
MIRRORING OF CONSUMPTIVE BEHAVIOR IN THE SPEECH ACTS OF THE MAIN CHARACTER IN THE FILM *CONFESSION OF A SHOPAHOLIC* (2009)

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ABSTRACT

This study aims to (1) identify the forms and types of illocutionary and perlocutionary effects that reflect consumptive behavior towards the main character in the speech in the film *Confession of a Shopaholic*, (2) analyze the meaning of speech acts contained in the speech of the main character of the film and social issues, namely consumptive behavior, (3) Identify issues of consumptive behavior contained in the corpus and relate to consumptive culture in America in the middle class. The method used in the study is qualitative. The data is taken from the main character's utterances, reflecting consumptive behavior collected using the listening method and the note method. The results showed illocutionary speech acts with representative, commissive, expressive, and directive types. Perlocutionary speech acts with verbal and non-verbal types. The words of the main character words the issue of consumptive behavior such as owning branded goods, and buying goods whose benefits are not clear only attract the attention of others, and become trendsetters.

Keywords: illocutionary speech acts; perlocutionary speech acts; consumptive behaviour.

I. BACKGROUND

Human beings have the desires and needs necessary for survival. Because human needs are infinite in nature, they often do not feel satisfied while the resources possessed are very limited. Because of these limitations, humans carry out economic behavior to overcome the problem. Septiana (Oktafikasari & Mahmud, 2017) mentioned that humans are economic creatures who are urged to meet their needs to survive, one of which is by consuming goods and services. According to Chumidatus Sa'dayah (Wahidah et al., 2014) states that economics and consumption activities are human activities that reduce or spend on goods or services that are shown directly to meet their needs in life.

In carrying out these consumption activities, humans must have good self-control to avoid consumptive behavior, because the higher the self-control they have, the lower the tendency to consumptive behavior. The pattern of consumptive behavior is the pattern of purchasing to meet the needs of his life has more to do with the factor of desires than the

needs and is more motivated by the factor of pure pleasure. This statement is in line with the definition of consumptive behavior according to the Consumer Institution Foundation (in Sumartono, 2002) consumptive behavior is an individual's tendency to consume things indefinitely which prioritizes desire and pleasure alone.

America is known as a capitalist state that is synonymous with consumptive culture as said by (Varul, 2013) consumerism is often seen as a culture born of capitalism Because the goal of capitalists is to increase consumption, so consumptive culture dominates in the capitalist system. In addition, America is the world's first consumptive culture. This is following the opinion (Koehn, 2017) that national consumer culture first appeared in the United States at the end of the nineteenth century. Consumerism was also deliberately raised by the government as a form of economic recovery after the end of the second world war. This is supported by the opinion of Cohen, a historian (in Kelly, Burnett, & Dorning., 2021) who said that since the second world war, the U.S. government has presented consumerism as a way out of crises

and setbacks and shows that the American economy and society continue to grow.

Consumptive behavior can occur in all circles of society, one of which is the middle-class society as stated by Karl Max (Prananta, 2014) the middle class tends to belong to the capitalist class because they are loyal defenders of capitalists. In addition, according to research (Riyan & Clara, 2012), The social class of the middle class tends to buy goods to show their wealth, buying goods in large quantities and the quality is quite adequate.

The middle class is a society that is between the upper class and the lower class. This is in line with the Weberian perspective based on the Marxist definition that the middle class is a group of people whose socioeconomics lies between the working class and the upper class or the proletariat and the bourgeoisie (Freire de Mello & de Paula, 2020).

In linguistics pronouncing a word is referred to as a speech act. Searle (1969:16) mentions in his book "The reason for concentrating on the study of speech acts is simply this: all linguistic communication involves linguistic acts. The unit of linguistic communication is not, as has generally been supposed, the symbol, word, or sentence, or even the token of the symbol, word, or sentence, but rather the production or issuance of the symbol or word or sentence in the performance of the speech act". This means that all linguistic communication involves the linguistics of action. The unit of linguistic communication is not just a symbol, word, sentence, or even a symbol but rather the production of words, and sentences in speech act performances. This means speech acts tend to use spoken language instead of writing because speech acts are verbal communication.

The film used in this study is titled Confession of a Shopaholic (2019). It is a film adaptation of the novel Confession of a Shopaholic written by Sophie Kinsella. The film stars Isla Fisher who plays the main character, Rebecca Bloomwood, directed by P.J Hogan and distributed by Walt Disney. It tells the story of Rebecca Bloomwood (Isla Fisher) better known as Becky a girl who works in a magazine and lives with her good friend Suze (Krysten Ritter) in New York. His life is far from being luxurious but the desire to shop for "branded" goods is so high that he is suffocating in the vortex of debt.

II. METHODE OF RESEARCH

This type of research uses a qualitative type of research. Bogdan and Taylor (1975:5) in Moleong (2010:4) (in Muhammad, 2020) define qualitative methods as research procedures that produce descriptive data in the form of written or spoken words from people and observable behaviors. The data analyzed in this study is the speech acts reflected by the speech acts of the main character in the film Confession of a Shopaholic released in 2019. The research contained in the dialogue of the film was obtained from the www.pahe.in website. The second data source was obtained from several research journals, books, and theses to complement the theory that will be used by researchers. The population in this study reflected consumptive behavior through speech acts. The sample chosen is the style of language reflected in the speech acts of the main character in Confession of a Shopaholic.

III. RESULTS AND DISCUSSION

Based on the film *Confession of a shopaholic Rebecca Bloomwood (Isla Fisher)* better known as Becky is a middle-class girl who works in a magazine and lives with her good friend Suze (Krysten Ritter) in New York. His life is far from luxurious but the desire to shop for branded goods is so high that he is suffocating in the vortex of debt. Consumptive behavior with capitalists is an inseparable thing. Like America which is synonymous with its consumptive culture that dominates in the capitalist system as said (Varul, 2013) consumerism is often seen as a culture born of capitalism.

Data 1 (03.17 – 03.28).

Dialog:

Rebecca: somebody has stolen my credit card and gone on an insane spending spree around new york.

Woman: no.

Rebecca: Yeah! Outdoor world? I've never been to the outdoor world.

Woman: yes you have. You bought that tent, remember?

Rebecca: No, I didn't.

The illocutionary Speech Act contained in this dialogue is representative of the function of bragging which is "somebody has stolen my credit card and gone on an insane spending spree around new york" the utterance was taught by the speaker, namely Rebecca. The utterance shows that Rebecca wants to deny the fact that she has used the credit card to shop so that she gets a bill of 900 dollars, so she wants to believe that her credit card was stolen by someone and used for shopping. When in fact Rebecca was lying, her card was not stolen but indeed she bought the item but did not want to admit it.

The perlocutionary effect that arises in this context is that the speech partner does not trust the speaker's words. Perlocutionary speech acts in this context are verbal perlocution speech acts, "no" and "yes you have. You bought that tent, remember?" The statement showed her colleague's female counterpart reminded her that Rebecca had bought a tent in an outdoor world place whose benefits were unclear.

One aspect of consumptive behavior as said by Lina & Rosyid is waste that utilizes the value of money greater than the value of its products for goods and services that are not basic needs. Rebecca has debts because she is extravagant when using credit cards. For Americans, the use of credit cards is not a new thing. Most of them used to use credit cards as a means of payment. This statement is supported by (Rahayu et al., 2020) in their research they mentioned that some Americans have credit cards because of the easiest means of payment. They usually use credit cards for shopping, business, and so on. It is because of that convenience that makes most middle-class people in America use credit cards to fulfill their lifestyles as the opinion put forward by Warren and Tyagi (Hodson, Dwyer, and Neilson., 2016) Safe work allows access to credit to finance their future investments, such as better clothing for work and better living locations as a component of the middle-class lifestyle.

Data 2 (04.54 – 05.31)

Dialog:

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

mannequin: then again who needs a scarf? Wrap some old jeans around your neck, that'll keep you warm. That's what your mother would do

Rebecca: You're right, she would.

mannequin: the point about this scarf is that it would become part of the definition of your psyche. Do you see what I mean?

The illocutionary speech act found in this dialogue is a representative illocutionary speech act with the function of stating indicated by the sentence "Rebecca, you just got a credit card bill of \$900 you do not need a scarf" the meaning of this sentence is that the speaker states that he has a credit card bill of 900 USD, so he does not need to buy the scarf. But in the end, he still bought it because he was persuaded by the mannequin statue.

The perlocutionary effect found in this dialogue is that the statue supports the speaker's choice to buy the scarf. This is addressed by the phrase "then again who needs a scarf? Wrap some old jeans around your neck, that'll keep you warm. That's what your mother would do" the above sentence is a verbal perlocutionary speech act that aims to persuade the speaker to buy the scarf.

There is a social behavior factor found in this scene, namely the desire to have branded goods. Even though Rebecca already had a bill of 900 USD and didn't need a scarf, she still bought the item. Because the product comes from a well-known brand that is on sale and only one is left. One of the reasons someone buys branded items is to raise confidence because for some people owning luxury goods is an achievement to show existence. As Veblen (Avci, 2021) the concept of consumption is striking to define as a consumer behavior to move from a social class to a higher social class through its consumption behavior.

Data 3 (06.49 – 06.58)

Dialog:

Rebecca: do you cash back?

Man: what?

Rebecca: if I give you a check for \$23, will you give me one of your hot dogs and \$20 cash back, please?

Man: do I look like a bank?

The illocutionary Speech Act found in this dialogue is a commissive illocutionary speech act with the function of offering shown with the phrase "if I give you a check for \$23, will you give me one of your hot dogs and \$20 cash back, please?" spoken by Rebecca to the speech partner. The speech showed that the speaker offered to give a check for 23 dollars if the seller gave him a hotdog and a change of 20 dollars, but the seller refused the speaker's offer. This happens because the speaker is short of cash and his credit card has reached the limit, so he has to find the cash to pay the rest of the payment.

The perlocutionary effect in this context is that the hotdog seller is not interested in the speaker's offer which is indicated by the phrase "do I look like a bank?". Verbal perlocutionary speech acts show that the seller is not interested in the speaker's offer by saying whether he looks like a bank that can provide cashback.

In this data, there are indicators of consumptive behavior, namely impulsive purchases. This can be seen from the context of the dialogue when speakers try to get cash by offering a check of 23 USD to the hotdog seller. This shows that speakers when buying an item do not think rationally. This is because a positive mood state causes a sense of attraction to an object that causes a sense of pleasure and a sense of excitement that encourages consumers to behave consumptively. As the opinion put forward by Rock (Rapp, 2012) Consumers experience a sense of pleasure and euphoria after making an impulsive purchase, because the goods purchased are described as making consumers feel "good", "satisfied", "extraordinary", and "high".

IV. CONCLUSION

From this study, it can be concluded that in the corpus used there are speech acts that reflect consumptive behavior. Most of these behaviors are motivated by mere pleasure and support appearance to attract the attention of people around them. From the data obtained, it can also

Data 4 (53.44 – 53.54)

Dialog:

Rebecca: I've got it planned. I'm gonna go to the ball to impress Alette Naylor. Here! All I have to do first is buy a new dress.

Suze: Bex, No! Not. You've 10.000 dresses already.

The illocutionary speech act contained in this context is a representative speech act with the function of stating indicated by the sentence "I've got it planned. I'm going to go to the ball impress Alette Naylor. Here! All I have to do first is buy a new dress". The sentence states that the speaker must buy a new dress to attract the attention of Alette Naylor, even though the speaker already has a lot of clothes and does not need to buy new clothes, especially with his current condition which has a lot of debt.

The perlocutionary effect caused is that the speech partner does not agree with the speaker's speech and reminds that the speaker already has as many as 10,000 dresses. The perlocutionary speech act contained in this context is a verbal speech act that is "Bex, No! Absolutely not. You've 10,000 dresses already".

In this scene, there is one factor of consumptive behavior, namely buying a product just to attract attention or impress others. It can be seen from the context of the dialogue that the reason behind Rebecca wanting to buy new clothes is to make Alette Naylor interested in her appearance. According to Veblen (Moital, 2018

Azxq1sse3d3esz2wa) an attempt to increase the ego by describing wealth and status by showing an item to impress others, is usually known as conspicuous consumption.

be concluded that the effects caused by these consumptive behaviors are more negative effects than positive effects. The negative effects caused include a wasteful lifestyle, reducing the opportunity to save, and not thinking about future needs.

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