SHOPAHOLIC OF MAIN CHARACTER IN CONFESSION OF A
SHOPAHOLIC MOVIE DIRECTED BY SHOPHIE KINSELLA

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Abstract – The purpose of this paper is to find out where Rebecca Bloomwood as the main character in the movie of Confession of a Shopaholic become a financial adviser while herself is a very compulsive shopping addicts, find out the factor which causes the main character to be a shopping addict, and figure out the moral message that can be drawn from the character of Rebecca in particular and in general of the whole movie. The method of analysis used in the first time by watching the movie and observe closely how the main character shopping addicts deal with the problems that occur in her lives. Looking for theories relating to shopping addiction acquired through several books to support this paper taken from library research. From the analysis the writer find out that the main character become a financial advisor accidentally when she sent the letter to wrong person. The factors that causing the main character become a shopaholic is Rebecca had a less happy childhood, feeling rejected, less attention, and did not get what she wants. The behaviours that show from Rebecca as a shopaholic, Rebecca can do things that are daring and unusual lust for shopping. She can buy the things that most people think are not important, but because the spending appetite that cannot be controlled eventually she was run out of money. The moral message from this movie everyone has strengths and weaknesses because no bodies perfect. It has teach you the meaning of simplicity and hard work.

Keywords: Main Character, Shopaholic, Confession of a Shopaholic.

I. INTRODUCTION

Literature represents a language or a people culture and tradition. But, literature is more important than just a historical or cultural artifact. Literature introduces us to new worlds of experience. People learn about books and literature, people enjoy the comedies and the tragedies of poems, stories, and plays; and we may even grow and evolve through literary journey with books.

One part of the literature is movie. Movie is considered to be an important art form, a source of popular entertainment, and a powerful medium for educating or indoctrinating-citizens. The visual basis of film gives it a universal power of communication. Therefore, people prefer to watch movies than many programs in television.

There are so many elements of a movie, such as theme, plot or storylines, character, setting, dialogue, climax and genre. Character is highly important as well in the movie. Because without character were around, most are flat and boring, and with character can be tells about the story of the movie. In this paper, the writer wants to explain about Rebecca Bloomwood the main character in movie Confession of a Shopaholic who suffers psychological illness which is shopping addiction.

Shopping is a way that can be taken to reduce the level of stress a person, that mean shopping has a positive effect on human psychology. From an article on a website that stated that a study reveals a significant
shopping gives peace and comfort to someone. Therefore, the researchers suggest the individual to shop when they want to get rid of stress. However, it should be noted, the study was conducted with respondents from communities with a well-established economics level.

Shopping is an activity that is very popular with the ladies, and not a few were called the ‘shopaholic’ because it has excessive spending habits. Know of any discount on one shopping center, make her the direct shoppers hunt for shopping. In fact, it can have a negative impact on financial condition not only that, excessive shopping behaviour also can interfere with mental. This phenomenon brings people to grow into human society a consumer who wastes their income without considering what will necessary in the future, the rise of consumerism and hedonistic lifestyle adds to the long list of the types of addiction are addicted to shopping or referred shopaholic.

In this paper the writer chooses the movie which is entitled Confession of a Shopaholic because a drama movie adapted from a novel by Sophia Kinsell the Confession because a drama movie adapted from a novel by Sophia Kinsella the Confession of a Shopaholic is a comedy drama which is really painful, the story of a woman who works in a well-established financial magazine, but had a crazy shopping habits. Rebecca Bloomwood is a well-known financial writer at a magazine in New York, which always has a surefire tips on how to manage finances. Name Rebecca was immediately known. She always invited in financial discussions and speakers on television. Ironically, in everyday life, the theory is always presented in the magazine are not fully met by Rebecca.

Based on the explanation above that is why the writer chooses Rebecca Character in Confesion of a Shopaholic Movie Directed by Sophie Kinsella as a tittle of this paper.

The problems that encounter on the discussion of this paper are:
1. How does the main character become a financial advisor?
2. What makes the main character be shopaholic?
3. What behaviours that show main character as a shopaholic?
4. What is the moral message of this story?

II. THEORETICAL REVIEW

A. Movie

In everyday life people are familiar with the presence of the movie. With the advancement of technology and the development of cultural social in our country today, watching movies is an activity that can be done by all parties. Currently the movie has been progressing rapidly along with the development of existing technology. Movie has a variety of roles, other than as a means of entertainment, the movie can also serve as a medium of learning.

Grant Horner (2010:35) stated that, “Movie, it appears to me, may be the very best cultural representation, re-creation, or reproduction of human consciousness. Movie is of course not exactly and precisely like our mind’s experience, but it surely mimics it in very effective ways. And, as I will try to show in what follows, it also in some measure creates our conscious experience in the world.” It means that a movie is a something that can be earned by human beings to reflects the various story of human life in an audiovisual media. And movie can show in what follows in very effective ways in the world.

According to Mary H. Snyder (2011:11) that, “Like the drama, the movie is a visual, herbal, and aural medium presented before a theater audience.” It means that movie is as similar as drama which consists of visual and audio that had been produced in one story in order to entertain the audiences.

B. Character

One way for people to get success in life is to learn about their character or personality, either recognize themselves or someone else. By identifying, people can find out what the weakness and the strength, so people can explore the potential that they have.

Based on Kennedy and Giola (2010:76), “A character, then, is presumably an imagined person who inhabits a story although that simple definition may admit to a few exceptions.” It means that character is able to drive the readers or spectators like feel alive in the story and then the readers or spectators feel that story is real, even though it is all depend on the imagination of the readers or spectator itself. The definition of
the character above explain that visualization, point of view, and imagination take a part to develop the story.

According to Stephanie, 2014, “Character are defined by actions, their motivations, their histories, selection of words that make up vocabularies, and their reaction and responses to other characters” It means that characters have their own language. Character can be seen clearly from the act, their reaction and also their responses to other character.

Based on the definition above that character defined by actions, it means that character may be major or main which is the main figure in the story. The character that always exists throughout the story that other character or minor which is not important in the story but it is presence is really needed in the story to support the main character. Or maybe supporting character which is a character in a narrative that is not focused on by primary storyline.

C. Shopaholic

According to Walford (2010:111), “Shopaholic comes from the word shop, which means shopping and a holic means a dependence who consciously or unconsciously.” It concluded that shopaholic comes from two words which when combined means a person who cannot control themselves in shopping.

Walford (2010:111) stated that shopaholic is a person who is not able to resist its desire to shop and shop to spend so much time and money to shop even though the goods its bought is not always needed.” It can be concluded that shopaholic is usually no matter how much they spend money to buy anything as long as their desire to shop can be fulfilled.

Walford (2010:111) is also said that shopaholic is someone who has a pattern of excessive spending that is done continuously to spend so many ways, time and money just to purchase or obtain the desired goods but do not always need a subject by itself.” It can be seen that the pattern of spending shopaholic, they always buy any things that are really needed.

From the explanation above can be concluded that shopaholic is a someone who cannot controlled shopping desire and always buy something that are not really needed, no matter how the condition financial good or bad as long as shopping desire can be fulfilled. Shopaholic is a term used to describe someone who is addicted to shopping or compulsive buying disorder. The shopping habits sometimes also be influenced by mood, anxiety, past abuse and eating disorders.

1. The Factors of Shopaholic

According to Whitehead (2008:35) there are three factors that may be causing someone shopaholic, namely:

1. The influence of the self. A shopaholic usually have unfulfilled emotional needs, so feel less confident and can not think positively about themselves, so assume that shopping can make himself better.

2. The influence of the family. The role of the family, especially parents can affect a person becomes shopaholic tendencies. Parents who get their children to receive money or goods in excess, indirectly educate their children into believing that the material consumption is the main tool to solve the problem.

3. The influence of social environment. Social environment has a profound influence in shaping one’s personality. Have friends who like to shop can make you feel like to emulate and have what is owned by a friend as well.

Form that three factors above, it can be concluded those factors, come from inside and outside the person liek to fulfill emotional need the example from nearest family and social environment that caused shopaholic to someone. The causes of shopaholic is not only come from outside but also from inside of the person, but the influence from outside plays an important role person becomes shopaholic.

2. Symptoms of Shopaholic

The most easily recognized symptoms of a shopaholic is the inability to control themselves if it has been associated with a shopping problem. Whether shopping for clothes, accessories, electronics, until the other items that really are not needed, but continuous purchased.

The shopaholic will show unusual symptoms in the application of the daily shopping patterns. According to Ramesh
(2010:115) there are five symptoms of someone experiencing shopaholic namely:

1. Very excited talking about plans for the shopping trip. If cannot make it happen within a week, will be disappointed.
2. Emotions are often changed. When shopping, the feeling is very happy, but can be turned somber when the money they had depleted or exhausted.
3. Looking at weddings, parties, reunions and more as an excuse to shop for new clothes.
4. In the closet are clothes, shoes, jewelry, and cosmetics equipment new or used once price tag still attached or not used at all
5. Many debt because revenues cannot support the spending habits.

It can be concluded although at first the shopaholic sufferer was pleased when shopping but in the end felt sorry, because the result of the emotional rapidly changed, usually the things that the shopaholic suffer bought there is still attached the price tag because the shopaholic never use it, in the end so many debt because spending habits.

Those categories are very define to the main character of this movie that likes to spend money to buy goods that are not owned even though the goods are not always useful for her. Satisfied when she can buy whatever she wants, but when you are done shopping the she felt guilty and depressed by what she had done.

III. METHOD OF RESEARCH

Method and procedures are needed to analyze the movie. The method of this research is descriptive method. The writer watches the movie “Confession of Shopaholic” several times. After that the writer tries to find out all information about the movie using internet and read some articles and books about definition causes and impact from compulsive buying disorders.

The steps in analyzing this final assignment are: the first one the writer picks the movie “Confession of Shopaholic” and watches for several times to figure out what problems that occur in the movie, look for the theory from some books, identifies and analyzing the data related to the topic using the theory, the last one is the writer makes a conclusion of analysis that can be seen in the last chapter in this final assignment.

IV. RESULT AND FINDING

Struggling with her debilitating obsession with shopping and the sudden collapse of her income source, Rebecca Bloomwood unintentionally lands a job writing for a financial magazine after a drunken letter-mailing mix-up. Ironically writing about the very consumer caution of which she herself has not abided, Rebecca's innovative comparisons and unconventional metaphors for economics grants her critical acclaim, public success, and the admiration of her supportive boss Luke. But as she draws closer to her ultimate goal of writing for renowned fashion magazine Alette, she questions her true ambitions and must determine if overcoming her “shopaholic” condition will bring her real happiness.

In this chapter, the writer will analyze about how Rebecca can become a financial advisor in financial magazine, analyze what makes the main character which is Rebecca be a shopaholic, analyze what behaviours that show main character as shopaholic and the moral message that can be taken from the movie.

Rebecca become Financial Advisor

Financial advisors, financial planners, and investment advisors, they has expertise in business and finance and can provide detailed procedure in which the financial advisor can resolve people problem about the past, present and future investments, payment due credit, and debt consolidation that the job that Rebecca choose. Here the writer discuss about focus analyzing how the main character become a financial advisor in Successful Saving Magazine and its relation to Recruitment, Employee Selection, and Interview employees.

Figure III.1 Rebecca at Dantay West
Rebecca: “Hi, I’m here for the interview at Allete Magazine.”

Receptionist: “Allete oh, filled, internally, yesterday, they did post it on the web. Let see, who got on the job. Oh … speak of the devil. Alicia Billington.”

Rebecca: “She has the longest legs in the world.”

Receptionist: “She notes resentfully.”

Beks: “Great, faulty.”

Receptionist: “Nice scarf.”

Beks: “Thanks, I bought it for the interview.”

Receptionist: “Scusi … come on. As we speak, interviews are being held at successful saving.”

From the dialogue above, Rebecca got employee recruitment information for the financial magazine Successful Saving, which is a subsidiary of the group Dantay West. Rebecca attempt to try applying for a job as a financial journalist in the magazine Successful Saving. She has been laid off from her job as a journalist for the New York Magazine which resulted in her she should look for a new job to be able to pay off all her debts.

From the dialogue above people knew that previously in the film that Rebecca ever meet, recognize and helped when she needed extra money to pay for a scarf that she bought by a man named Luke Brandon is none other than the editor of Successful Saving Magazine and a magazine interviewer recruitment Successful Saving.

Luke Brandon as the interviewer impressed with the magazine writing of Rebecca and directly contacting Rebecca and said that she received at Successful Saving Magazine with a three week trial period.

Rebecca: “Hola.”


Rebecca: “Yes?”

Luke: “Sorry to call so early, but I got your letter and I have to say it was a bit of a surprise.”

Rebecca: “Well, I hope I made my point.”

Luke: “Oh you did, you did very well, the whole metaphor, very clever.”

Rebecca: “Yes, wasn’t it, the whole metaphor was, wait I’m sorry.”

Luke Brandon was too fast in making a decision in the acceptance of Rebecca as a journalist for the magazine without more depth look at her background through a personal background investigation that Rebecca can easily provide false information which later resulted in the image of the magazine Successful Saving humiliated by Rebecca. Rebecca has a troubled background as the debt collector problems, personality in this case shopaholic, and not honest in revealing her background.
Rebecca Shopaholic Condition
Causes the main character to be a shopping addict mentally she had a less happy childhood, feeling rejected, less attention, and did not get what she want. When mature and have adequate financial lives, Rebecca began to release tension experienced as a child, but Rebecca can not stop this habit, so the process is repeated and addictive. Other factors that contribute to making people go crazy shopping, including the free time that is not utilized properly, lack of confidence, and the promotion of goods and services through a variety of media.

Rebecca: “When I was a little girl there were real prices and mom prices. Real prices got you shiny, sparkly things that lasted three weeks, and mom prices got you brown things that lasted forever.
Seller: “You notice they were 50 percent off?”
Girl: “Look at ... look at ... ahahahahaha.”
Rebecca: “But when I looked into shop windows, I saw another world. A dreamy world full of perfect things. A world where grown up girls got what they wanted.”

It can be seen from the dialogue above that Rebecca receive ridicule from other girls because her mother buy cheap shoes with brown color, while they buy shoes with bright colors. This resulted in having human person feel constantly understaffed, always filled with anxiety, will not be motivated to pursue higher level needs. Excessive anxiety due to trauma in the past, advertisement that appear in various media depicting that consumerist and hedonistic lifestyle is a means to escape from stress any thoughts are irrational obsession.

Rebecca: “When I looked into a shop window, I saw another world. A dreamy world full of perfect things. A world where grown up girls got what they wanted. They were beautiful like a fairies or princess. They didn’t need any money, they have magic cards. I wanted one. Little did I know, I would end up with 12. Rebecca Bloomwood occupation: journalist jacket: Visa. Dress: AMEX. Belt: MasterCard. Its vintage. And I got one percent cash back. Bag: Gucci! And worth every penny.”

From the dialogue above the other cause Rebecca be a shopaholic is consumptive lifestyle, this is the main character characteristic lifestyle that has permeated her life with the lure of self-satisfaction and high prestige, consumerism means lifestyle shopping spree with excessively just to fulfill personal desires. Rebecca is made to her as-consumptive lifestyle indirectly adopts consumerism.

Shopaholic Characteristic in Rebecca Personalities
Because of the continuous shopping, Rebecca forget, she had spent a number of credit cards exceeds the quota limit. Tragically she never forgot to spend a lot of stuff through the magic cards, bills already bloated, the credit card that is the carrier or a disaster. The presence of credit cards has become a device that makes capitalism in accelerated consumption of consumer activity. Many consumers are trapped in
credit card hegemony. Rebecca Bloomwood, a well-known financial writer at a magazine in New York, which always has an accurate tip on how to manage finances. Rebecca’s name was immediately known. She always invited in financial discussions and a speaker on television. Ironically, in everyday life, the theory is always presented in the magazine are not be fully met by Rebecca. She was really mad shopping. What are bought without thinking financial conditions. One day she hot a bill from the bank that issued credit card. Rebecca has been put on the credit card beyond the limit.

Rebecca : “I just actually came here as a favor to a friend. Uh, I mean, I like shopping. Is there anything so wrong with that? I mean, stores are put there to enjoy. Uh, the experience is enjoyable. Well, more than enjoyable. It’s ... it’s beautiful. The sheen of silk, draped across a mannequin. Oh, the smell of new italian leather shoes.”

Riyuchi : “Italian leather shoes, that’s the best.”

Rebecca : “Oh ... the rush you feel when you swipe your card. And it’s approved. And it all belongs to you!”

Mentor : “OK, Rebecca. Thank you for sharing.”

Figure III.6 Rebecca at Shopaholic

Anonymus

Father : “Pretty amazing, ain’t it? That’s why your mother and I love coming out here. Reminds us of our childhood in Finland. Your mom and I think, if the American economy can be billions in debt and still survive, so can you. The RV’s worth about 13 ...”

Rebecca : “No Dad. I will kill you if you sell it. I completely defines you. Completely.”

Father : “Nothing defines me, except you and your mother.”

From the dialogue above it can be seen that how Rebecca so interesting in shopping, Rebecca has many credit card to spend on, but did not understand that the more important needs are still there or may be due not to think much about his needs, which he did was hunt items that will be purchased. Bad effects for those who do not have the money of course will cause big problems such as debt and living expenses are more concerned with style and style.

Moral Message

This film tells the story of a woman who has a hobby for shopping. So the shop is a place that is able to evoke the spirit and passion. But unfortunately it was not matched by the financial capability. Consequently, she was heavily indebted credit card. This is an interesting reflection showing bitter modern human condition today. Below the scene that show family support to Becks. After Rebecca’s secret finally revealed on national TV, her life destroyed, her boss which is the person she loves hate her because her lie, but Rebecca parents never leave her alone, her dad offer her to sell the RV in order to pay all debts, but Rebecca refuse it, and has another way to pay the debt.
must remain to be faced. This movie told about friendship, family, and love. Three elements are something more valuable than a shopping hobby, at least it is finally realized by the main character. Financial management is very important in life. Think first before deciding to swipe credit cards.

Confessions of a shopaholic offers the audience an unexpected reminder of what a person have so suddenly lost, and of why a person wanted it in the first place. It tells audience, by failing so decisively to prove the opposite, that buying stuff was good. That is enable us to define our identities by making choices. And it was a big part of what used to make life fun.

V. CONCLUSION

Based on the analysis described in previous chapter, the writers conclude that: in analyzing the main character of the movie whom named Rebecca, she is a journalist and she is a nice woman but she has a dream to be a glamour woman, she spent a along time to shopping. She also dreams of working for famous fashion magazine, but stumbles, literally, into a money management magazine published by the same company. This woman who knows nothing about money or its management get the job by impressing the editor with her eccentric brilliance written. The main character being a a financial adviser because Miss Bloomwood’s writing is unique about the language and financial point of view as a great achievement, that letter should be addressed to Allete Magazine because a mistake the letter goes to successful Saving, luke liked it and hire her as financial advisor. It is so ironic someone who cannot controlled her financial become a financial advisor.

The factors that causing the main character become a shopaholic is Rebecca wants to be causes the main character to be shopping addict mentally she had a less happy childhood, feeling rejected, less attention, and did not get what she want, she wants to be respected, appreciated by others.

The behaviours that show main character as a shopaholic Rebecca can do things that are daring and unusual lust for shopping. She can buy the things that think most people think are not important, but because the spending appetite that cannot be controlled eventually she was run out of money. During this time she was shopping with a credit card after credit card limit over the limit she was distraught to pay the credit card debt, until finally she was had to being chased by debt collectors.

The moral message from this movie everyone has strengths and weaknesses. Rebecca Bloomwood, a journalist who is good at processing words, to her famous, apparently had a bad nature that cannot control her desire for shopping. Character Luke Brandon, will teach you the meaning of simplicity and hard work, even though he was a son of a single world-reowned fashion industry, but prefer to open his own business in the field of newspaper publishing.

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