

GUNADARMA UNIVERSITY
FACULTY OF LETTERS



**Characteristics and Negative Impacts of Shopaholic
on Becky's Character in Sophie Kinsella's
*Confessions of a Shopaholic***

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ABSTRACT

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In this era, many department stores have mushroomed, and offer the newest product which can spoiled the eyes and appear passion to possess it. In reality, those products are always "up to date" and automatically it gets changed every season, even every week. Those products can make people unsatisfied, and frightened they are out of control then trapped into Shopaholic. The novel "Confession of a Shopaholic" is appropriate with that problem, the novel tells about Rebecca'Becky' Bloomwood, a journalist at Successful Saving. She always writes good tips to manage finance. Ironist, her theories never been applied in her daily life. She is a shopaholic. The term of shopaholic mean a compulsive shopper who spends beyond her limits, buys things she has no use for, and uses shopping as a way to feel better temporarily.<http://www.wisegeek.com/am-i-a-shopaholic.htm>

Based on background, the aims of this study are to describe the Characteristics of Shopaholic on Becky's character, and to find out the negative impacts of Shopaholic on Becky's character.

This research uses qualitative method. The usage source of data is taken from novel, entitled "Confessions of a Shopaholic" by Sophie Kinsella. The other sources are taken from several books and websites.

The results of study of characteristics of shopaholic on Becky's character are: Becky feels regret and depressed after a big shopping trip, Becky possesses many items that have never been used, Becky goes to shop to improve mood, Becky can not control when spending money, Becky still shop even she is being chased down by debts. The negative impacts of shopaholic on Becky's character: Becky immediately got bankrupt, Becky is debtor, and Becky is fired from her job.

Justification of the Research

Shopaholic means a compulsive shopper, who spends beyond the limits, buys things she has no use for, and uses shopping as a way to feel better temporarily.

Novel represents many characteristics and there are many problems that can be found from it. We can make a study from the novel with the both of kind the literature study: Extrinsic and Intrinsic Approach. The one of part of Extrinsic Approach is Psychology Approach. We can deepen study the characters of the novel by using Psychology Approach.

Sophie Kinsella's *Confession of a Shopaholic* tells about Rebecca "Becky" Bloomwood who works as a journalist at Successful Saving Magazine in New York. She always writes good tips how to manage the money. She is famous and always be invited by Finance discussion events. Ironist, his theories are not applied to daily life. She turns out to be a Shopaholic.

Now, there are many department stores have mushroomed and offer the newest products, like: various kind of clothes, shoes, watches, and other cute stuffs. In the reality, those stuffs are always be 'up to date' and automatically the products get change every season, month, and even every week. The products are also launched by using various media such as: magazine, television, interesting brochures that can spoil the eyes and make them collect, feel unsatisfied and they are frightened can not control, then trapped into the blackness of shopaholic

For the writer, Psychology of 'Becky' the main character is interesting, because this problem appropriates to be studied in this era. The writer ever read the article, it said, "Just like a drug addict, shopping can make the sufferer of shopaholic happy temporarily, as escape of problem, even a shopaholic can steal money from others in order to continue shopping".

From the explanation above, beside the writer interests about this problem, the writer gets many information and significant data about

Shopaholic So, it can help the writer to make research entitled
*“Characteristics and Negative Impact of Shopaholic on Becky’s Character
in Sophie Kinsella’s Confession of a Shopaholic”*

Result of the Research

- **Brief Synopsis**

Rebecca “Becky” Bloomwood lives in Fulham, fashionable flat in London, thanks to her flat mate, Suze, comes from wealthy family. Becky works as a financial journalist for the *Successful Savings magazine* in NEW YORK. The job bores her. Becky admits that her knowledge about personal finance is very little. She is shopaholic, she buys clothes, and beauty products uncontrollably to get overdraft VISA bill.

- **List of Characters in this Novel Rebecca Becky Bloomwood**

1. Luke Brandon
2. Graham and Jane Bloomwood
3. Susan “Suze” Cleath-Stuart
4. Derek Smeath
5. Tarquin Cleath-Stuart
6. Janice and Martin Webster
7. Tom Webster
8. Elly Granger

- **Characteristics of shopaholic on Becky's character**

1. **Feeling regret and depressed after Shopping**

In the Becky's office, she received an overdraft bill. She checked her purchasing list and made expects for herself that each stuffs that she bought. After that she was regret bought it.

After had lunch, Becky and her Mum went along to a craft fair in the local Primary School. She picked one of the bowl up, a hand crafted apple wood that particular piece was featured in Elle Decoration and Becky bought it.

She buys Samsara Perfume but she did not like and she was regret afterward. Becky's flat mate, Suze, would celebrate her birthday. Becky gave red cardigan as the gift. When was in the shop, she bought 2 cardigans, red one to Suze, and grey one to her. After it she was regret anymore.

Becky was trying to cook Indian recipe whereas she is a beginner. After she bought all expensive kitchen sets, she was failed and depression. Then she never uses it anymore whereas she must live thriftily.

In the Saturday night Becky had been fired at the new job, after that she met Tom and had been disgraced by him. She's stressed and decides to cheer herself up by go shopping many purchasing.

2. Possessing many items that have never been used

Becky read the list of purchasing from VISA bill, and she bought many items purchases that were unnecessary for her. She wasted money to several underwear for date with James but James never liked those things.

Before Becky went to the Press Conference, she must buy Financial Times solely for perfected her style whereas it was never read by her. So it was unused and wasted 85 pence.

She buys many make up stuff solely for collected points each the stuff. If the point reached for the point of 1800, she would get roll set. Finally she bought many make up stuffs, moreover, she bought great big bottle of Samsara parfum which actually she did not like.

In the program to saving money, at the Clarins counter Becky bought a lot of moisturizers, whereas she had bought before at Boots and yet used by her. It was wasting £32.50 for Clarins moisturizers, and £14.50 for neck cream, and £20.97 moisturizer at Boots.

In the program “saving money” Becky decided to *Victoria & Albert* museum and promised she did not wasting money. When she arrived there, Becky kept bought a year season ticket. In fact, she didn’t go there anymore. She wasted £10.00.

3. Going to shop to improve mood

Becky considers that Shopping is pleasant thing. It can defeat everything, and make her comfort.

She promised for herself to follow the frugality book. It makes her stressed and frequently to find many reasons in order she could go shopping. She thought she would cook herself as frugality. Finally she decided to go Smith's book store happily to seek recipe book.

She had lost her new job at Ally Smith, moreover, she had been patronized by Tom Webster. And she had been given twenty quid from Daniel, her manager. She's so sad and decided to cheer herself up to buy meal, coffee, and other stuff.

4. Un-controlling when spending money

Becky could not control her passion to buy the scarf on sale, whereas, her credit card had left at her office. But she absolutely insisted on buying. No matter what the ways.

Becky could not control her passion to go shopping, moreover, when she stared discount till 50% or SALE sign. She confessed it.

In the beginning, she surely won't buy anything in the craft fair. But, after all, she bought many purchases. She could not control her passion although in craft fair in the local primary school, not at the department store.

5. Still shopping even she is being chased down by debts.

Becky realized she have to save her money because she owed to many bank and her friend. But consistently she would buy the cool jeans.

• The negative impacts of Shopaholic on Becky's character.

1. Being a debtor

At her office, Becky received overdraft VISA bill.

Becky fight to buy scarf on sale at Denny&George, but her money did not enough to buy it. Finally she was borrowed some money by Luke Brandon.

Becky drilled to think her too much debts bill start from bank, VISA, Harvey Nichols, Debenhams, ENWICH, and her friends, Suze.

2. Getting bankrupt in weekday

In week day, Becky wanted to save money according to book of David E. Barton. He permitted to buy primary needed. She bought primary need but she did not realize and had bought it with the same product too much.

3. Firing from her job.

Becky was drilled because had too much debt bill and coincidentally she saw vacancy job in Ally Smith. And got a new job at Ally Smith, she only worked at Saturday. But she was fired because she had passion to hide jeans at Ally Smith.

CONCLUSION AND SUGGESTION

• Conclusions

1. The characteristics of shopaholic on Becky's character:

- Feeling regret and depressed after shopping
- Possessing many items that have never been used
- Going to shop to improve mood
- Uncontrolled her passion when spending money
- Still shopping even she is being chased down by debts..

2. The negative impacts of shopaholic on Becky's character:

- Getting bankrupt in weekday
- Being debtor
- Firing from her job.

• Suggestions

After committed this research, the writer had some suggestion:

1. For the next research, it is better to analyze the causal factor of Shopaholic.
2. By Describing and finding the characteristics and negative impacts of shopaholic, the writer expected for the reader did not only know the characteristics of shopaholic, moreover the readers have to know the impacts. She also expected the reader frightened to imagine the impacts and become smart shopper.

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