

POPULAR CULTURE OF MAIN CHARACTER IN CONFESSIONS OF A SHOPAHOLIC MOVIE DIRECTED BY P. J. HOGAN

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Abstract : *The objective of this paper is to know about popular culture especially type of popular culture which occurred in today society and the moral value. This analysis is done based on the source of movie is Confessions of a Shopaholic which focuses on main character only. The writer uses descriptive qualitative method for this analysis which focused on Brummet's theory of popular culture as the main subject. The result indicates that there are two types of popular culture based on Brummet's category, there are top down and bottom up. First is top down, which consist of eight points: branded-product, fancy store, shopaholic, credit card, look, property, taxi, and gadget. Second is bottom up, which consists of two points, there are: boot and coat. The writer considered that the most dominant type from those two types and ten points is top down. While for the moral values from the movie, the writes takes six points there are: confront the expenditure, do not let things define you, cost and worth are very different things, credit cards are not magic wands, lying is not a good idea, and everything happens for a reason.*

Keyword: *Main Character, Movie, Popular Culture.*

INTRODUCTION

Nowadays, fashion holds the important part in people life. Fashion is not only fabric which used to cover the body, but also used to other purposes. Moreover, there are lots of designers, artists, and influencers bring their own style in fashion which can be the trend. This trend lives in societies, and automatically influences them. Their mind tends to follow the trend and

apply it in their life. Because of that, the teenagers and mammas compete each other to can reach their image.

Those phenomena can be seen in real life where image becomes the important aspect for every person. This is the era of popular culture, the era of modern people who follow the trend phenomenon of capitalism, consumerism, and hedonism are blooming rapidly and push people to

buy everything which can increase their image, so they look stunning than other. It depicts how popular culture comes into every segment of society.

Popular culture teaches people with this lifestyle ideology, which can show the outstanding difference between modern people who can commit everything for their existence in society with the hungry people whose struggling to survive. Without their awareness, people come into the circle of popular culture, and it is true that Western style give a huge influence in their culture.

The transmission of popular culture uses several instruments, the one way through mass media. Furthermore, for this era, mass media is the most effective instrument which can be accessed by all of people in this world which holds the important and huge part in life space of human. Both the information of popular culture and the trendsetter who publishes the form of popular culture can be searched easily. The easiest way to find popular culture is through movie, as an entertain media such a good gun to influence and persuade the viewers.

Considering of popular culture topic, the writer takes Confessions of a

Shopaholic movie as the subject to be analyzed. Confessions of a Shopaholic is the American romantic comedy movie which shows about shopping addiction of Rebecca Bloomwood – the main character – and her problems. It is the story of woman going through the lifestyle: style, shopping, woman career, and everything about woman – the modern life of woman, which become the trend and happened in real life – which have many of messages.

Actually, Confessions of a Shopaholic adapts from the Shopaholic series of novels by Sophie Kinsella. This movie is still interesting until now, because it so close with the reality of people, and shows the message of popular culture clearly. Moreover, Confessions of a Shopaholic released when America in monetary problems. The writer thinks that this movie with this topic will be a good combination, and can produce good analysis.

That is why the reason of the writer chooses this analysis which is entitled Popular Culture of Rebecca Bloomwood in Confessions of a Shopaholic Movie Directed by P.J. Hogan. In this paper the writer tries to analyze the popular culture of the main character in the movie.

The previous study about the analysis of main character in confession of a shopaholic movie directed by P.J.Hogan has gained much attention from some researchers. One of them is (Huda, 2014) in his research explore about anxiety of the main character in confession of a shopaholic movie directed by P.J.Hogan. In this story, Rebecca experiences three kinds of anxiety; neurotic anxiety, realistic anxiety and moral anxiety are found. Another research from (Aryanto.M, 2015) in this research analyzed about Hidden Motives of Rebecca's Consumerist Behaviour as Shown in The Movie "Confession of a Shopaholic". The purpose of this study is to find the hidden motives of the main character that turns her into a shopaholic. In order to do that the writer will analyse the needs of the main character to understand the reason that makes her a consumer. Then, the writer will analyse the consumerism culture to know the environment the support her to be a consumerist. After that, the writer will analyse the hidden motives using house of popular culture. The result is that she needs to be accepted and respected by the society, as they judge people by their cover.

Another researcher is (Pranistiasari, 2011) this research The writer identifies the character's characteristics and her shopping behavior because they influence the main character's attitude in fulfilling her needs. The needs of the main character is analyzed based on Maslow's theory from the lowest to the highest stage of Maslow's theory to identify the stage of needs related to shopping behavior of the main character. There are some similarities and the differences between previous research and this research . the similarities analyzed about the main character in confession of a shopaholic movie but the differences between previous research and this research .This research focused to analyze the popular culture of main character in confession of a shopaholic movie.

LITERATURE REVIEW

Related Theory

Definition of Movie

The development of the movie industry in the world is growing more rapidly, in between made several movies in production and accelerating the development of the movie made very quickly with better movie quality in the future. Moreover, the demands of

the audiences who witnessed are the need of the story and other ancillary aspects of more perfect again.

Movie cannot be curtailed off with people, furthermore in this era. Every person has each opinion about definition of movie, so the writer shows the several definitions about it. Argued by Buckland (2009:06), "Movie is a form of speculative thought that aims to make visible the underlying structures and absent causes that confer order and intelligibility upon movies." It means that movie is the real form from an experience which construct of structures and causes. The structures in an attempt to explain the nature of movie by models, as for the absence of causes is the precondition for the theoretical activity of modeling. Movie can called as description of human being life.

Above definition toughened by Sutton and Wogan (2009:16), they argue that, "Movies can be usefully thought of as cultural myths: that movies explore (or exploit) key cultural contradictions and that their appeal lies in their ability to present these cultural contradictions for repeated consideration." It is such as the other side of movie that several movies have

certain purpose, in this case is culture. Movie maker brings something which hot in that circumstance, usually told by people or certain topic which happened. Nevertheless, movie makers show their movies beautifully in order to viewer enjoy the movie, and gain the message indirectly. This is the appeal of movie.

Both definitions related each other, because of that Casinghino (2011:195) argues from the other side of movie. He says, "Movies known as "structural films" that focus on the process of film resources to create the content of the film itself." It means that movie is created with clear purposes, strategy, and the message from itself. It depicts that movie is special mass media, the ways to making movie is really thought deeply in order to make sure that the content from movie can be caught by viewers.

From above theories, it can be explained that movie not only a form of artwork which contain audio and visual, but also has another purposes and reasons. Even, movie takes the inspiration from everyday experience and things are booming in certain situation. Both of motion graphic and the content are important part for the

movie to get attention and appeal of the viewers. The happening phenomenon also can bring to the movie when it has its own appeal, such as culture which different between one and other.

Definition of Character

Character is the important part in a movie, because message shows indirectly by the character. Movie also will not interesting without the act of character. In the reality, character becomes the trend setter and holds a huge influence for the viewers. This is why the movie-maker should to choose the best actor and actress to complete the character in his/her movie.

Character is the essential nature and values of an individual figure, or the inside of human personality. According to Henderson *et al* (2006:9), “Character refers to the people authors create to inhabit their stories. Characters should be believable and consistent. Being believable means not that all characters be like people we have known but they believable in the context of the story. Consistently requires not that the characters remain exactly the same, but that any changes in character be sufficiently by what happens to them in a story.” It can be known that character belongs to people

in a story that is created to make story alive. Character has to be suitable with the story situation that happens in it, and the character will be just changed if there is something, which causes it.

While Farmer *et al* (2007:59) argue that, “Character is the combination of qualities and attributes (traits) that makes one person different from others.” It cleared that character is someone who has a different character than other casts, it can be seen from a variety of behavior that make a person seen very different from those around. Character of someone is not always same between one and another, because traits and behaviors of them are not same. In this case, character is someone who have both of them, trait and behavior.

That definition completed by Gini *et al* (2013:41), they add that, “Character: a person who is a paragon of virtue, a person who is complete – a model of excellence and a bed rock of integrity.” It means that character is a values term, a person who gives another person a good impression, even the best in some cases. Too many of people assumed that character is a person of benevolent figure and be able motivate them.

From above explanations, it can be concluded that character is a person who has the important part in story, because through them point of the story can acceptable by the viewers. Character of the story can influence viewers – including moral – and also can motivate them from what they say and they do. With character the story more real and more alive, furthermore the character between one and another is different.

Definition of Main Character

In a movie, there are several characters whose play different traits between one and another, it is used to make the story more alive and more interesting. All of the characters have their own personality, one of them who usually become the favorite one is main character who acts the best part in a story. Moreover, main character holds important part in a movie, who becomes the centre of it. Here, the writer shows three definition of main character from the experts to add the knowledge about it.

Lestrade (2007:185) asserts that, “Main character is a character that always exists throughout the story than other characters and becomes a major character in order to tell about the story

of the movie.” It means that main character is the key character in a movie, because this character always exists and become the center of the story. On the other world, main character is the most dominant character than another. Through this character, the message from the story can be sent to the viewers too.

While Letwin *et al* (2008:6) give an opinion that, “The leading character is the central player in a struggle to achieve some goal. She is not simply someone with lots of lines or stage and screen time (although she may have both), but more fundamentally, the character whose desires, actions, and fate in pursuit of her goal involve the viewer in telling of the story.” Thus, there is central player in a movie in order to achieve some goal, especially to get attention from the viewer. This player usually called main character or major character.

Above opinions also showed by Shaffer (2009:147), he argues, “The leading male or female character, who generally exhibits superior or who simply is the main character.” It can be explained that main character is indirectly must have leadership skills in a movie because the main character is

the role of the leading and foremost and should highlight excellence in character.

From those three theories above, it can be concluded that there is character who become the central of the story. Main or major character usually shows the best action in order to involve the viewers, this character always exists throughout the story and gives influence both of other casts and the viewers. In this analysis, the writer prefers to choose the theory of Letwin *et al* (2008) to describe main character in the next chapter.

Definition of Popular Culture

Popular culture is known as a part of western culture at the early to middle 20th century and the emerging global mainstream of the late 20th and early 21st century. It so closes with everyday life and of course easily to found in society, because it is related with daily problems which can enjoyed by all of people. Most of people indirectly become the part of popular culture. Here, the writer shows several definition of popular culture by experts in order to give knowledge to all of people.

According to Mckee (2007:206), “Popular culture is

designed to create emotional bodily responses, to be consumed without thinking.” It can be explained that popular culture is created to be consumed by society. Unfortunately, most of people consume it without thinking firstly, because of that it produces bad possibilities in society. This case is so common meet in daily life today where people consume something without thinking first.

Mckee’s opinion is supported by Brummet (2008:106), he argues that, “Popular culture as imitative of higher social classes: it is emulation, the desire to follow the habits and lifestyle of your social betters, which, above all, accounts for the cascading of new propensities to consume and new levels of consumption through the social body.” It means that popular culture only a culture to follow the higher level of someone. It is used to increase the prestige and to get better social group, usually this thing doing by society who like to get confession from other societies.

Both definitions above also become the thought of Storey (2015: 141). He argues that, “Popular culture function both for women and for a patriarchal culture is important if

women are to gain control over their own identities and change both social mythologies and social relations.” It cleared that popular culture has a function for society, especially for woman. It used to increase the strata and identity, also has good impact in relation between one and another. In this case, prestige is the focus of everything such as mentioned by two experts above.

From all of explanation theories above, it can be assumed that popular culture is a culture which followed by society, it is a trend. It absolutely has both of bad and good effect, whereabouts those things can influence society to always follow the trend without thinking clearly at the first. Today, societies like to get recognition and confession from another, even this is such a new habit in surround environment. It depicts that trend and prestige are important in their life, they assume that become one on top in their environment is something special.

Types of Popular Culture

Popular culture growing rapidly in society, it is such an issue for public today. When people cannot filter the effect well, they will be brought with the flow of popular culture. Although,

popular culture has several types which become the knowledge for people to know more about popular culture. These types may give the point of view, so people will not influence easily.

Here, the writer shows types of popular culture from three experts. All of these experts have the same opinion that there are two types of popular culture: top-down and bottom-up, but most of them only explain one type on their book, while another type only mentioned by them. Even though, the writer tries to find out the best definition of those types from these three experts.

1. Top-Down

Top down is something comes from upper level. For the purpose to know deepen, the writer shows three different meaning from top down. Brummet (2008:106) explains the definition of top-down on his book, he says, “Habits and lifestyle are in a higher statues which followed by lower statues.” It is cleared that top-down models are created by higher statues and followed by lower statues. This culture usually become a trend in society, most of people see and imitate a style of someone who a star or she/he comes from higher statues.

While Edwards (2011:147) asserts that, “From the top down in the construction and management of the mass public into audiences groups.” Here, Edwards said that top down is the management which comes from societies and becomes the view for certain groups. On the other worlds, something – which famous and has a name – that gets a place or space in certain audiences groups.

The different meaning comes from Storey (2015:543), he has opinion that, “The top-down force of this power attempts to produce a coherent set of meanings and social identities around an articulated consensus whose forms serve the status quo.” It can be explained that top-down holds a power in people life. This power has the possibility to produce a meaning of something in society. People who are from the top level have their own identity, and this thing can influence the other statuses.

1. Bottom-Up

Bottom-up is the second type of popular culture, and this is such as the contrary from first type, top down. Here, Brummet (2008:106) also shows that, “In which new styles emerges in lower status group and are later adopted

by higher-status group.” Bottom-up is a culture which born in lower statuses, usually doing by people from this level but it adopted by higher statuses. This thing can improve the value and identity of that culture, so higher statuses can enjoy the things from lower statuses in their class.

Brummet’s definition is not supported by Edwards (2011:147). Here, Edwards says, “From the bottom up in the attempts made by individuals and groups to rationalize their “affective identifications”, or more emotional involvement, with celebrities.” It can be explained that the purpose of bottom up is to show the freedom and rationality of individuals or groups. Even, the actor or actress who applies this bottom up uses their emotional side.

Storey (2015:348) has same enough with Brummet, although not at all same but there is connectivity from both definition. Storey thinks, “Power comes from below; that is, there is no binary and all-encompassing opposition between rulers and ruled at the root of power relations, and serving as a general matrix – no such duality extending from the top down and reacting on more and more limited

groups to the very depths of the social body.” Here, Storey more tends to focus with the power which stronger comes from below level. In his opinion, something from below is more society and there is not opposition of the rules which is not same with something from the top – that is too emotional, because it has a depth of touch of the social condition.

After the writer comprehend deeply about definitions and two types from three experts above. She prefers to choose the theory from Brummet (2008:106), because Brummet shows both of definition and types which so close with the subject of this analysis. His definition is really depict of what happened in the story of the movie, moreover he completes it with two types which can help a lots of the writer’s analysis.

METHODOLOGY OF STUDY.

In this paper, the writer gets the main data from movie which released in 2009 entitled *Confessions of a Shopaholic*. While the supporting data collected from library research, internet, previous research, and e-book. The writer also connects the topic which will be analyzed to real life in this world, she does the field research

to make sure that the topic is interesting and really related in life of people.

For this analysis, the writer uses descriptive qualitative method to analyze *Confessions of a Shopaholic* movie, because it is only described about what happen in the movie with the theory used. The method means here is the way how the writer while on the topic being discussed. The way or delivery of the discussion will be done descriptively. It means the writer tries to describe the data as what it is. In short, descriptive method is the method used in delivering the discussion by describing the data without modification.

There are some procedures that the writer uses as follow to deepen the comprehension about the plot of the movie, the act of casts, and also the theory. The first step is by watching the movie. After that collecting the data and the theory which are supported to the topics analyzed by the writer. The next step is identifying and or classifying the data which used and not used by the writer. After complete all required data to support this paper, the last step is analyzing movie, the writer got the results and conclusions from the analysis by supported theories.

RESULT AND DISCUSSION

The writer will provide the result of the research finding. Here, the writer analysis main character in *Confessions of a Shopaholic*. The data presented in this chapter are based on the script of the movie which is combined with the particular movie's scene related to the research. The data analyzed by the theory of Brummet (2008:106) about the types of popular culture as the main theory of this analysis.

In first point of this analysis, the writer describes main character in *Confessions of a Shopaholic*. From the theory in previous chapter, main character is the character which holds the important part, becomes the key and spot of the story, also always exists in whole of the story. Here, the writer will give the description of main character or how the way to know that someone is the main character in this movie based on Letwin *et al* (2008:6). The writer will show it through the scenes which explain of main character such as relationship, communication and interaction with another casts also through conflict in a story.

The main character in *Confessions of a Shopaholic* is acted by

Isla Fisher as Rebecca Bloomwood. The writer considered that Rebecca becomes the main character because she is the dominant character in whole of the story. In every scene, Rebecca has the contribution both of directly and indirectly. She is the focus of the movie, because all of the casts relate with her. The writer will show the proof of this statement in analysis below:

Confessions of a Shopaholic is opened with Rebecca was child who shops in a shoe store. Here, Rebecca becomes the spot although she still child, and it indirectly depicts that she will become the main object in the story. In this scene, Rebecca laughed by three other girls – who shops a trendy and modern shoes – because she buys an old brown shoes which not modern. In the next scene, Rebecca comes into a store where so many women who shop in there. It can be seen in the scene and dialog below:

Figure III.1 Rebecca was child looks into shop window (00:01:01)



Rebecca : “But when I looked into shop windows, saw anotherworld. A dreamy world full of perfect things. A world where grown-up girls got what they wanted. They were beautiful. Like fairies or princesses. They didn't even need any money, they had magic cards. I wanted one. **Little did I know, I would end up with twelve.**”

(Store, 00:00:43-00:01:29)

In the Data 1 above, it is actually dominant with monolog of Rebecca but it portrays that she is really a main character and becomes the main spot who will be showed in a story. Moreover, she is the first cast who showed in the opening, and she tells what happened when she was child also explains what she want in her adult life later through her monolog in that scene. Rebecca tells that she already interested with shopping since she was child.

That argument – Rebecca already interested in shopping since she was child – showed in the sentence *Little did I know, I would end up with twelve*. This sentence also becomes the transition from Rebecca was child into adult. She amazingly hypnotizes the viewers with her appearance, what she wears really make her stand out and

bring the eyes of the viewer to take an attention to her. Almost the whole of the story, Rebecca always wear colorful outfit which so different with most of the cast. This is such as plus point for her to agree that she is the main character, where viewers can recognize her easily.

To more identify that Rebecca is the main character, it can be seen through her interaction with another casts. She interacts and communicates with other casts almost in every scene. Both of directly and indirectly, she becomes the object in each cast interaction, such as in the scene and dialog below which shows that Rebecca interacts with another casts. This scene also begins to present the problem of Rebecca.

Figure III.2 Suze answers the call from Derek Smeath (00:14:00)



Derek Smeath: “Hello! Hi! Ms. Bloomwood?”

: “Hello. I’m sorry. It’s actually no. **She’s still recovering from...You**

know... OK. I'll have her call you as soon as..."

Derek Smeath: "Yes?"

Suze : "As soon as she's come back from... from..."

Rebecca : "Finland! Finland!"

(Apartment, 00:13:49-00:14:04)

Figure III.3 Tarkie asks about



Rebecca's excuses (00:14:16)

Tarkie : "Why do so many of your excuses involve Finland?"

Rebecca : "Cause no one checks up on Finland, Tarkie!"

(Apartment, 00:14:10-00:14:24)

the first scene and dialog, Data 2, Rebecca does not brave to answer the call from Derek Smeath – a debt collector – so she asks Suze to answer it, whereas Derek is looking for Rebecca. It can be seen through the statement "Mrs. Bloomwood?" which is asked by Derek, he actually wants to talk with Rebecca, but Rebecca too afraid and prefer to make a lie excuse through her best friend. Rebecca becomes the focus in this scene, and it is showed directly because she in frame.

This scene and dialog also show that Rebecca is a cast who has the problem, where she has a large number of debts which must to be paid, but she still cannot to pay it. Because of that, Rebecca chooses to be a liar and avoid to interaction with Derek. It clear enough that Rebecca is the main character, she has a problem which must to be solved. Here, Suze tries to help and makes Rebecca safe from Derek.

On the other side, Tarkie also supports that Rebecca is the main character through his question on the dialog in Data 3 "Why do so many of your excuses involve Finland?" That sentence indirectly pressure that Rebecca is a cast who has the problem which forces her to be a liar in order to make sure her safeness. In this data, Rebecca used to give the reason to her debt collector that she is in Finland because she thinks that no one could check her up in there including Derek. It depicts that she is the main cast who wanted by Derek and must to be helped by her friends and family for the contrary, she needs a security. She is totally the main object in the story.

Figure III.4 Rebecca and Luke in a talk show (01:14:33)



Talk show host: “Ms. Bloomwood's debt?”

Derek : “That's right. I'm from the All City Debt Collection Agency. My name is Derek Smeath.”

Luke : “Now, look, for God's sake, can I just say that **this man has been stalking Rebecca for the past year.**”

Derek : “Yes, I have. To recover unrepaid credit on a store card totaling \$9,412 and a quarter. **OK, well, uh, my ex-girlfriend told me she couldn't meet me today because I might risk contamination with an infection she picked up in Finland. Know she was pat Finnish?**”

(Talk show, 01:14:13 - 01:16:11)

The climax of the conflict is when Rebecca in a talk show and unfortunately Derek in there such as showed in Data 4. On the question and answer session, Derek tries to show up all of the facts about Rebecca, consists of the debts and lie excuses. It really make Rebecca feel ashamed, moreover in front of the whole of societies. Her self-esteem is broke.

This occurrence makes Rebecca totally in a problem, all of her conflicts appear at the same time. Luke starts do not believe in her, also Suze disappointed at her careless because Rebecca loses the bridesmaid dress for Suze's wedding. Rebecca also loses her job, where she must to pay her huge debts. It is such as the perfect depiction of main character which is suitable with all of explanation from experts, where main character is the focus and central of the story.

In this movie, all of the story presentations are about Rebecca, the focus of all the problems is her. Moreover, the focus of Rebecca is not only about the problem, but her outfit also helps her so lot that she is the main cast who must to be noticed by the viewers. For example in frame above that she wears purple dress – the stand out color – than another who wear basic colors. It indirectly shows that Rebecca is the spot, she separated with other casts through the different color of outfit. This case also common found in most of other scenes.

Rebecca does not always interfere directly in frame, she indirectly relate with another casts in some cases. On the other words, she

becomes the object of discussion, and this one is the meaning of main character which always related with another casts in every scene, because she is the focus. One of the cases is showed in scene where Luke talks with his boss, he tells what Rebecca is like. It can be seen in the scene and dialog below:

Figure III.5 Luke talks with her boss (01:19:04)



inspiring woman I have ever met. And she lived a lie. We know that now. But what she wrote in her columns was the truth. She had a voice. She spoke to people who never believed that they could understand, and who loved it when they found that they could. And I loved it. Rebecca Bloomwood let me down, but the Girl in the Green Scarf never did.”

(Mr. West Office, 01:18:38 - 01:19:55)

In frame and dialog above, Rebecca becomes the object of their discussion. The topic is about Rebecca who already made a huge lie, and it

makes Luke feel so disappointed. In that frame, Luke talks about Rebecca from more than one side, he tells his proud and disappointment about Rebecca which is clear in dialog above. Rebecca indirectly becomes a part of the scene, although she does not in frame with those three men. Her name mentioned by Luke, and she is the object of the dialog above in fact. This one proven that she is main character who always exists in the story both of directly and indirectly.

Popular culture is the mass culture which created by society and presented for society too. It is such as the new life style for most people, it is so close with every segment in people life. As another thing, popular culture also can influence people in both of positive and negative thing.

Confessions of a Shopaholic is a movie which really presenting the popular culture deeply. This movie has a lot of moral values which can be learned by people in their life. Here, moral values are the standards by which people define right and wrong. In this movie, the writer takes some points which can be an example for social life of people.

1. Confront the expenditure

Having a budget is important, but unless people are honest with themselves about what they are spending, they will perpetually be confused as to where the money went. It does to make sure that the financial is still steady and never adverse them. In *Confessions of a Shopaholic*, it depicted by Rebecca – main character – who has a bad trait to manage her money.

In this movie, there is a scene where Rebecca-dept-ridden shopaholic masquerading as a finance journalist – gets invited to a function. Immediately, she thinks about buying ne dress. Her long-suffering best friend, Suzy, manages to convince her that she can probably wear one that she already owns (she has many). Even when Rebecca concedes that, immediately she jumps to new shoes, new accessories, and updating her makeup. This is despite her \$16.000 of debts.

It is not a good example for most of people, so they must to confront their expenditure well. They must to manage their money for their necessary. Do not shop too much for unimportant things. People can use their money for some benefit things or activities like Rebecca. She cannot manage her

money at first and always shops in her free time, but she knows that it is not her necessity.

1. Do not let things define you

It is very easy to get carried away with fashion and trends, and people need to realize that ‘things’, designer or otherwise are all temporary. In this reality, do not let the things people possess define their self-worth. It will influence people in negative side, when people define appearance and class of other people from things, it is not a fair thing. On the other words, it will make a social gap.

2. Cost and worth are very different things

Every time people buy something, always ask themselves if the product is worth what they are paying for. Worth is very subjective term, for example, it is sensible for a person living in London to invest in a Burberry trench as opposed to someone living in a dessert. Terrible examples aside, is something does not feel right while buying, their gut will already know even before their credit cards or bank account will. Trust it.

3. Credit cards are not magic wands

Credit cards may seem magical while people swipe them left, right and centre to buy a whole lot of things, but the magic pretty much ends right when people have to pay every penny back, sometimes with added interest. Because of this case, people who use credit cards must to think smarter while using them.

4. Lying is not a good idea

Honestly speaking, lying is hard work. To cover one lie, people will need a ton more. It can recollect from *Confessions of a Shopaholic* movie that most of the problems that Rebecca got herself into were because of lying. She avoids from a problem with lie, and she does it continuously. At the end, Rebecca trapped in her lies, there are so lots of problems which must to handle. In this life, prefer to quit lying and be honest, because honestly is so much easier than lying.

5. Everything happens for a reason

Despite all that Rebecca Bloomwood went through, she did turn out all right in the end.

Problems and mistakes are a way of life, they happen for a reason and teach us a great deal. Like good students of life, learn the lessons well and be grateful for what you have. Actually, the thing about the universe is that it always has bigger plans.

CONCLUSION AND SUGGESTION

Conclusion

Confessions of a Shopaholic movie tells about a woman who surrounding live with branded products, expensive place, and luxury things. She is Rebecca Bloomwood, the main character of this movie. In previous chapter, the writer analysis about the things which described that she is main character based on theory of Letwin *et al* (2008:6). As the result, the writer identify Rebecca as the main character through her dominant monolog in the beginning of movie, her interaction and communication with other casts both of directly and indirectly, and through her conflict.

In the main focus of this analysis, the writer takes the types of popular culture of main character. The theories which used by the writer are from Brummet (2008:106). The writer

shows the types of popular culture in *Confessions of a Shopaholic* which consists of two types and there are ten points come into them. The first type is top down which consists of eight points: branded product, fancy store, shopaholic, credit card, look, property, taxi, and gadget. While the second one is bottom up, this type consists of two points: boot and coat.

The last statement of this analysis is moral values which can be learned from the main character, Rebecca. The writer takes notes some important moral values for all of people to learn, there are six points: confront the expenditure, do not let things define you, cost and worth are very different things, credit cards are not magic wands, lying is not a good idea, and everything happens for a reason.

Suggestion

Based on the writer's analysis this paper, she has some suggestions for the next writers who want to arrange similar literary analysis, especially with the same movie, *Confessions of a Shopaholic*. They can find other subjects of analysis both of intrinsic and extrinsic, moreover this movie is so interesting to be the subject of analysis. Intrinsic topics are such as

the shopping addiction, consumerism, and the anxiety of main character. While from extrinsic are the character, characterization, setting, plot, and point of view.

Meanwhile, the suggestion of the writer for general readers are should have basic knowledge especially about literature, because there are so many literary terms which are used through discussion that must be firstly understood by the readers before explore the analysis of this paper. The writer hopes that this paper can be a good reference and useful for its reader.

Last but not least, the writer has suggestion for the institution that should to give clear guidance for the researchers, so they do not too confused with the contents of guidance book. The other minus thing is library side, they should give more references and books in there so the writer can maximal in analyzing process, while for the announcement side is good enough and can be understood clearly as far as she know.

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