

ABSTRACT

Analysis of Consumptive Behavior in Confessions Of A Shopaholic Movie

By

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Confessions of a Shopaholic movie describes best the consumptive behavior of women, Rebecca Bloomwood. She is a journalist in a finance magazine that loves fashion and good at given finance tips journal, although she actually had being indebted and demanded by debt collector. The goal of this research is to find out and describe the consumptive behavior in Confession of a Shopaholic movie. This research used hermeneutic ring method, dissonance cognitive theory, social learning and imitating theory from Miller and Dolard, and also Bandura and Walters. The type of this research is descriptive qualitative.

The result of this research explained that advertisement and conformity is a first phase for someone to be consumptive. Advertisements have significant contribution to persuade someone for having consumptive behavior and suggest people to imitate others to create conformity. There are some behaviours which develop consumptive behavior such as going shopping without using shopping-list, low self-restrain of buying unimportant things, and unable making right decision of choosing things while shopping. Consumptive behavior occurred by the friction of the primary need to the prestige need. It comes from higher level of pride to support primary need, and then ascend to the next level of consumptive behavior.

Key words: Consumptive Behavior, Movie, Hermeneutic