

Hero is an archetype that represented in mythology and legends as a powerful person, and someone who looking around to know his ability more than what himself has.

9. The Self :

The self is the transcendence of all opposites and every aspects of personality are expressed equally. The self is the most important personality archetype and it is difficult to understand.

