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THE EXISTENTIALIST FEMINISM IN P.J HOGAN'S *CONFESSION OF A SHOPPAHOLIC* FILM

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Abstract

The social phenomena of women and gender arises because of the discrimination between men and women. Whereby, the women are not respected in taking opportunities and decisions within life and it control of women's freedom. Thereby, women is struggling in their existence to equal like men. The problem undertaken in this research relate to feminism, specifically on types existentialist feminism in perspective by Simone De Beauvoir's The Second Sex book. The focus of this research is to find out the main character existence that relates to the freedom of Rebecca's choice in Confession of a Shopaholic film. This research used a qualitative descriptive method and data taken from Confession of a Shopaholic film. The result revealed three types of existentialist feminism from the P.J Hogans's Confession of a Shopaholic film and each of the data found in this research are 10 data of prostitutes, 9 data of narcissism, and 12 data of mystic. Also, Rebecca is a woman who achieves freedom in determining her own life choices, whose her freedom is shopping, and what she doing for her existence as a woman is seen by other women that Rebecca is able to shop for the same luxury goods.

Keywords: Existentialist feminism; film; freedom; simone de beauvoir.

Introduction

Etymologically, literature itself is writings in prose or verse especially writings having the excellence of form or expression and expressing ideas of permanent or universal interest (Merriam-Webster, 1828). Conceptually, the creation of literature is a unique human activity, born of man's timeless desire to understand, express, and finally share experiences (Rahmawati,

2017). Therefore, the researcher concludes the literature is defined as the work of feelings and expressions of human ideas that have a poetic form of writing which is presented or shared for everyone to read.

Further, literary works are classified into two types such as fictional and non-fictional literature. For instance : novels, dramas, short stories, poetry, biography, memoirs, and so on (Jones, 1986). The literature works also written to utter the phenomenon in the culture, events, and societies. For instance, the social phenomena of feminine and masculine issues. Basically, this social-phenomena arises because of gender discrimination between men and women, on some occasions, the women are not respected in taking opportunities and decisions within life.

A sex as the social construction in biological between men and women distinction, meanwhile gender as the social construction focusing the characteristic, behavior, activities, and culture between males and female's distinction (Giddens, 1989). Based on the statements, this called gender issues that the boundaries between men and women in such political, social, economic and cultural aspects that create the control and authority for women in their freedom. Thereby, women should be struggling to appear in their existence in the world, and it encourages the motive to equalize between men and women. Therefore, there have been entranced of the belief called feminism. The emphasis of feminism on history about the authority by men's power for every aspect in society, especially in literature (Anwar, 2009).

This condition emerges the other perspective of feminism studies in some type such as liberal feminism, radical feminism: libertarian and cultural perspectives, marxist and socialist feminism, psychoanalytic and gender feminism, existentialist feminism, postmodern feminism, multicultural and global feminism, and ecofeminism (Tong, 1998). The notion of it, the researcher is interested to analyze this phenomenon of feminism while prefer to concern in existentialist feminism. Simone's perspective of existentialism is a women must be able to freely express themselves in all aspects because women have the same rights as men. Further, she states that this is the source of the problem of how this very unequal relationship arises and what structures, attitudes and prejudices continue to maintain its social power.

This issue can presented in the popular literary, namely a film. The film as a medium for communication that in corporates audiovisual elements in order to deliver the message in order to entertain, education, information, and socialization (Effendy, 1986). Therefore, the issues may be known through the film because it appears of motion pictures in order to convey experiences through communicates the idea, stories, perceptions, feeling, beauty, and atmosphere by using technology in the editing, recording, and so on which can influence the

audience with their imagination in short times. Moreover, a film as a medium to make impact for the audience through visuals, audio, action, situation, technology and many more (Baiju, 2018).

The film that presented the existentialist feminism is the *Confession of a Shopaholic* was adapted from the Shopaholic series that includes seven bestselling novels written by Sophie Kinsella. The *Confession of a Shopaholic* film that Rebecca Bloomwood's thought buy the luxury brand and always have a new brand all day is the pleasure thing that she does to be exist with their work environment and make she different with other woman or she is beauty according the society construction. But she not realizes of all this is what the society want and become she is an object. Rebecca has not essence and freedom for herself until the people who she loved leave her one by one. Therefore, the researcher formulates the problem is what are the existentialist feminism in perspective by Simone De Beauvoir show in *Confession of a Shopaholic* film?

From to the problem mentioned, the objective of this study is to find out the types of women as a human to be exist in this world and it can be describe the freedom of choosing the Rebecca's way of life which use perspective by Simone De Beauvoir that reflection on *Confession of a Shopaholic* film. Not only that, this research has significance for the readers and the researcher itself that the research of existentialist feminism in the film is one of the researches in literary work. Whereby this research is expected to gain more knowledge in major of English literature, and to practice the writing of research the literary work with theory.

Moreover, this research can be the reference and become new research for the next researchers about existentialist feminism usinga film as the object for this research with the existentialist feminism theory by Simone De Beauvoir.

Literature Review

Existentialist Feminism

Simone De Beauvoir is one of the most prominent French existentialist philosophers and writers that agree of women's life are objects and the topic which means a woman became liyans for men in their life in this universe. The second sex book has always maintained its fundamental existentialist belief that every individual, regardless of gender, class or age, should be encouraged to define himself and to take individual responsibility that comes with freedom. This requires focusing not only on universal institutions, but on individuals who are in a position to struggle with the ambiguity of existence. Beauvoir argues that human existence is

an ambiguous interaction between transcendence and immanence, but men have been privileged to express transcendence through projects, whereas women have been forced into a life of repetitive and uncreative immanence. Despite, the ethical analysis of Simone De Beauvoir emphasizes injustice and discrimination of humans by a misunderstanding of the subject and object.

Simone De Beauvoir believes that there are also the people who disagreement between human relationship that each person is still trying to make an object for another person and does not wants to be an object of themselves. Regard this, Beauvoir says existentialism when a woman is not further as an object but their become a subject for her life (O'flynn, 2009). The other side, women can actually do any work of their own choosing. Beauvoir in existential feminism engage a women to be able to live freely to determine their future independently without any encouragement or direction from others. Moreover, Beauvoir states existentialism in this case divided into three types of woman who play the role as woman such as, the women in love, narcissist, and the mystic (De Beauvoir, 2011).

Methods

The research method is the logical study method to discover the data in particular scientific knowledge to clarify the problems (Sugiyono, 2013). Thus, to find out the data with the qualitative method with the collecting the data, it can be words or pictures which use descriptive procedures, and the data is not formed of the numbers (Bogdan & Biklen, 1997). Thus, this research employs a qualitative descriptive method because this research aims to find out her existence that relates to the freedom of Rebecca's choice in *Confession of a Shopaholic* film. The existentialist feminism perspective is seen through the utterance and actions of the main characters from the movie script of the story. The data source of this research is *Confession of a Shopaholic* film is adapted from the Shopaholic series that includes seven bestselling novels written by Sophie Kinsella and directed by Paul John who is known as P. J. Hogan. Also, this film is distributed by Touchstone Pictures in 2009 who starring as the central character, Rebecca Bloomwood is Isla Fisher.

Then, Sophie Kinsella is a famous novelist and wrote many novels like the shopaholic series who gets achievements for best seller novels in the UK, USA, and other countries around the world which was she became a finalist of goodreads choice awards for best fiction in 2017 (Kinsella, 1995). Furthermore, the researcher discovers the data collection in several sentences which are related to Sugiyono's view that the documentation technique uses to receive the

information in the form of writing or image that has been done by the researcher (Maskhurin & Binta, 2014). It can be done through identification, classification, and categorization by collecting the data of data sources into several sentences. The procedures for collecting the data are:

1. Reading *Confession of a shopaholic's* movie script to understand the story before considering the problems of the research.
2. Highlighting the data. It can be the sentence of the phenomenon by the characters in *Confession of a shopaholic* film.
3. Identifying the sentences based on the movie script that related to the main character's problem.

The next procedure for the researcher is analyzing the data that is done in several steps:

1. Classifying the data about the existentialist feminism by Simon De Beauvoir in *Confession of a shopaholic* film.
2. Analyzing existentialist feminism by Simon De Beauvoir in the form of the sentences in *Confession of a shopaholic's* movie script.
3. Drawing the conclusion from the result of data analysis that uses the existentialist feminism perspective by Simon De Beauvoir in the *Confession of a shopaholic* film.

The method used to know the integration of linguistics in AI is a literature review. A literature review research method is a systematic process of identifying, evaluating, and synthesizing existing scholarly literature on a specific topic to provide a comprehensive overview of the current state of knowledge (Snyder, 2019). Literature review used to seek the relevant theories and studies to answer the questions asked in this paper. The researchers searched for books and articles related to linguistics and AI. The researcher read and displayed the explanation of linguistics that correlated to the use of AI. Then, the researcher sought how to use AI based on previous studies. It is found that to use AI, the users need to have a good ability to convey what is in their mind using language which is called prompting. After seeking and reading all the articles and books related to linguistics and AI, the researcher realized that linguistics is needed to maximize the usage of AI, specifically virtual assistants and NLP. Finally, the researcher examines what linguistics role in AI based on the theories and previous studies found.

Results and Discussion

According to Simone De Beauvoir (2011), there are three types of existentialist feminism of woman who play the role as woman namely The women in love, Narcissism, and Mystics.

Woman in love

Simone De Beauvoir states that women in love means complete commitment in physically and spiritually. Although they are an object or a subject of exploitation, it means a woman can choose to lose herself which is her freedom because of love. The simple way out for a woman, instead of fighting over herself, she prefers to pursue love. discovered that she loved others and lost herself in herself. Unable to see her lover like a man, she admires him like an idol. And he begins to lose everything when he disappoints her. Therefore, they are always ready to be male objects. Here are the data found in the *Confession Of A Shopaholic* film that represent prostitutes done by the main character, Rebecca Bloomwood:

Table 1. Data found in the *Confession of a Shopaholic* film that represent prostitutes done by the main character Rebecca Bloomwood.

No	Dialogue
1	They didn't even need any money, they had magic cards. I wanted one
2	Rebecca, you just got a credit card bill of \$900 You do not need a scarf
3	How would you like to pay? Here's \$50 in cash, can you put 30 on this card... Ten on that. Twenty on that
4	Is there anything so wrong with that? I mean, stores are put there to enjoy. Uh, the experience is enjoyable. Well, more than enjoyable. It's... It's beautiful. The sheen of silk draped across a mannequin. Oh, the smell of new Italian leather shoes. Oh... The rush you feel when you swipe your card. And it's approved. And it all belongs to you!
5	I'd pair it with a new Yves Saint Laurent coat. oh, God. Pretty much my entire first month's salary.
6	I know all about credit cards. And final notices and debt collectors.
7	Because when I shop, the world gets better. The world is better. And then it's not anymore. And I need to do it again.

There are 7 data found on the film *Confession of a Shopaholic* that shows in the main character, Rebecca Bloomwood, uses the women in love while she is having conversations with other characters in the film. Based on the data, nowadays the women in love are not always relationship between woman and men, but also a woman can love with something like a stuff. In this case, the women in love occurs when Rebecca try to complete commitment in physically and spiritually as states by Beauvoir based on data;

“How would you like to pay? Here's \$50 in cash, can you put 30 on this card... Ten on that. Twenty on that”

The situation on data is Rebecca bought the green scraft and her really love that stuff. As we can see from data above, Rebecca is ambition to get what she wants because she give all

her cash and use all of the credit card, while her card is limit. She also doesn't think for the future that she will face on debt. It proves that she completely commitment with her love, she just think that stuff belong to her. And it can proves with another data are;

"I know all about credit cards. And final notices and debt collectors"

"Rebecca, you just got a credit card bill of \$900 You do not need a scarf"

"I'd pair it with a new Yves Saint Laurent coat. oh, God. Pretty much my entire first month's salary"

The data above explain that Rebecca doesn't care about her credit card bill and she fines within. Eventhough she has \$900 bill of credit card, but she wants to buy again the stuff which is a scarf. Whereas, she care to look beautifull but she doesn't care anything else like her salary. In fact, she has the other needs to herlife like buy the food, the body care and son on. And she prefers to use her salary for the expensive stuff like Yves Saint Laurent coat worth one month's rebecca salary. According to Beauvoir, Rebecca lost herself in herself and loved others that she fight for it. That impact of her freedom that she cannot enjoy herlife forever. She just get the temporary freedom which can be seen on;

"Is there anything so wrong with that? I mean, stores are put there to enjoy. Uh, the experience is enjoyable. Well, more than enjoyable. It's... It's beautiful. The sheen of silk draped across a mannequin. Oh, the smell of new Italian leather shoes. Oh... The rush you feel when you swipe your card. And it's approved. And it all belongs to you!"

"Because when I shop, the world gets better. The world is better. And then it's not anymore. And I need to do it again."

From data above, Rebecca get her freedom when Rebecca shopping everything. She feels enjoy that just swipe her card, the stuff is belong to her. And, she feel better and getting better to do it. The data is seen that Rebecca has temporary freedom when she is shopping. But after that she doesn's feels again because she has so much credit card bill and she doesn's has money to pay it. Rebecca give everything for what she loves, she doesn't want to disappointed of her love. Therefore, Rebecca as an object for those stuff and the whole personality of Rebecca as capital to be exploited. Whereby it makes her devote herself to luxury things without thinking about the problems she will face such as owe and being chased by debt collectors. Through this, she will become a person dominated by objects.

Narcissism

According to Simone De Beauvoir, narcissism is women try and become aware of their appearance which looks beautiful to other humans. The people who see women's beauty will more be satisfied to make women their objects. Beauvoir argues that narcissistic women value uniqueness as an antidote to the obscurity and general nature of their impermanence in the male world. Beauvoir also describes narcissism as "a well-defined process of alienation in which women are placed as an absolute goal and a free subject within themselves". Moreover, women can be narcissistic if they obsessive towards themselves, even having a feeling of being both subjects and object simultaneously. For example, a woman in love will give everything to her lover. Even though in reality she is not everything for men, she will try to find herself needed. Here are the data found in the *Confession of a Shopaholic* film that represents narcissism done by the main character, Rebecca Bloomwood:

Table 2. Data found in the *Confession of a Shopaholic* film that represents narcissism done by the main character Rebecca Bloomwood.

No	Dialogue
1	They were beautiful Like fairies or princesses
2	And when your fingers grasp those shiny, new bags...Oh, yes! Oh, yes! Oh,no... I spent \$900
3	cashmere gloves I need as it is winter and I have... hands.
4	Seventy-eight dollars on lavender honey!
5	Your tie does not go with your shirt. Try to enjoy yourself.
6	We're looking for clothes for my boss. maybe a suit or a jacket?
7	It's perfect. All I have to do now is buy a new bag.

7 data are found in the *Confession of a Shopaholic* film that shows the main character, Rebecca Bloomwood, involve narcissism while she is having conversations with other characters in the film. From all the data above, Rebecca Bloomwood experienced a phase of being a woman. Biologically, she was born with the female gender, with extraordinary beauty as her main advantage. Realizing that beauty is her main strength, Rebecca internalizes the values about women that apply in her environment into values that must be followed, and a women must be always look beautiful, attractive and fashionable. This can be seen in the data:

"They were beautiful Like fairies or princesses"

Based on the data, Rebecca says that to represents another women as seen by her. It means in the society of all a women must be beautiful like princess. That encourages her to become as beautiful as another women. It proves from the data:

"And when your fingers grasp those shiny, new bags...Oh, yes! Oh, yes! Oh,no... I spent \$900"

"cashmere gloves I need as it is winter and I have... hands"

“Seventy-eight dollars on lavender honey!”

“It's perfect. All I have to do now is buy a new bag”

From data above, Rebecca tries to care of herself to look beautiful like another women. She appears beautiful and elegant with the luxury brand. So, Rebecca bought new bag that worth \$900, carhmere gloves, \$78 parfume which is lavender honey, and another new bag. In this case, Rebecca can give everything to her love which is her stuff. Than make her as an object that use of the stuffs, because she allow herself to be possessed by the stuffs that made her look beautiful for other women to see. Rather than as the subject by using the stuff, because that subject can control herself to buy the stuff. Beauvoir agree with that, as she point out a women try and become aware of their appearance which looks beautiful to other humans. The people who see women's beauty will more be satisfied to make women their objects. And becomes a women as narcissistic if they obsessive towards themselves. Also, this makes Rebecca as a unique woman who understands or knows of the mix and match the fashion for support her appearance to fashionable. One of the data which shows that the main character involved to become narcissistic is;

“Your tie does not go with your shirt. Try to enjoy yourself”

Rebecca's awareness is pushed inside her in the view of someone's fashion which Rebecca thinks is lacking or doesn't fit with her boss outfits where it becomes she feels need by someone to fix this. The character proves herself to be a unique woman and adds to her attachment to fame which leads through her obsession in shopping for luxury goods, through her appearance, and her focus on clothes that differentiate her from other human beings.

Mystics

Simone De Beauvoir says that mystics is when women think that she is better than other women because they follow the norms and values which establish by society construction, which make them are ideal women. Also, they want to be the perfect object of the perfect subject too. Here are the data found in the *Confession Of A Shopaholic* film that represents mystic done by the main character, Rebecca Bloomwood:

Table 3. Data found in the *Confession of a Shopaholic* film that represents mystic done by the main character Rebecca Bloomwood.

No	Dialogue
1	A dreamy world full of perfect things. A world where grown-up girls got what they wanted
2	Belt: MasterCard, It's vintage.
3	Jacket: Visa
4	Dress: AMEX

5	Bag: Gucci! And worth every penny
6	They have Galliano! They have Gucci half off, Calvin Klein half off!
7	Oh, my God! Pucci boots. Uh, oh, I'm so sorry. I had 'em first. Give me the boots, and no one gets hurt!
8	Look! There's a sale on Burberry!
9	A store can awaken a lust for things you never even knew you needed
10	I have to impress Alette Naylor. Get a watch to go with that bag.

From the quotations above, the 10 data are classified into existentialist feminism that uses types of mystic, stated women think that she is better than other women because they follow the norms and values which establish by society construction, which make them are ideal women. That statements reflected to Rebecca Bloomwood always do anything in her way as the same with her environment and also care about the words of others women. In other words, she doesn't wants everyone judge her style or her appearance. So, she interpret that another women could buy anything even it so expensive in order to their appearance as a real woman. Which is the society points out a woman must be beautiful, and it is no matter to shopping. It can be seen in data.

"A dreamy world full of perfect things. A world where grown-up girls got what they wanted"

"Look! There's a sale on Burberry!"

"A store can awaken a lust for things you never even knew you needed"

"They have Galliano! They have Gucci half off, Calvin Klein half off!"

As mention before by Beauvoir, the data above represent to a women follows the norms and values which establish by society construction, that Rebecca says it as "dreamy world" that all of woman grow up and can shopping what they want. Rebecca also said the store have the all the thing that the women needs. In fact, the women feels that they needs all of it, than thinking the another fundamental need which is pay the bills or buy something to eat for everyday. The norms and value that construct make the woman to buy as same as another women such as, a burberry, calvin klein, Gucci, Gilliano and so on, that are the high end brand if the women use it or buy it. There is such achievement that she can use it like a rich people. Eventhough, they have the brand on sale. A futher data is;

"I have to impress Alette Naylor. Get a watch to go with that bag"

"Oh, my God! Pucci boots. Uh, oh, I'm so sorry. I had 'em first. Give me the boots, and no one gets hurt!"

The data shows that Rebecca must be a pretty and good looking as a woman to prove herself is better than another woman. In this case, Rebecca wants to impress Allete Naylor. She has a power in fashion and has the fashion company who all of women wants to work there. So, Rebecca believes her appearance will notice by Alette, after Rebecca buy a new bag.

Furthermore, the data above shows that Rebecca buy a Pucci boots to prove that she is the most beautiful and luxury than other women by using a luxury brand. From the data “*Uh, oh, I'm so sorry. I had 'em first. Give me the boots, and no one gets hurt!*” means a woman can do anything to get what she wants to enhance her appearance to be more attractive than other women. Even though Rebecca and other women are fighting over each other to get that bots. The characteristic of Rebecca occurs because society encourages her through the beauty, charm, and appeal to existing as a woman in this world where it becomes Rebecca as an ideal woman. From all the data, that makes Rebecca always follow the value about a woman must be beautiful and fashion in the society that to be a dead value to follow. Without realizing it, Rebecca wanted to always be someone in the eyes of other women which is as the beautiful woman, luxury woman, and always get what she wants.

Conclusion

According to Simone De Beauvoir's existentialist feminism thinking, women are objects, they must be women who are not narcissistic, not in love, and not mystical. For Beauvoir, this is related to transcendence as the basis of "existential morality" namely the essential state in which a person achieves freedom so that his existence is confirmed or acknowledged by others. Based on the result of the research, it is described that there are three types of existentialist feminism from the film *Confession of a Shopaholic* and each of the data found in this research are 7 data of women in love, 7 data of narcissism, and 10 data of mystic. Also this research describes that Rebecca Bloomwood is a type of woman who has a desire to be free and her existence is recognized in a position to face herself in power of society influence her to shopping. At first glance, Rebecca seemed to have sufficient awareness of her existence as part of a power and domination relationship, that is, Rebecca was possessed by luxury goods that makes her as object.

Rebecca always wanted or did something because other people were doing the same thing. So that the purpose of his life is for other people and the goods themselves. Rebecca saw other people as her essence and herself not. In addition, Rebecca allowed herself to be the object of other people's views. However, based on the discussion, Rebecca seems to have freedom in her life from what she does because she choose to life within. Pursuing all of these things like shopping for luxury goods using a credit card means freedom which brings her to the responsibility that when Rebecca goes shopping even though she is using a credit card which she owes a lot, it becomes a matter of her freedom to shop and she has the responsibility

to pay for it with her salaries. So, Rebecca is a woman who achieves freedom in determining her own life choices, whose freedom is when shopping, and what she doing for her existence as a woman is seen by other women that Rebecca is able to shop for the same luxury stuffs.

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