

ABSTRACT

Andria Sari, Marissa. 2009. Shopaholic as the Impact of Modernization in a Metropolitan City as Revealed in *Confessions of a Shopaholic* Film. A Final Project. English Department. The Faculty of Language and Art. Semarang State University. The first advisor is Dra. Rahayu Puji H., M. Hum and Dwi Anggara Asianti, S.S., M.Pd.

Key Words: Shopaholic, Modernization

This final project is about shopaholic as the impact of modernization in a metropolitan city found in *Confessions of a Shopaholic* film. The aims of this study are to find out the description of shopaholic in the film, to find out the impacts of modernization toward women in shopaholic habit as reflected in the film, to find out the impacts of shopaholic toward modern women as revealed in the film.

The object of this study is a film entitled *Confessions of a Shopaholic*. The data for this study are in the forms of phrases, sentences, paragraphs, dialogs, and hidden meanings found in the film. The data were collected by means of watching, reading, identifying, inventorying, classifying and reporting. The collected data were put in appendices. Appendix 1 is the list of the overall data. Appendix 2 is list of the classified data, answering problem 1. Appendix 3 is the list of classified data, answering problem 2. Appendix 4 is the list of classified data, answering problem 3. The classified data were then analysed using theory drawn with sociology in literature approach.

The result of the study are: shopaholic really exists in the film and becomes the dominant theme; the impacts of modernization toward modern women in shopaholic are through the advanced technology and through the rise of consumerism; and the impacts of shopaholic toward modern women are growing-debts, behavior disruption, superfluosness and bankruptcy.

From the data analysis, I may conclude that: 1) there are clear descriptions about the existence of shopaholic as the major theme in this film and the character who reflected this habit of shopping is Rebecca, the main character, 2) through the advanced technology with the disadvantages offered by it to ease human's job and the rise of consumerism which is marked by the primary concern of modern people for production and consumption, the modern women can be easily influenced to become shopaholic, and 3) shopaholics have to bear many debts and claims; they will do bad behavior for escaping from the debts such as telling lies or hiding in another place; they often buy useless things that result in the superfluosness; and they become bankrupt because they have run out of their money and can not afford to pay their debts. To other writers who want to analyze shopaholic, I suggest analyzing another causal factor of women become shopaholic. I also hope the readers could increase their awareness on social phenomena around them.