



**PSEUDO-UPPER SIDE LIFESTYLE  
OF MOST OF NEW YORKERS  
IN KINSELLA'S *CONFESSION OF A SHOPAHOLIC***

**A Final Project**

**Submitted in Partial Fulfillment of the Requirements**

**For the Degree of *Sarjana Sastra***

**in English**

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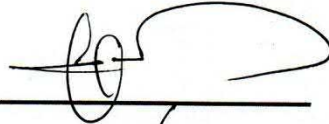
## APPROVAL

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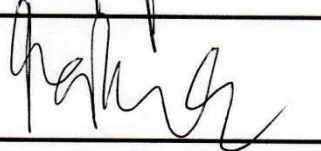
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## DECLARATION OF ORIGINALITY

I Eki Risqiyani hereby declare that this final project entitled **Pseudo-upperside Lifestyle of Most of New Yorkers in *Confession of A Shopaholic* by Shopie Kinsella** is my own work and has not been submitted in any form for another degree or diploma at any university or other institutes. Information derived from the published and unpublished work of others has been acknowledged in the text and a list of references is given in the bibliography.

Semarang, August 2019



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At last, I hope that the final project will be beneficial for the readers. I am very pleased to get any suggestions for its perfection. Thank you.

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Eki Risqiyani

## ABSTRACT

Risqiyani, Eki. 2018. **Pseudo-upperside Lifestyle of Most of New Yorkers in *Confession of A Shopaholic* by Sophie Kinsella**. Final Project. English Department. Faculty of Languages and Arts, Semarang State University. First Advisor: Dra. Indrawati, M.Hum. Second Advisor: Fatma Hetami, S.S., M.Hum.

*Keywords: Pseudo-upperside Lifestyle, New York Society, World Vision,*

*Genetic Structuralism*

Pseudo-upperside lifestyle is a condition of fake lifestyle to show the existence of high class society. This study aims to describe the intrinsic elements of the novel to construct the general description of pseudo-upperside lifestyle of the most of New Yorkers, to describe the representation of pseudo-upperside lifestyle, and to describe the world view of the author of *Confession of A Shopaholic*. This study is a descriptive-qualitative analysis by applying Goldman's genetic structuralism. The data were collected by reading, identifying, and classifying excerpts from the novel and analyzed by interpreting process of signifying by relating to binary opposition, authorship, and society's world vision represented on the author's idea. The results show that the main character, Rebecca Bloomwood, has Pseudo-upperside lifestyle which is represented through her value of appearance and her compulsive shopping desire caused by her life background in childhood. The author's world view shows that Pseudo-upperside lifestyle is the result of ideological control of higher class or the elite society towards the lower class which is represented through the economical condition in New York society.

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# CHAPTER 1

## INTRODUCTION

Chapter I presents introduction to the study, which consists of general background of the study, reason for choosing the topic, statement of the problems, objectives of the study, significance of the study, and outline of the report. Further description of each subchapter is presented as follows.

### 1.1 Background of the Study

Lifestyle is a way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self image or self concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class. The analysis of consumer life styles (called psychographics) is an important factor in determining how consumers make their purchase decisions.

<http://www.businessdictionary.com/definition/lifestyle.html>

Most people in this world are really sensitive about changing, especially in life style, habit, technology, and environment and others. The changes are closely linked with human needs. Getting to the future, people increasingly need

a lot of stuffs and sadly they just chase about secondary needs. Like we usually see most people visit a-very-expensive restaurant just to eat a scoop of ice cream or a wedge medium cook tenderloin and talk to each other like they never count how much money they will pay just to taste those meals. People's life style are not influenced by the taste about culinary, but they just want to increase their social class. People visit department store there will be seen mature woman and her daughter happily buy a scarf just to wear in their neck or pair of shoes which the price can give you a brand new motorcycle or to pay lunch for your all classroom mates in a week.

New York is a influenced city, competitive in everything from fashion, music, and finance, to now even start-ups and high tech. In recent years, the long debate over which is the world's most economically powerful city has reached something of a fever pitch. In 2012, London Mayor Boris Johnson (who was born in New York City and is, for now, still a dual citizen) debated members of the Bloomberg administration on this score. And earlier this month in London, Harvard economist and native New Yorker Edward Glaeser suggested his hometown is fast losing its status to London. Indeed, London should be congratulated for its remarkable run over the past couple of decades, even as the U.K.'s economy has sputtered. Most famous international brands of fashion were born in New York, that is why the life style people of New York are influenced by fashion.

New York is the most influential city, the main character, who lives in New York is obsessed with shopping which is influenced by her environment.

This research is wants to show how the main character lives with her habit by spending her money and how risks her life.

The writer choose Sophie Kinsella's novel to discuss about and the reality of life in New York. I want to know more about life in New York by reading Kinsella's novel. Kinsella writes about New Yorkers life and reflected it in Rebecca Bloomwood as its main character. The main character could be considered as the symbol of New York citizen.

### **1.2 Reasons for Choosing the Topic**

This novel shows examples of New Yorkers life style which is refelected in main character and which is suitable for my topic. The writer is interested in its language style, figurative languages. This novel explains the reasons why people are obsessed with shopping and do not mind spend their money easily, especially in New York. This work applies theories and to analized the story and the main character's attittide and behaviour. The theory to analyze this novel is by Goldsmann. He said that "Relate them to concrete historical and social conditions, to social group and social class associated with the writer, and to the world vision of that class."

The basis of genetic structuralism is the hypothesis that all human behavior is an attemp to give a response to a particular situation and tends, therefore, to create a balance between the subject of action and the object on which it bears, the environment. The language of this novel is easy to understand, because this novel was written in 20th era which the readers are more selective



on choosing novel, especially in the content and language for teenage or adult readers. The writer realizes that the novel has not been discussed before, so the writer is interested in discussing the topic.

### **1.3 Statement of the Problem**

In line with the background of the study, the statement of the problem are as the following :

1. How does the intrinsic structure of Kinsella's Confession of A Shopaholic construct the description of pseudo-upperside lifestyle of the most New Yorkers?
2. How does the novel become the representations of pseudo-upperside lifestyle of most of New Yorkers?
3. How is the worldview of the author on the pseudo-upperside lifesyle of most of New Yorkers in Kinsella's Confession of A Shopaholic?

### **1.4 Objectives of the Study**

With regard in the statement of problem, the objective of the study are as the following :

1. To describe how the intrinsic structure of Kinsella's Confession of A Shopaholic constructs the description of pseudo-upperside lifestyle of the most New Yorkers.
2. To describe how the novel becomes the representations of pseudo-upperside lifestyle of most of New Yorkers.

3. To describe how the worldview of the author on the pseudo-upperside lifestyle of most of New Yorkers is represented in Kinsella's *Confession of A Shopaholic*.

### **1.5 Significance of the Study**

The result of the study is expected to be able to give some benefits for a lot of people including, students, researchers and also universities especially for the English Literature students as the follow :

1. For the readers in general

For the readers in general, it is hoped that the result of this research or study will be able to give a new information about the life style habit in New York that can be compare with our life style in our daily life by the main character in Rebecca Bloomwood in *Confessions of A Shopaholic*.

2. For the researchers

For the researcher, this research or study can be used as a reference to enrich their knowledge about how the human habitation in the big city by using theory of Glickberg.

3. For the universities

For students of English especially for the English Literature students in universities, it is expected that this research or study can give them a new outlook on the theory of Sociology of Goldmann that can be

applied to analyze city dwellers in the big city like life their life style for shopping. We can see that there are some kinds of theory of Goldman that used for some reflection of human life style.

### **1.6 Outline of the Study**

This study is written in several chapters :

Chapter One is introduction which contains background of the study, reasons for choosing the topic, statements of the problem, objectives of the study, significance of the study, and outline of the study.

Chapter Two is review of related literature. It discusses previous studies related to the topic of *Confessions of a Shopaholic* and the theoretical background and framework of the present study used.

Chapter Three provides research methodology. It presents research design of the study, research instrument of the study, data collection, and data analysis.

Chapter Four is discussion and analysis of the study. It discusses the life style which is influenced by society as reflected in main character in *Confessions of a Shoppaholic*.

Chapter Five is conclusion and suggestions based on the analysis. The bibliography and appendices are given in other pages.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, I would like to present the review of related study to support the analysis concerning the topic. These reviews consist of review of previous studies which presents the summary of several previous studies related to the topic of the study and review of theoretical study which provide the theories and approaches used in the analysis.

#### **2.1 Review of Related Study**

There are some references from the studies that have been carried out by other people related to the research as the following :

The first article was written by Anna Ashlock Magie in 2008 entitled *An Analysis of Lifestyle, Shopping Orientations, Shopping Behaviors and Fashion Involvement Among Teens Aged 18 in The United States*. She wrote that researchers have developed shopping orientation profiles to better understand consumers and their shopping behaviour (Huddleston, Ford, & Brickle, 1993; Lumpkin, 1985). Studies of shopping orientations have identified sets of criteria for evaluating consumers to create shopper profiles. Darden and Ashton (1974) developed shopping related scales that were used to investigate the relationship between patterns of recognizing clothing problems and shopper orientation. From this study Lumpkin (1985) creates a fashion and shopping orientation scale that included four elements to measure (a) fashion conformity, (b) fashion innovativeness, (c) fashion opinion leadership, and (d) fashion

clothing interest. Additionally, Gutman & Mills (1982) created a shopping orientation scale to determine the shopping enjoyment of consumers.

The second article was written by Douglas B. Holt entitled Poststructuralist Lifestyle Analysis : Conceptualizing the Social Patterning of Consumption in Postmodernity. It discusses that in the sociology of consumption, a core research issue is the symbolic expression, reproduction, and potential transformation of social collectives through consumption. The two theoretical perspectives that have long dominated both consumer research and sociological investigations of this class of research questions –what he terms personality or values lifestyle analysis and object signification research –have become less useful in the postmodern era. In this study, he develops an alternative poststructuralist approach for analyzing lifestyles. He describes five core principles of poststructuralist lifestyle analysis that distinguish this approach from the two predominant paradigms. Drawing from a series of unstructured interviews, he argues that each of these five features allows for a more nuanced description of lifestyle than the two predominant approaches.

The third article was written in 2015 by Jeff Hardwick entitled Lifestyle Centers : Reinvited communities or dressed-up Shopping Mall?. He wrote : Lifestyle centers are defined by the International Council of Shopping Centers as a “specialized center” that has in-scale national-chain speciality stores with dining and entertainment in an outdoor setting. He said that The ICSC further describes them as a multi-purpose leisure-time destination, including restaurants, entertainment, and design ambience and amenities such as fountains and street

furniture that are conducive to casual browsing. It's a description that sounds an awfully lot like a mall. But there are noticeable differences. Whereas a mall is traditionally anchored by department stores.

The identical part of those third articles are consuming of shopping desire in postmodern era. Post modern era is the era where something can be changed easily with another something new if it has higher value than the another last thing. How people are prefer to buy something that has more social value than its utility. Those research are more talk about how the shopping desire came not because of the desire of the buyer itself but the encouragement of the closetest environment. Meanwhile, the writer's research is more talk about how the main character built her image as miss brand in her life, of course, her enviroment affect her about what she did.

## **2.2 Intrinsic Elements of Novel**

### *2.2.1 Setting*

The setting of a literary work is the time and place of the action. The setting includes all the details of a place and time – the year, the time of day, even the weather. The place may be a specific country, state, region, community, neighborhood, building, institution, or home. The setting of a story often helps to create a particular mood, or feeling.

### *2.2.2 Theme*

The theme of a literary work is its central message, concern, or purpose. A theme can usually be expressed as a generalization, or general statement, about people or

life. The theme may be stated directly by the writer although it is more often presented indirectly. When the theme is stated indirectly, the reader must figure out the theme by looking carefully at what the work reveals about the people or about life

### *2.2.3 Plot*

Plot is the literary element that describes the structure of a story. It shows arrangement of events and actions within a story.

#### *2.2.3.1 Plot Components*

- 1) Exposition: The mood and conditions existing at the beginning of the story. The setting is identified. The main characters with their positions, circumstances and relationships to one another are established. The exciting force or initial conflict is introduced
- 2) Rising Action: The series of events, conflicts, and crises in the story that lead up to the climax, providing the progressive intensity, and complicate the conflict.
- 3) Climax: The turning point of the story. A crucial event takes place and from this point forward, the protagonist moves toward his inevitable end. The event may be either an action or a mental decision that the protagonist makes.
- 4) Falling Action: The events occurring from the time of the climax to the end of the story. The main character may encounter more conflicts in this part of the story, but the end is inevitable.

5) Resolution/Denouement: The tying up of loose ends and all of the threads in the story. The conclusion. The hero character either emerges triumphant or is defeated at this point.

(<https://rahelcynthia.wordpress.com/2013/06/28/intrinsic-elements-of-literary-work/> )

#### *2.2.4 Point of View*

Point of View is the perspective from which a story is told. It is the relationship of the narrator to the story. First-person is told by a character who uses the first-person pronoun “I”. Third-person limited point of view is the point of view where the narrator uses third-person pronouns such as “he” and “she” to refer to the characters.

#### *2.2.5 Setting of Social*

Social setting or cultural context is an aspect of setting that pertains to the human environment among which events occur and among which characters live or interact. A social setting is a condition of existence. Literary characters perceive their cultural context through all of their senses. Social context is dependent upon people who form a culture. Cultural settings might be described as (1) sustained conditions, (2) collective expectations, or (3) prevailing norms among a group of people or a social network as classified by various distinctions: economic, cultural, religion, etc (Collins, 2009:12).



### **2.3 New York at Glance**

Economic and social terms have similar effects of life. Alexander Stille, a professor of international journalism at Columbia, said that At the same time, in economic terms, the United States has gone from being a comparatively egalitarian society to one of the most unequal democracies in the world. The two shifts are each huge and hugely important: one shows a steady march toward democratic inclusion, the other toward a tolerance of economic stratification that would have been unthinkable a generation ago. The United States prides itself on the belief that “anyone can be president,” and what better example than Barack Obama, son of a black Kenyan immigrant and a white American mother — neither of them rich. And yet more than half the presidents over the past 110 years attended Harvard, Yale or Princeton and graduates of Harvard and Yale have had a lock on the White House for the last 23 years, across four presidencies. Thus we have become both more inclusive and more elitist.

It’s a surprising contradiction, the confluence of these two movements a mere historical accident or are the two trends related. Other nations seem to face the same challenge: either inclusive, or economically just. Europe has maintained much more economic equality but is struggling greatly with inclusiveness and discrimination, and is far less open to minorities than is the United States.

<http://www.newyorksocialdiary.com>.

## 2.4 New York Lifestyle

A lifestyle typically reflects an individual's attitudes, way of life values, or world view. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle of lifestyle are voluntary.

Surrounding social and technical systems can constrain the lifestyle choices available to the individual and the symbols she/he is able to project to others and the self. The lines between personal identity and the everyday doings that signal a particular lifestyle become blurred in modern society. For example, "green lifestyle" means holding beliefs and engaging in activities that consume fewer resources and produce less harmful waste, and deriving a sense of self from holding these activities. Some commentators of lifestyle construction is consumption behaviour, which offers the possibility to create and further individualize the self with different products or services that signal different ways of life.

Lifestyle may include views on politics, religion, health, intimacy and more. All of these aspects play a role in shaping someone's lifestyle. In the magazine and television industries, lifestyle is used to describe a category of publications or programs. <http://www.ncbi.nlm.nih.gov>.

History provides some interesting insights for us here. Consumers spend, whether the economy is good or bad. I think what we need is to have the right products at the right time. As for Quelin, we have never catered to the state of the economy. Instead what's important to me is to create something with emotional

resonance; something that touches hearts; something that you wear for the first time and it just feels like it belongs to you, an almost inexplicable bond.

<https://www.nytimes.com/>

## **2.5 American Dream**

The American Dream is the ideal that the government should protect each person's opportunity to pursue their own idea of happiness. The Declaration of Independence protects this American Dream. It uses the familiar quote: "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness." The Declaration continued, "That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed."

The Founding Fathers put into law the revolutionary idea that each person's desire to pursue happiness was not just self-indulgence. It was a part of what drives ambition and creativity. By legally protecting these values, the Founding Fathers set up a society that was very attractive for those aspiring to a better life.

To the drafters of the Declaration, the American Dream could only thrive if it were not hindered by "taxation without representation". Kings, military rulers, or tyrants shouldn't decide taxes and other laws. The people should have the right to elect officials to represent them. These leaders must abide by the laws themselves and not create new legislation, willy-nilly. Legal disputes must be

settled by a jury rather than by the whim of the leader. The Declaration also specifically states that a country must be allowed free trade.

The American Dream theoretically protects every American's right to achieve their potential. That allows them to contribute their utmost to society. It is the belief that the best way to ensure national progress is to protect citizens' right to improve their lives. In 1931, historian James Truslow Adams first publicly defined the American Dream. He used the phrase in his book *Epic of America*. Adams' often-repeated quote is, "The American Dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement." Adams went on to say that it is not, "... a dream of motor cars and high wages merely, but a dream of social order in which each man and each woman shall be able to attain to the fullest stature of which they are innately capable, and be recognized by others for what they are, regardless of the fortuitous circumstances of birth or position." The American Dream is "the charm of anticipated success." So said French historian Alexis de Tocqueville in his book *Democracy in America*. He studied American society in the 19th century.

This charm has drawn millions of immigrants to U.S. shores. It's also been a compelling vision for other nations. Historian Emily Rosenberg identified five components of the American Dream that have shown up in countries around the world :

1. Belief that other nations should replicate America's development.
2. Faith in a free market economy.
3. Support for free trade agreements and foreign direct investment.
4. Promotion of free flow of information and culture.
5. Acceptance of government protection of private enterprise. (Source: Emily S. Rosenberg, "Spreading the American Dream: American Economic and Cultural Expansion 1890–1945.")

### *2.5.1 Three Factors That Made the American Dream Possible*

The American Dream was made possible by a setting that was conducive to prosperity, peace, and opportunity. Here are the three main geographic, economic, and political factors.

First, the United States has a large land mass under one government, thanks to the outcome of the Civil War. Second, America has benign neighbors. That's partially due to geography. Canada's climate is too cold and Mexico's is too hot for them to create powerful economic threats. Third, abundant natural resources feed U.S. commerce. These include oil, rainfall, and plenty of rivers. Long shorelines and a flat terrain ease transportation. The United States is a prime example of how natural resources boosted the economy and gave the nation a head start toward garnering its present global stature.

These conditions fostered a populace united by language, political system, and values. That allowed a diverse population to become a competitive advantage. U.S. companies use it to become more innovative. They have a large, easily accessible test market for new products. At the same time, the nation's diverse

demographics allows them to test niche products. This American “melting pot” generates more innovative ideas than a small, homogenous population would. America’s success may also be attributed in part to having the benefits of cultural diversity.

### 2.5.2 *The History of the American Dream*

At first, the Declaration only extended the Dream to white property owners. However, the idea of inalienable rights was so powerful that laws were added to extend these rights to slaves, women, and non-property owners. In this way, the American Dream changed the course of America itself.

In the 1920s, the American Dream started morphing from the right to create a better life to the desire to acquire material things. This change was described in the F. Scott Fitzgerald novel, *The Great Gatsby*. In it, the character Daisy Buchanan cries when she sees Jay Gatsby’s shirts, because she’s “never seen such—such beautiful shirts before.”

This greed-driven version of the Dream was never truly attainable. Someone else always had more. The Dream of *The Great Gatsby* was “an orgiastic future that year by year recedes before us. It eluded us then, but that's no matter -- tomorrow we will run faster, stretch out our arms farther...” This greed led to the stock market crash of 1929 and the Great Depression.

Throughout the year's, the nation's leaders have verbalized the evolution of the American Dream.

President Lincoln granted the Dream's equal opportunity to slaves. President Woodrow Wilson supported the voting rights of women. It led to

the passage of the 19th Amendment to the Constitution in 1918. President Johnson promoted Title VII of the Civil Rights Act of 1964. That ended segregation in the schools. It protects workers from discrimination based on race; color; religion; sex, which includes pregnancy; or national origin. In 1967, he extended those rights to those over 40. President Obama supported the legal benefits of the marriage contract regardless of sexual orientation.

After the 1920s, many presidents supported the Gatsby Dream by guaranteeing material benefits. President Franklin D. Roosevelt extended equal opportunity to homeownership by creating Fannie Mae to insure mortgages. His Economic Bill of Rights advocated, "...the right to decent housing, to a job that was sufficient to support one's family and oneself, to educational opportunities for all and to universal health care." Roosevelt added, "We have come to a clear realization of the fact...that true individual freedom cannot exist without economic security and independence. ...People who are hungry, people who are out of a job are the stuff of which dictatorships are made." In other words, he strengthened the Dream to protect America from Nazism, socialism or communism. FDR's Unfinished Second Bill of Rights sought to address domestic security.

President Truman built upon this idea after World War II. His "post-war social contract" included the GI Bill. It provided government-funded college degrees for returning veterans. Urban policy expert Matt Lassiter summed up Truman's "contract" this way: "...if you worked hard and played by the rules, you deserved certain things. You deserved security and decent shelter and to not have to worry all the time that you might lose your house to bankruptcy."

U.S. prosperity after World War II allowed people to expect those things in their lifetime. The Bush and Clinton Administrations supported the Dream of homeownership. During the 2008 presidential campaign, Hillary Clinton presented the American Dream Plan. This included the opportunity to go to college, save for retirement, own a home, provide health insurance for all children, encourage business growth, and afford prosperity.

President Obama furthered FDR's idea that everyone should have access to affordable health care. He softened the blow of the recession for many by extending unemployment benefits and increasing government assistance for student loans.

There is disagreement over the definition of the American Dream today. Some even think we've seen the end of the American Dream. But this inspiring idea from the Founding Fathers will continue to evolve. Both the right to pursue happiness *and* the right to disagree about what that means are what makes the American Dream so powerful. [https://www.thebalance.com\](https://www.thebalance.com/)

## **2.6 Genetic Structuralism**

Theoretical reference of this study is Genetic Structuralism by Lucien Goldman. Genetic structuralism is a branch of literary theory that concerned in all the works' elements. This approach emphasizes the relation between the work and the society.

Taine, a France historian, politician, critics is assumed as the basic discipline of genetic structure in literature (Laurenson & Swingewood, 1972: 31; Damono, 1979: 21). According to Faruk (2005) structuralism is everything about



the world, which has a structure. Structuralism comprehends anything as an exclusive system, autonomous. Therefore, structuralism in literature will make a literary work as a thing that stands alone, structured, intact, transformative and regulative by itself, while Marxism believed that, every single text or even a literary work has never been autonomous. According to this belief, literature is an ideologically conducted that cannot be separated from the strength of a society. Then, genetic structuralism is a combination between them. The genetic-structuralism comprehends anything in this world as a structure included the literary works. For the theory, every activity and the result itself does not have any structure, but it has a meaning. Genetic structuralism uses Marxism, which is enriched with a structural-psychology from Piaget. As a theory, genetic structuralism is a valid reputed question about reality. Then the validity about the question is included in six basic concepts that conducted the theory itself, humanity facts, collective subject, structuration, worldview, comprehension and explanation (Laurenson & Swingewood, 1972; Faruk, 2005: 56).

Lucien Goldman, a Romanian theorist based in France rejected the idea that texts are creation of individual genius and argued that they are based upon trans-individual mental structures belonging to particular groups or classes. He develops set of categories to connect each other as the points to analyze the subject in this study; those are human fact, collective subject and worldview. The brief explanation about the subject of genetic-structuralism presented as follows:

First, Human Fact is about the result of any human activity even it is verbal or physical. Goldman (1970; 1981:40) in Laurenson & Swingewood (1972);

Faruk, 2005) had an opinion that any facts of humanity are a meaningful structure. He separated the fact into two kinds, first is individual fact. Second is social fact. The difference between both is that the second has a history while the first is not. The social fact creates impacts in the relation between social, economic, even politics in the society. According to Piaget (Laurenson & Swingewood, 1972; Faruk, 2005) human beings and their society are always in the process of feedback structuration which are in opponent but fulfil all at once. Those processes are assimilation and accommodation. In one side of human beings, they always assimilate themselves and the society into their own mind schemes and behaviour (Goldman, 1970:15 in Faruk, 2005).

Genetic structuralism has a concept that literature is structured differently from the general well-known structure. The structure of literature is (1) an expression from the author's social class imaginarily. (2) In the author's efforts on expressing that worldview, author creates a world of characters, objects, relations imaginarily (Goldman, 1981 in Faruk, 2005). As an imaginary expression of the social class worldview, literature cannot be separated from the relation to the society where the social class of the author exists. Even from where the author's social class appears or elaborated.

Second, Collective subject is about social group or class whose ideas and activities to create a completed and united view of their social life. According to Goldman that a literary works is not merely because of consciousness but also the origins of the human himself. Goldman concludes that the "scientific study of human facts, whether economic, social, political, or cultural, involves an effort to

elucidate those processes by uncovering both the equilibria which they are destroying and those towards which they are moving”.

Third, Goldman believed that in the worldview, there is a homology because the structure of the literature and of the society is the product of the structure activity. Goldman also has two opinion about literary works those are; first, literary works are an imaginer expression of the worldview. Second, on the process of expressing the worldview, author also creates all characters, subjects, and relations in imaginer way (Goldman, 1977:8 in Rosyidi et al, 2010: 203).

Throughout the worldview, it is possible for the works to get authentic values. These values are the values, which are implied in the novel. The characteristics of this value are conceptual and abstract. A worldview or world visions are form of consciousness closely bond up with social class or in another words a world of vision is always a world of social class (Laurenson and Swingewood 1972: 65). Faruk (2005) then, continues his interpretation on the term worldview introduced by Goldman as complexity to the whole ideas, aspirations, and feelings, which is related to certain social groups and the contradictory social groups with the others. Therefore, the worldview for genetic-structuralism itself is not only a string of abstract ideas for certain social classes to the human beings and the world where they live. It is rather, a way or lifestyle to bound a social class' members with the others or differentiate members of the same social class from the others. Finally, it is concluded that worldview is an abstraction. (Goldman, 1981:97 in Rosyidi, et al, 2013:202).

The way of analyzing literature using genetic structuralism could be formulated in several steps. The steps is defined as (1) identifying the structure of the novel itself using form of binary opposition related to the topic, (2) analyzing the author background; personality, ideology, style, and norms that influenced his works, (3) analyzing the socio cultural and historical background of the place where the author produced the work.

The methodology of genetic structuralism are explained as the following:

- 1) The structuralists believe that the basis of the study of genetic structuralism is not the parts of totality but the network of relationships that exist between them, bringing them together into totality.
- 2) Genetic structuralism does not examine structures on its surface, but the structures that lie behind reality. The structuralists view that what is seen and heard, for example, is not the actual structure, but only evidence of structure.
- 3) Analysis carried out by the structuralists concerning the synchronic structure (not diachronic). The attention of the structuralists is more focused on the relationships that exist at a time at a time, not in the course of time. The synchronous structure is formed by the existing network of structural relationships.
- 4) Genetic structuralism is a method of antikausal approach. The structuralists in his analysis did not use cause-effect at all; they use the law of change of form.

Source:<http://dialogkamboja.blogspot.co.id/2008/07/strukturalisme-genetik-goldmann.html>

Then, the steps of genetic structuralism was approved by Goldman as the following:

- 1) Literary research that we can follow alone. Initially the structure was examined to prove its parts so that a holistic and holistic whole took place.
- 2) Social culture linkage. The elements of the unity of literary works associated with socio-cultural and historical, then connected with the mental structure associated with the author world.
- 3) To reach a solution or conclusion used inductive method, namely the method of searching the conclusion by looking at the premises that are specific to the next search for the general premise.

Source:<http://dialogkamboja.blogspot.co.id/2008/07/strukturalisme-genetik-goldmann.html>

Sociological approach is literary approach directed to understanding or placing literature in its larger social context. It codifies the literary strategies that are employed to represent social constructs through a sociological methodology. Sociological approach analyzes both how the social functions in literature and how literature works in society. This form of literary approach was introduced by Kenneth Burke, a 20th-century literary and critical theorist, whose article “Literature As Equipment for Living” outlines the specification and significance of such a critique.

(Source: <http://www.home.olemiss.edu/~egjbp/spring97/litcrit.html>)

Sociological approach is influenced by New Criticism, however it adds a sociological elements as found with critical theory (Frankfurt School), and considers art as a manifestation of society, one that contains metaphors and references directly applicable to the existing society at the time of its creation. According to Kenneth Burke, works of art, including literature, “are strategic namings of situations” (Adams, 942) over societal happenings through the work of art. (Source : <http://www.home.olemiss.edu/~egjbp/spring97/litcrit.html>)

This complicates the basic trend of New Criticism which simply calls for a close textual reading without considering affective response or the author’s intentions. While Burke also avoids affective response and authorial intention, he specifically considers pieces of art and literature as systematic reflections of society behavior.

(Source: <http://www.home.olemiss.edu/~egjbp/spring97/litcrit.html>)

## **2.7 Life and Reality of New Yorkers**

In this section, the writer would like to describe about the condition of New York and New Yorkers it self. The writer has analyze about the effect of people are tend going to shop overdoze. The elements reason based on the problem of novel are economical, social, and habitual. In this section, the writer wants to describe it one by one and relate it with plot in the novel.

The growth of New York city was influenced by some aspects, some aspects are showed above, and other aspects are from the habit of New Yorkers self. New York is a powerhouse city, competitive in everything from fashion, music, and

finance, to now even start-ups and high tech. In recent years, the long debate over which is the world's most economically powerful city has reached something of a fever.

In 2012, London Mayor Boris Johnson (who was born in New York City and is, for now, still a dual citizen) debated members of the Bloomberg administration on this score. And earlier this month in London, Harvard economist and native New Yorker Edward Glaeser suggested his hometown is fast losing its status to London. Indeed, London should be congratulated for its remarkable run over the past couple of decades, even as the U.K.'s economy has sputtered. Most of famous international brand of fashion were born from New York, that is why the life style of citizen in New York are influenced by fashion

New York is the most influential city, the writer want to prove that the main character has so hard life style especially in shopping which is influenced by her environment life. I want to show the reader how the main character live with her habit by spending her money and how her risks she should keep. (<http://www.humanityofeconomicsocial.org> )

## **2.8 Author's Background**

Sophie Kinsella is the pseudonymous creator of the immensely successful *Shopaholic* novels. The lighthearted tales center around one woman's struggle to rein in her madcap spending habits, find professional achievement. Kinsella had worked as a financial journalist. She grew up in the Wimbledon area, the southwest London suburb, in a home where both parents were educators. A

talented pianist as a teen, she attended the Sherbourne School for Girls in Dorset, and entered Oxford University to pursue a degree in music. She decided, however, that musical studies were not for her and switched instead to the politics, philosophy, and economics program at New College of Oxford.

*Confessions of a Shopaholic* caught on with readers via word-of-mouth, and sold extremely well. Critics were not always kind, however. A reviewer from Publisher Weekly said that Rebecca is so unremittingly shallow and Luke is so wonderful that readers may find themselves rooting for the heroine not to get the man, who conceded that some passages have a certain degree of madcap fun. But Rebecca Bloomwood real-life counterpart in the United States, describe the real situation in the US especially in New York, how life was going on.

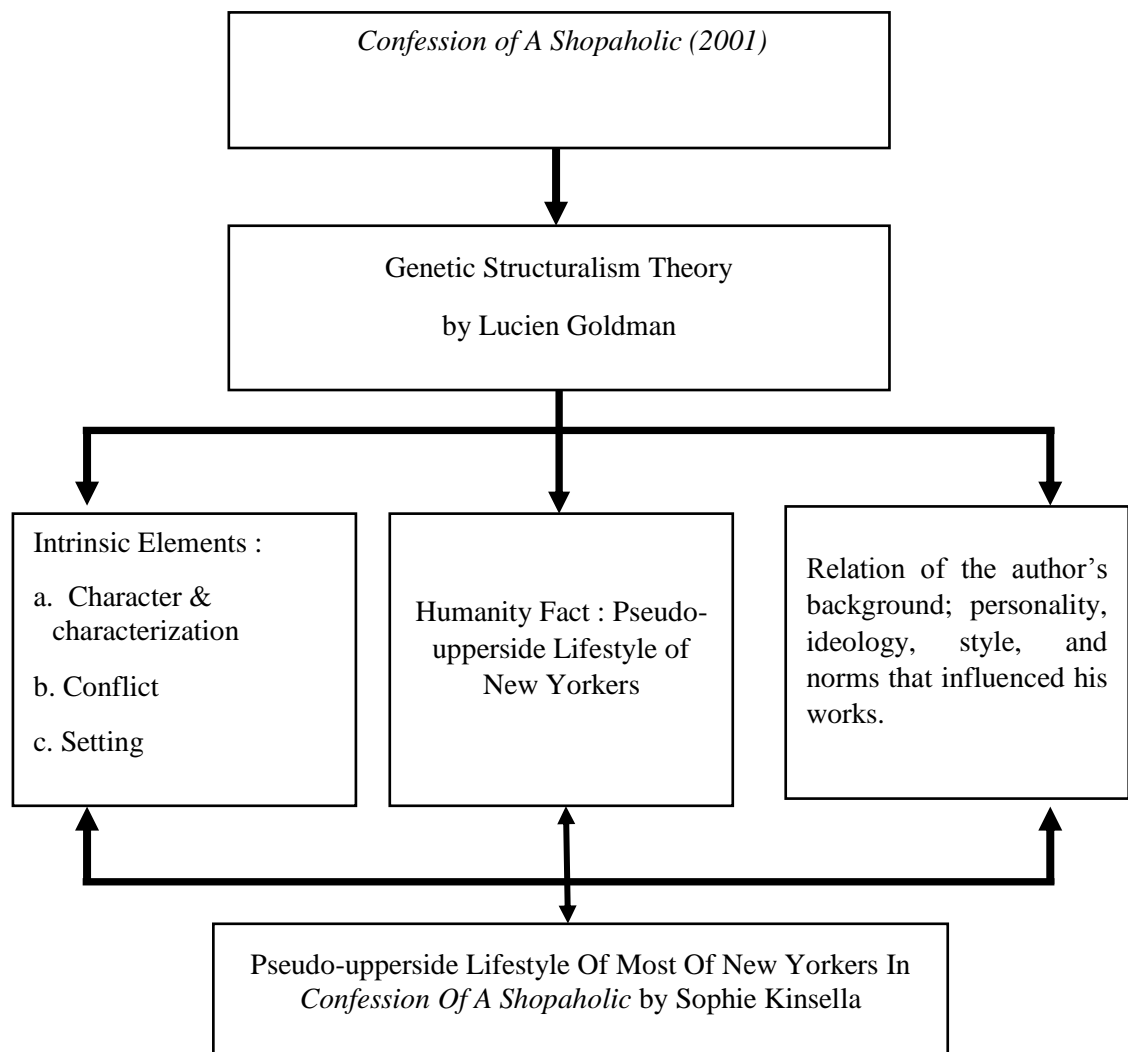
## **2.9 Theoretical Framework of the Study**

In analyzing the novel, the writer uses a historical and structural approach as a basic consideration in understanding literary work. The theory by Goldman has taken from *Sociology of Literature* (1972) by Laurensen and Swingewood. The writer of this study uses genetic structuralism theory, which relates the work itself and the society. The steps in conducting the research using this approach are first, identifying the structure of the novel itself using form of binary opposition related to the topic. Second is analyzing the author background; personality, ideology, style, and norms that influenced his works. Third is analyzing the socio cultural and historical background of the place where the author produced the work.



In order to make clearer of the theoretical framework, the writer presents the diagram to make the analysis easier and simpler. The diagram is presented as follows:

Figure 2.2 Theoretical Framework of the Stu



## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

The fifth chapter presents conclusions and suggestions. There are two subchapters including the conclusions of the results and some suggestions.

#### **5.1 CONCLUSION**

From the analysis of chapter IV previously, the writer found that there are three conclusions that are answering the research questions, which have raised at chapter I, these conclusions are presented in the following paragraphs.

Firstly, the intrinsic elements of the novel constructs the description of pseudo-upperside lifestyle of the most New Yorkers by the description of Rebecca as the main character of the novel. She is depicted as a career woman who is confident, faithful and smart in the working area yet being short minded, foolish when being driven to shopping desire. She cares much about her appearance, social class and brands as well. It is seen through her lifestyle which always buys branding stuff so often only to show it to her surrounding that she belongs to high class society. However, her real life is a reverse. Her tendency to be part of high class society in New York brings her into many conflicts which is divided into conflict against the society and conflict against herself. Due to her addiction in shopping, she gets into debts which makes her being chased by financial problems. Moreover, she becomes consumptive and uncontrollable. In addition, the settings of the novel as part of the intrinsic elements also contribute the description of pseudo-upperside lifestyle. It happens during modern era that

is 1997-2000 when people from megapolitan area like New York like spending their salary to buy branded stuff to show their pride and confidence. The company where she works, *Successful Saving*, also causes her to be pseudo-upperside woman besides her flat as the place she stays in New York. Meanwhile, the social setting is represented through the division of classes that is low-middle class and high class society in New York.

Second, Rebecca becomes the representation of pseudo-upperside lifestyle symbol through her value of appearance to be a high class society by wearing branded stuff and eating expensive food for being phenomenal, famous, and fabulous. She considers appearance shows the personality and reputation so that people looks at her in awe. Furthermore, her compulsive shopping desire is caused by her life background in childhood when living in low-middle class condition. She knows that owning branding stuff can make people looks luxury and high class. As a consequence, after she can raise money by herself, she spends it for fulfilling her unfulfilled needs in the past.

Lastly, the author's world view shows that Pseudo-upperside lifestyle is the result of ideological control of higher class or the elite society towards the lower class which is represented through the economical condition in New York society. Kinsella wants to reveal about the real life of New Yorkers and creates Rebecca as the representation of them. Rebecca as part of middle social class wants to ladder her level by wearing branded stuff everytime. It is due to branded stuff can be the symbol or measurer to show where the social class someone belongs to.

## 5.2 SUGGESTION

By doing this research, the writer would like to give some suggestions to the readers. The writer hopes that the readers could give their appreciation to literary works as a lesson to get some moral values. There are implied values inside the stories which can be revealed. Sophie Kinsela, the one who has written the novel gives us experiences which could be taken as lessons. The people have to open their mind that seeing about others have is not the great way to labelling their class level in netizen. Furthermore, *Confession of A Shopaholic* teaches us how live in our own way and stop to live based on other's perception. The study hopefully can be useful for students of English Department majoring in literature who want to conduct another study about consumerism.

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