

CHAPTER I: Introduction

This chapter describes and explains about basic consideration, research question, research objective and research scope and research significances as the parts on this chapter.

Basic Consideration

Gender inequality has always been around. Throughout history, men have been portrayed as the dominant gender, while woman been defined as weak creatures who always depend on the man. Thus, the position of women as it is only a thing for satisfy the men. This way of viewing women is common in many countries since women did not get an education. Wojtczack (2009) as cited in Nahdiyati (2009, p.2) argued that women in the mid-19th century had not many choices, they had to obey men because men are the breadwinner and women were depended on them. They were also received less education then men whom could finish their education in university.

Getting equality and freedom were impossible for women before the feminism movement come. In her book, Djajanegara (2000, p.6) explains that women did not get the chance to get a high education, hold important positions, or peruse certain position, they were just depending on their father when they were children, on their husband when they were married or to their brothers. It made women's position lower because they had not been given any chances to develop themselves. This society made women always be a "slave" for men for centuries. It was not common for women to work outside of the home, women usually do the house things like cooking and taking care of her children. However, since the first wave of feminist in the late 1960s, women in United State have changed. Many feminist had appeared to against the system that did not give women any chance to get an education and peruse her dreams.

However, these changes have never been easy. After a long fight, women in the United States finally had a chance to work in the workplace. In an earlier article, it was proposed by Edmonds (n.d) that during the World War II, while men went to the war, a lot of women went to the factories and offices to replace the men. After the war was over, women went back to home, but it did not take that long before women were back into the workplace. women had proven that they can also be a leader and give such great influence to the society

Times are changing since the first wave of feminism that the roles of women begin to change. There's a difference in the 21st century, in which women nowadays have not limited their professional career and they handle some professional job. Over decades, there were a lot of women in world history that proved that they were a great leader who can give a great influence to the society even though they were underestimated by men. For example like Margaret Thatcher was being a prime minister and Hillary Clinton that made a history by being the first women President Candidate in United State from Democrat Party.

Literature is the reflection of our world. Literature represents our life, reflects society and it represents the era when the work has been done. Novel is one of the literary works. As cited in Encyclopedia of Britannica (n.d) "Novel is an invented prose narrative of considerable length and a certain complexity that deals imaginatively with human experience, usually through a connected sequence of events involving a group of persons in a specific setting."

The Devil Wears Prada written by Laurens Weisberger published in 2002 became a famous Novel and it had been translated into 37 languages. In 2006, David Frankel directed the movie The Devil Wears Prada based on the novel starring Merly S. Taking the setting in the earliest 21st century, the novel shows the incredible changes of women. Inspired by the experience of

Lauren as a former assistant of Anna Wintour, the Editor in Chief Vogue Magazine. This novel basically, told a story of Andrea Sachs as the junior assistant of Miranda Priestly, the Editor in Chief Runway Magazine and how she described her demanding boss, Miranda Priestly.

Andrea describes her boss, Miranda as the types of modern women who is independent and ambitious in achieving her goals. In her leadership Miranda is a tough and demanding boss, she always requires her employee to give their best in the work. In the society, Miranda considers a great woman in developing a fashion magazine which became the fashion Bible for most women in United State. She had given big influence in American's women. It has been portrayed in another character point of view about Miranda and her influence to them. Miranda is one of the examples of the ideal feminist that can free herself from poverty by develop herself and learning everything a lot.

Nevertheless, Andrea did not realize that she slowly became just like Miranda, an obsession woman who put her career first and made her spent less time with her best friend, boyfriend, and even her family.

This novel is analyzed based on feminism perspective because the main characters are women and based on Djajanegara (2000, p.51) stated that, if the literary work includes a women character, it can be analyzed from the feministic side. This study also focus on the women in the United States because the novel which will be analyze is a chick lit novel which focus on modern women life who life in a big city such as New York and have a career.

There is some research that already took this novel as their object of research. For example, Spiker (2012) try to study about Gender and Power in the Devil Wears Prada and Lui (2009) the devil leader – Miranda Priestly: Analysis of female authoritarian style of leadership. This

research tries to prove that there are some women who still believe that it is scared for women to have a higher position than man, that it is not good to put their carrier first. By comparing these two charterers we can see who represents the feminism perspective.

Research question

Based on the basic consideration above, this study focus on Miranda's and Andrea's character. This research describes these two women and sees how these women represent the women in the 21st century. This research is conducted to reveal about, "How The Devil Wears Prada portrays the 21st century women in the USA?"

Research objective

The aim of this research is to describe how this novel portrays the women in the 21st century based on Miranda's and Andrea character in The Devil Wears Prada.

Research Scope

The scope of the study covers the achievements of 21st-century women in The Devil Wears Prada. This novel tells about the era when women are no longer being the second class. The novel concerns with the expression of women and shows women capability and equality to take part in society. This study focuses on feminism perspective towards Miranda's and Andrea's character because it is feminist literary criticism that desires to see how women are described in literary works, how the representation or image of women in the literary works and to examine the literary works by women.

Research Significant

In this novel, Miranda and Andrea as the character that represents the 21st-century women who choose to stand by herself and be independent. They prove that women have been changed since feminism, especially Miranda who became the strongest person in the magazine industry.

The focus of examination in this research is how feminism is reflected in the novel and how reflects in women's characters, thoughts, and choices. *The Devil Wears Prada* was a novel that told about how woman roles in the 21st century. It shows that a woman could be an influential people in a large society and affect many people. This novel is very suitable to find out how woman's roles and existence in the modern era especially in a rich country such as United State.

Academically, this research can be used as an additional source for feminism research, particularly on liberal feminism and to understand how feminist itself and how women should play her role in society.

This analysis of story is important because feminist literary criticism is focusing on how women are described in literary works, how the representation of woman or the image of women in the literary works and to examine the literary works by women.