

THE FEMININE MYSTIQUE AS POTRAYED IN WEISBERGER *THE DEVIL WEARS PRADA*

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Abstract

This research discusses a novel by Lauren Weisberger's, entitled *The Devil Wears Prada*. It is aimed to identify the portrayal of feminine mystique theory through the character of Miranda Priestly. Specifically, the purpose of this research is to find out and explain the feminine mystique portrayed in the lives of women in the workforce as a company leader inside the novel. The researchers applies feminism approach and feminine mystique theory by the theorist Betty Friedan. The theorist divided feminine mystique into four points, social, education, faith and work. In this analysis, the researchers focusing on the last point, which is work. The data of this research are based on the narration and dialogue inside the novel. This research was conducted by library research and descriptive method. The result of this analysis presents three points of feminine mystique that are portrayed inside the novel. The first is women as a leader of the company, it describes the way of the character lead the company. The second is women as a leader of men. In this research, it portrays the main character has a potential way to lead men in company as a leader. The last is women as the decision maker in company. Three of them are correlated with feminine mystique theory and also portrays women in the workforce as a company leader.

Key words: Feminine Mystique, *The Devil Wears Prada*, Women Leader.

INTRODUCTION

In the study of literature, literary works can illustrate various issues in human life (Suprayogi & Novanti, 2021), (M Yuseano Kardiansyah & Salam, 2021), (Kuswoyo, n.d.), (M Yuseano Kardiansyah & Salam, 2020a), (M Yuseano Kardiansyah & Salam, 2020b), includes the illustration of historical events or social conditions at a particular time and place at the time (Aguss, 2021). Through literary works, human can find understanding about life. Generally, women (feminist) feel aggrieved in all fields and ignored by the male (masculine) especially in a society who have patriarchy trait (Al Falaq & Puspita, 2021). In addition, this condition was worsened with religious fundamentalism who performs oppression of women. Women is creature that supposed to be a qual to the men. The simplest meaning is contained sociology of literature regard with special awareness (Novita & Husna, 2020), the realization that there are many genders related to culture (Qodriani & Kardiansyah, 2018), (Oktaviani et al., 2020), (Lusa et al., 2020), literature

(Rido et al., 2021), (Al Falaq et al., 2021), (Suryono et al., 2020), (Rido et al., 2020), (Amelia, 2016), and life. The original of the women is someone who looks like beauty and in the same time women have opportunity as a women career. And in the same time women as an inspiration or a humble person, kind, but at the same and intelligent (Aminatun et al., 2019), (Sulistiani et al., 2021), (Sulistiani et al., n.d.), (Ahdan et al., 2020). Woman can develop their skill and ability (Yulianti & Sulistyawati, n.d.), (Mandasari & Aminatun, 2020), (Pranoto & Suprayogi, 2020b), (Pustika, 2015), (Muhammad Yuseano Kardiansyah & Qodriani, 2018), as a woman career.

Sociology of Literature, the term of literature and sociology are two field of knowledge cannot be separated from each other. They are two studies that are different but have a very close relation. Sociology derives from Greek “socious” and “logos” which means the study of all the aspects of human and their relation in community. Literature derives from Latin “littera” which mainly refers to written or printed words. Some relation between literature and society are, literary work is part of society literary works from a social phenomenon are strongly tied to a specific time in social history. The form and content of its literary work comes from a social phenomenon and often related with moments in history of society.

Betty Friedan, in her 1963 bestseller, *The Feminine Mystique*, examined the role of various institutions in keeping women in a subservient position. The feminine mystique says that the highest value and the only commitment for women is the fulfillment of their own femininity. Women tried to be like men, instead of accepting their own nature, which can find fulfillment only in sexual passivity, male domination, and nurturing maternal love.

Feminine mystique was firstly sounded by Friedan in 1963. This theory is often seen as the beginning of the women’s liberation movement in America. The feminine mystique is the highest value and the only commitment for women in fulfilling women’s own femininity. Feminine mystique theory is divided into four points, Feminine mystique and society, feminine mystique and education, feminine mystique and faith, and feminine mystique and work. In this analysis the researchers just focuses on the last point, which is feminine mystique and work. Women may not always realize how poised for success they are in leadership roles, but their potential and abilities are undeniable. Gender should not be a factor in whether or not a person can be a great leader a person's leadership abilities should depend on their individual strengths and personality traits. However, in many cases,

women are not encouraged to take on leadership roles as often as their male counterparts, contributing to an imbalance of who's in power.

In doing this research, the researchers chooses Miranda Priestly as a character inside the novel by Lauren Weisberger called *The Devil Wears Prada* (2003). She as is an editor in chief of American Runway. This novel tells about a young woman who is hired as a personal assistant to a powerful fashion magazine editor, a job that job becomes her struggles to keep up with her boss's (Miranda) grueling schedule and demeaning demands. Sometime Miranda gives a task for her assistant, such as buying coffee at Starbucks tall latte in hot conditions, or always demands fresh lunch is not presented in a cold state. Character Miranda at her office is well known as powerful career woman it describes how Miranda applies the rules toward her employees such as no one can come late and should finish the tasks on time. The rules are so difficult for all employees because her employees have to increase their work times as Miranda demanded. In the other hand Miranda exists as a prominent figure in the fashion magazine world and provides a role model of perfectionist woman. There are a lot of her employees feels disaster is come when the first time working at runway magazines that lead by Miranda. This novel described Miranda as a smart person and she knows how to improve the quality of magazine in order to grab market and being spot of fashion industries around the world. In the fact runway becomes top fashion magazines under Miranda's hand.

LITERATURE REVIEW

Feminine Mystique

The word “mystique” in feminine means the secret of women. Women that people know are just beauty and become a mother. But according to Friedan mystique here as the secret of the women, not only as a mother or women who wearing a dress or look beauty but also women have equality with a man. Means that woman can do what man do, like working in the office, drive a car, and anything then man do. So, feminine mystique means the secret of women that people yet know. Feminine mystique was firstly sounded by Friedan in 1963. This theory is often seen as the beginning of the women's liberation movement in America. Friedan states that the feminine mystique is the highest value and the only commitment for women in fulfilling women's own femininity. The Feminine Mystique was divided into four, it is relevant with women life such as society, education (Qodriani & Kardiansyah, 2018), (Ayu, 2020), (Pranoto & Suprayogi, 2020a), faith and work. In this

research the researchers focuses on last point of feminine mystique, but the researchers gives an additional information to the reader.

Feminine mystique by Friedan is considered in line with sociological approach. The focus of mystique for women is need to be like men becomes the main reason why this theory is considered related with sociological of literature. In this case women tried to liberate their life from their inferior knowledge. They did their struggle by making women as field of study. So that gender studies or women study has occurred. In the relationship of literature, there is a new mainstream that tries to discover about women in literary work and anything related to women in literary work. The study aims to enrich the education, knowledge, work, leader and experiences, are need in women's life. The mistake of feminine mystique are the root of women's troubles in the past is that women envied men, women tried to be like men, instead of accepting their own nature, which can find fulfillment only in sexual passivity, male domination, and nurturing maternal love.

According to The New York Times obituary of Friedan in 2006, feminine mystique sounded when the contemporary women's movement in 1963 and as a result permanently transformed countries around the world. And is widely regarded as one of the most influential nonfiction books on 20th century. Feminine mystique divided into four points of the women, feminine mystique and society, feminine mystique and education, feminine mystique and faith or religion, and feminine mystique and work. In this research, the researchers focuses on last point, feminine mystique and work.

Feminine Mystique and Society

According to Friedan's book *The Feminine Mystique* accomplished, then proceeds to discuss how what Friedan set in motion shaped the life course of individuals and societal thinking, for example, giving birth to women's studies, an appreciation of adult development, and new models of leadership into social movement. Feminine mystique in society was developed since second feminist movement was sounded. In 1963, Betty Friedan states, ideology of the housewife circumscribed women's vocation and resulted in a series of medical and cultural pathologies.

Feminine Mystique and Education

The function of education, therefore, is to teach one to think intensively and to think critically. But education which stops with efficiency may prove the greatest menace to society. Sometime people think woman and education is something imposible. That case makes woman think same. But Betty tries to make that statement changed. Feminine mystique and education that Friedan stated make women get an education status. Friedan's book analyzes how leaders of these early women's colleges articulated different versions of this vision. It will focus on the first decades of women's higher education, to underscore the historical depth of the problem to which Friedan called attention: women and men received the same education, but women had fewer opportunities open to them after graduation.

Feminine Mystique and Faith

A number of recent studies indicate that Protestant fundamentalism is associated with lower levels of generalized trust. In Friedan book states, past research finds that trust promotes cooperation, but more recent work suggests that trust matters more for women than men in making decisions about cooperation. Because fundamentalism undermines trust, and women's but not men's cooperation is predicated on trust, fundamentalism should negatively impact cooperation for women, but not men. That is, Friedan suggest an interaction between gender and fundamentalism on cooperation.

Feminine Mystique and Work

Generally, work is defined as an activity which is done by human. In a narrower sense, the term work is used to describe a task which produce a work of worth and give money as the feedback for someone. Work is not only carried by men but also by women. Since liberal feminist was sounded, women who get a job even got position more than men, they called it as woman career. The definition of a career woman is someone who makes women's job or her career as the top priority compared to other things. Appearance and fashion are two of the important things for a woman, in addition to provide an identity (Mertania & Amelia, 2020), fashion also conductive to attract the opposite sex attraction.

METHOD

In this analysis, the researchers applies descriptive qualitative method since the data are based on the theories and common senses comprehensions without using any measurement,

and statistical analysis. The research process is systematic in that defining the objective data, managing the data, and communicating the data or findings occur within established frameworks and in accordance with existing guidelines. The frameworks and guidelines provide researchers with an indication of what to include in the research, how to perform the research, and what types of inferences are probable based on the data collected. The researchers use this method to find the data and information from some books, journals, and articles that related to the research. In qualitative descriptive designs as the combination of data collecting technique and how the researchers can explore and analyze the data to finish the research.

Data are the information or the facts that are taken from data source which are related with topic. In conducting this research, the researchers used the data source is *The Devil Wears Prada* by Lauren Weisberger. Data are the information which is taken from the data source to be analyzed that has correlation with the problem and the theory that used. Based on the source, data can be divided into two, primary data and secondary data. In this research, the researchers used data from Weisberger's *The Devil Wears Prada*. Meanwhile, the data in this research are taken from dialogues and narration from the character to showing the feminine mystique that described in Miranda as the main character that the researchers choose. In doing this analysis the researchers just focus on feminine mystique and work inside feminine mystique.

RESULTS AND DISCUSSION

Women as a Company Leader

The Devil Wears Prada novel is telling about a representation of women leader in fashion industry company. *The Devil Wears Prada* describes female power as well as women leader inside the novel. Only 23 Fortune 500 Companies were led by women. Whereas, women have the skills to be a leader. Work is not only carried by men but also by women. Since liberal feminist was sounded, women who get a job even got position more than men, they called it as woman career. Women may not always realize how poised for success they are in leadership roles, but their potential and abilities are undeniable. Gender should not be a factor in whether or not a person can be a great leader a person's leadership abilities should depend on their individual strengths and personality traits (Yunara & Kardiansyah, 2017), (Saifuddin Dahlan, 2013). However, in many cases, women are not

encouraged to take on leadership roles as often as their male counterparts, contributing to an imbalance of who's in power.

Miranda as a leader of company

Miranda is a leader of Runway Magazine. Runway is popular fashion magazine in Amerika. Almost all the famous fashion brand wants to cooperate with the Runway. Runway is also a fashion guideline for women in America. Men and women always follow the trends that presented inside Runway Magazine. Runway also use model, Brands, designer, photographer, makeup artist with the best quality and of course all based on the selection by Miranda. Many people who adore Runway as blunt fashion that is growing as a success fashion industrial in the world that lead by Miranda. Working in Runway is the dream of millions of girls, how not all employees always look like a model, body tall, thin, and always looks chic in her fashion brand Prada, Armani, Versace, Dolce & Gabanna and a series of top fashion brands.

“But, whatever, I can’t worry about it. I did just get a job at really famouse magazine with one of the most powerful women in the industry as a leader, a job a million girls would die for” (Weisberger. 200:30)

At office Miranda is well known as powerful career woman it describes how Miranda applies the rules toward her employees such as no one can come late and should finish the tasks on time. The rules are so strict for her employees because her employees have to increase their work times as Miranda demanded. Feminine mystique tells us that the woman is not only a beautiful and wear clothes that are fancy and expensive, or as housewives and keep their children at home, but also women actually have the secret behind her beauty, that women have the skills and ability to work in a company, the same as men, And even women can lead a company to be famous and successful. All employees will adhere to and obey all her orders including men. It was portrayed by Miranda. Miranda character is a woman who has amazing knowledge about fashion. Miranda become a leader in a company renowned in the American fashion magazine, Runway. That’s why the researchers tries to Miranda as the powerful character that can led the Runway become famous fashion industry magazine and also Miranda as representative Feminine Mystique character inside the novel *The Devil Wears Prada*.

This analysis shown the way Miranda lead her company perfectly. Miranda as a models of women leader especially in company. She is as an editor at runway magazines that control every aspect of the magazine to be perfect. Miranda is the one of the characters who represent as a leader of company. In this analysis the researchers analyzed character of Miranda inside the novel. The way of Miranda lead the company is good. Miranda wants everything is gonna be perfect. To lead the company, character Miranda at her office is well known as powerful career woman it describes how Miranda applies the rules toward her employees such as no one can come late and should finish the tasks on time.

Miranda as a decision maker

Feminine mystique is the theory that very influential for women in nineteen century. At that time, liberal feminists began sounded by women. Friedan argued feminine mystique as a means to enable women to carry out the activity that is free to do, such as work. By working women can distribute their talents and skills that they have. When working woman are became a very influential worker. Women will become a leader even a decision maker, Because the decision maker is a very strength in a company. As the leader, Miranda as power to be decision maker. Everything is running well in accordance with her decision. Miranda becomes one of the people who influences in American fashion. It makes the consumer as a subject on the knowledge that was created by her. So that the products which created by Miranda become a popular culture in America and even worldwide.

The Devil Wears Prada also portrays female power in society. It is argued that the characters of Miranda symbolize models of female power. Miranda wants power as the decision maker in the company, everything is run by her decision. She knows what she wants and she is smart enough to get it. Miranda is a power feminist. Miranda represents the character (M Yuseano Kardiansyah, n.d.), (Amelia & Dintasi, 2019), (Mertania & Amelia, 2020), (Yulianti & Sulistiyawati, 2020), of women and power in work. It is good for women to have power and use that power. Women do not have to be nice or good in order to use power and be successful. Women can and do help other women to achieve power and status. This novel was portrayed Miranda as a model of powerful women in society, especially in work. Power was used effectively and comfortably by the women in *The Devil Wears Prada* novel. The character of Miranda provides a role model for other women as a decision maker in the office. It is okay to want power, use power effectively or use power to advance women career. And also it is okay use power to advance other

women in their careers. Everyone who wants to become employee in Runway are depends on Miranda's decision. However, working at runway magazines is not that easy especially under Miranda branches because Miranda puts high standards to someone who want to work with her such as smart, discipline, work productifity, profesional, work hard and multi talented as well as their mentality because they will get high pressure working at Runway as a leader.

“Oh, well, actually, I thought you said that you wanted them to—”

“Enough. The details of your incompetence interest me very little. i think you're smart girl. I accepted you become my assisten. You know!? How lucky you're, there are a lot of people apply here. There are a lot of girl wants to be like you!” (Weisberger, 2003:7).

There are some things that shows that Miranda as having high decision maker are, when Miranda said that there are a lot of people apply in this company. Miranda as the decision maker to accepted the new employee. Miranda has special quality for who wants to work in Runway magazine. As a leader in Runway magazine, Miranda wished Andrea know with her position. This is the task that had to be done by a personal assistant. Do not waste a job that has ben obtained, do the maximum and correctly according to what Miranda wanted. In feminine mystique also explained that women have a mind that is good, or smart. Just like men, women also can do things that are productive, especially in the field of work. So it can be said that women have the same minds and it equals with men. And women can work well at a company or lead a large company as the decision maker, that is the secret behind a woman who is in the novel *The Devil Wears Prada*. An employee can be regarded as employees who have productifity skill in work if it is able to produce work in a short time or precise and does not take much time.

CONCLUSION

After doing the analysis from the research question the researchers finally draws the conclusion. It meanly focused on Feminine Mystique inside *The Devil Wears Prada* novel by Lauren Weisberger. According to Friedan feminine mystique devided into four, feminine mystique and social, feminine mystique and education, feminine mystique and faith, and feminine mystique and work. In this research, the researchers focuses on the last

point, feminine mystique and work. The things that can be underlined from the result in the analysis of *The Feminine Mystique portrayed in Weisberger's The Devil Wears Prada* are: First, the character inside the novel describes the feminine mystique in women work life as a leader. Which is portrayed from the way of Miranda lead the company. It can be seen from the activities of the character in the work life as a leader. Character Miranda inside *The Devil Wears Prada* novel is described women in the workforce as a company leader inside feminine mystique thought. Where women have the secret behind beauty. As a leader women can explore career and skill. In Feminine Mystique and work described closeness women and work. This is illustrated Miranda as an example of a successful career woman to lead a company. The second, Miranda also is an example of a woman who as the decision maker in the field of employment. In fact, Miranda exists as a prominent figure in the fashion magazine world and provides a role model of a powerful woman to make every decision in her hands. It can be concluded that *The Devil Wears Prada* novel describes feminine mystique inside women's work life.

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