

The Materialism Of Mary In Angel Gracia's Film "*From Prada To Nada*" Sociological Approach

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ABSTRACT

This thesis studies about factor and effect of materialism found in Angel gracia's *From Prada to Nada Film*. Factor and effect of materialsm caused by main character in *From Prada to Nada film*. The main character is Mary. The goals of this thesis are to explain the factor and effect of Materialism. The reseacher uses social perspective. In this thesis, the reseacher uses qualitative method, because this method helps the reseacher to present the data in the form of sentence, verbal and phrase. The reseacher describes and analyzes about sentences and dialogues of character in *From Prada to Nada film*. Then, the reseacher uses Sociological Approach to be analyzed. By using the qualitative method, the reseacher also makes the reader understand this thesis easily. There are two kinds of results in this thesis, they are factor and effect of materialism. The factor of materialism influence Mary's character in *From Prada to Nada Film*. There are the death of their father and the crisis economic caused by amount debt or bankrupt. In other hand, the reseacher gets the positive effect. There is being well motivated and solidarity. Then the reseacher gets negative effect in this film that consist of disappointment and depression.

Key Word: *Materialism, From Prada to Nada, Sociological Approach.*

1. INTRODUCTION

From Prada to Nada Film of American published on 2011. This film is directed by Angle Gracia. *From Prada to Nada Film* starring by Camelia Belle, Alexa Vega, Wilmer Valderrama, Nicholas D'agasto, April bowlby. *From Prada to Nada Film* tells about two girls . They give names Mary and Nora. They are different each other. Mary has glamour style and they leave in beverly hills. In other hand, Nora is a calm girl. She does not like to refer her property. They have everything and good life. One day, her father dies. They lost everything in her life. Her life give one suprised from step brother. He come in her life which, they lost everything. Whereas, her father is experiencing bankrupt. They can not life without money. *From Prada to Nada Film* also won some awards. Showing all two wins and two nominations, ALMA awards 2011, favorite movie actress-comedy/musical, ALMA awards Alexa Vega, best supporting actress/feature film (Andriana Baraza) best supporting actor, Wilmer Velderrama.

From Prada to Nada Film written by Jane Austen. He is American author. Jane Austen able presented interesting of literary work. For example *Pride and Prejudice Film*, *From Prada to Nada Film* and the other film. *From Prada to Nada Film* is riches story. In this film can be take many think. Such as, Capitalism, Social class. But this film not presented two thing. Many form the other social act in this film. We take the matrealism of the film. The social act has own interest the materialism object of the research. The reseacher interests in analyzing the materialism by using Sociological perspective.

Openstax (2013:25) states that Sociology is the systematic study of society and social interaction. Beside that, Sociology identify culture and social effect of the person and condition in his life . Sociology has relation with *From Prada to Nada Film*. So that, the reseacher decides to use Sociological Approach to explain materialism in *From Prada to Nada Film* by Angle Gracia.

According to Dictionary of social science (2002:299) “materialism is the philosophical position that states everything is material, or a state of matter”. It mean all thing is money. According to Wehmeier (2003: 823) materialism is the believe that money, possession and physical comforts are more important than spiritual values. It means, money is everything and able influence his life of the person. Materialism also able made someone do it everthing to get some money. Materialism also call ambition or motivation for someone. Because, materialism is material, generally is money.

Materialism, social care and many examples of social acts reflected in *From Prada to Nada Film*. They have own benefit occur in this film, they give description about social condition in the film. These social act give lessons for spectator to understand about society and people’s personalities. Actually, these social act are interesting topic to be discussed in the research. But, the reseacher choose one of them to keep focus the research. It is Materialism in this film. It can be found in *From Prada to Nada Film* :

1. Datum 1 in 00 : 02 : 38 : 00 :02 :56

Situation :When Nora drive car from school. In front of baverly hills, Nora stop his car. Then,She hit Mary’s car. Mary feel angry with Nora. She calls loudly about this action. She not accepted with the nora’s act.

Mary : oh my god! Nora, you just hit me.

Nora : don’t take side Juanito. I’m the one who thinks you’re cute It’ll live. It’s just a car not baby.

Mary : Nora you don’t hit a new bimmer.

Nora : Mary, it’ll be fine.

Based on the conversation above, the reseacher thinks that the conversation between two person in this situation about property. They speak car. The car is a property. The car is luxury style in social class. The car refer about glamour style in this film. This film also

serve changes someone character. There is example conversation found in *From Prada to Nada Film*.

Materialism grow in society. Every person hates with the character of materialism, they think that materialism is bad. Although, the materialism is bad character. But, some people uses materialism in the life. The reseacher thinks that the materialism is perspective of a motivation to the other person in social life. *From Prada to Nada Film* is interesting to be analyze of the research. The topic seldom to be analyze other people. The materialism also a motivation to person. Generally, the motivation get the money to future life. The reseacher tries to analyze *From Prada to Nada Film* by using Sociological Approach with entitle *Materialism of Mary in From Prada to Nada Film (Sociological Approach)*.

II. The Method of the Research

Method is one of ways to discuss an object of the research. In this research, the reseacher uses analysis method explained by Faruk (2012:25) :

“Metode analisis data merupakan cara atau teknik penelitian yang merupakan perpanjangan dari pikiran manusia karena fungsinya bukan untuk mengumpulkan data, melainkan untuk mencari hubungan antar data yang tidak akan pernah dinyatakan sendiri oleh data yang bersangkutan.”

“Data analysis method is a way or research technique that is the unsure of people’s mind, because its function not collect to the data, but to find out the relationship between each data that never be explored by itself.”

Based on the statement above, the reseacher concludes that data analysis method can help to the researcher to analyze the data found in the *From Prada to Nada Film* by using the data a nalysis method. Beside that, data analysis method is the most important to the research. The reseacher find out dialouge and scene in the film. So that, the method is very important. Because, the reseacher can be describe the data. The researcher uses another

method, it is qualitative method. Yusuf (2013:338) states that :

“Berbeda dengan penelitian kuantitatif yang sarat dengan rumus dan pembuktian statistic, serta disajikan dalam bentuk tabel, gambar, diagram, maupun bagan, dalam penelitian kualitatif disajikan dalam bentuk deskriptif atau naratif”

“It's different from quantitative research laden with formula and statistical evidence, presented in the form of table, picture, diagram or chart, the result of qualitative research presented in the form of descriptive or narrative.”

The researcher uses qualitative method. Because, the reseacher describes the content of research in the form of method, verbal and narrative. The statement above, qualitative method different with quantitative method. In this case qualitative method as the explanation and the description of the data and it is not use diagram, number, calculation. The reader more understand with the qualitative method. Because, it more be understood.

a. Source of the Data

The researcher uses the primary data and secondary data:

1. Primary data

The source of primary data is *From Prada to Nada Film* directed by Angel Gracia

2. Secondary data

The secondary data are taken from many source there are supported by the primary data, like dictionary, books, journal and article.

b. Technique of Collecting Data

In this research, the researcher makes some steps to collect the efficient data, they are:

1. The researcher gets the film.
2. The researcher watches *From Prada to Nada Film* several times.
3. The researcher tries to understand the film repeatedly until the reseacher understand about the topic.
4. The researcher captures the scene and dialogue that related with the object research.

5. The researcher finds out theory from books, journal and other references related with research.

c. Technique of Analyzing Data

After the data collected, the reseacher analyzes the data by using some procedures. They are:

1. Identifying

After collecting the data, the researcher identifies the data from the *From Prada to Nada Film* and the researcher take the support the stuff with books, journals, articles, and other sources.

2. Classifying

In this procedure, the researcher classifies the data found *From Prada to Nada Film*, such as the scenes and the dialogues of the film. Additionally, the researcher also classifies Books, theories, and journal which appropriate to research the topic.

3. Analyzing

The researcher analyzes the scenes which relate to materialism as the topic of the research, and the reseacher analyzes the topic with journal that related to research object. The researcher also wacthes the film of several time and the reseacher also conected the film with Sociological Approach.

4. Making Conclusion

Finally, the researcher makes some conclusion. After identifying, classifying and analyzing, the reseacher makes conclusion of all data. In order hand, this research become easily to be understood to reader in *From Prada to Nada Film* by Angle Gracia.

III. RESULT

In this research, the data is reported in writing. The reseacher uses informal (verbal) method to present the reseach because the data that analyze in the form of word based on the finding. The reseacher present as an introduction outlining the background of the problem, identification of the problem, goal, and ends with systematic of

writing in this research. In method of the research, the researcher will outline in the dept of studies. After that, the reseacher will discuss of the factor and effect in the film *From Prada to Nada* by Jane Austen.

IV. DISCUSSION

the researcher explains the finding of research as found in *From Prada to Nada Film* by Angel Gracia. Beside that, the researcher divides many findings and discusses the findings to clarify the data, they are the factor and the effects of materialism. In this chapter to strengthen the finding, the researcher uses some theories of expert that relate to the topic of finding, which are mentioned by Guerin (1991), Flower (2009).

1. The Factor Causing of Materialism Found in *From Prada to Nada Film*.

Materialism is one of society phenomenon forms. Materialism influnced social economic of someone. There are factor and effect in materialism. The factor of materialism in this film are : the death of their father and bankrupt. The negative effect of materialism in this film such as, dissapointmen and depression. On the other hand, the positive effect are motivated and solidarity. Meanwhile, the reseacher thinks that the materialism has relate with Sociological Approach. Wellek and Warren (1948:89) explain that this Sociological Approach to literature is particularly cultivated by those who profess a specific social philosophy. The researcher thinks that Sociological is the perspective of social. It is supported by Guerin (1991) says that social and economic context show many other causes of materialism such as, materialism based on family, materialism based on economic, materialism based on culture, materialism based on capitalism, materialism based on individualism, materialism based on social class. The researcher chooses the the factor of materialism relates to *From Prada to Nada Film* by Angel Gracia. This is the factor of materialism.

a. Materialism Based on Family

Family is one caused by materialism. This is factor of materialism. The causing of materialism is poverty. The problem of the poverty is law economic in someone's family. Family is able to bring the big problem someone's life. Lack of ability of someone, that someone how do not to work. The people will be materialism. Because, people need some money. Money also control human life. Materialism is a perspective of material. Generally is money. Then, they think to good future life. But people arround in the world not like with the materialism. Because, materialism is a bad current. Exactly, materialism is bad current. On the other hand, the people like the current of materialism. *From Prada to Nada Film* contains story of materialism based on family. In this film, it presents many think that direction to materialism based on family. The factor of materialism is caused by family. It can be seen from the death of their father because their father was bankrupt. This is a factor causing of materialism. It is found in *From Prada to Nada Film* by Angel Gracia.

b. Materialism based on Economic

Situation : Mary tells the condition with her friend in under tree. Mary looks depression at the situation. She lost everthing in her life. Because, her father is bankrupt. She smokes with bad face. She tells the problem in the house with her friend. She does not shopping again. She also does not diet again.

Carrie : Okay so you are poor

Mary : No more shooping

Carrie : Ouugh, i'd kill myself

Mary : No high-protein diet.
Poor people only eat carbs.

Carrie : Wow

The conversation means that the problem of materialism caused by economic. Nora and Mary are poor people. They have not anything in their life. they just have huge amount debt. The problem of the poor change their life. Mary does not like shooping

again, she does not do diet. She likes glamour style. So that, she affraids with the bad condition. Mary feels dissatisfied with the bad condition. Carry's friend says that she wants to kill herself. If she was poor people, she wants to kill herself. The researcher thinks that materialism will change the someone's character. The problem of the poor makes materialism. Mary will think to get some money again. She does not want to be a poor people. In the fact, the money controls human life. Then, Mary will be materialism. Materialism gives many effect. For example, positive and negative effect. So that, materialism become opinion social because, materialism have relation with social term. The researcher seen the correlation between human and social life. Then, the researcher also connected with Sociological Approach.

2. The Effects of Materialism found in *From Prada to Nada Film*

Materialism is one of social problems happened in someone's life. It can be divided into two kinds of materialism effects, they are positive and negative effect of materialism. For example, the positive of materialism make a spirit to get a lot of money. It can be called by a motivation. Motivation is one examples of materialism in getting some money. Beside that, materialism also bring the negative effect. Materialism is the action social life. Although, materialism hated by other people around the world. But, some person like with the materialism. Materialism is caused by economic, culture, social class, individualism, and capitalism. But in this research, the researcher just focuses on economic effect of materialism.

Based on the economic effect, it can be seen in one example, it is about a poor that where a poor become someone's materialism. Materialism have effect to the people, such as psychology or physical. As the good people materialism should be avoid. Because, it will change the character to the bad character. Furthermore, *From Prada to Nada Film* present positive and negative of materialism that the

caused by the economic problem that there are many effect of materialism found in *From Prada to Nada Film* by Angel Gracia. As follows:

a. Motivated

Situation : In the front Bruno's house, Mary speaks speak with Bruno. Mary does not like with Bruno. Mary tries to bet with Bruno. The betting is the aunt's party will be amazing. Mary wants dancing with Bruno. It can be called by a motivation from Mary to Bruno. Bruno accept with the bet in the situation.

Mary : So, like do you ever get paid, or do you just get off

or working for free?

Bruno : Wow, is that a new word you just learned? "Work"?

Mary : Well, see, I would do it if it didn't involve labor.

What are you doing?

Bruno : Magic

Mary : With this. Nice. It's junk.

Bruno : See, the thing is, princess, is that you can hate this

for what you think it is or you can love it for what you know it can

become.

Mary : Wow. Sound like you're building a mission, father

Bruno. Ok we need a party not a chapel.

Bruno : Hey, you know where birds of paradise is?

Mary : A metapora.

Bruno : A flower. They're for the decorations. Can you get

some of those for me? They are the ones that look

like birds of paradise.

Mary : Seriously, not gonna help

Bruno : Wanna bet?

Mary : Yeah, actually name it.

Bruno : I will make the party beautiful, and you give me a dance.

Mary : *All right, you got it, my man. I'm late for my manicure.*

In this part, the dialogue shows that the betting between Mary and Bruno. The betting aims to make a good celebration in Mary aunt's house. If the celebration get success, Mary will dance with Bruno. But, if the celebration failed, she will not speak with Bruno again. The researcher thinks that it is positive effect of materialism because Mary gives motivation or changes to the minor class, especially Bruno as a minor class. From the motivation, Bruno can be an amazing people. Beside that, Bruno feels that this is the good chance to his life because Bruno likes Mary very much. It can be shown, Bruno always to help Mary's problem. Then, Bruno has goal to change Mary's character.

Flower (2009:224) states that the preparation of the child for responsible life in free society, in the spirit of understanding, peace, tolerance, equality of sexes, and friendship among all people, ethnic, national and religious group and persons of indigenous origin. It makes a conclusion that positive spirit is the good action especially for people interaction in the society. Materialism does not only give the negative effect for the action in the society. But, materialism give positive spirit or motivation for the people that someone has positive in brain.

b. Dissapointment

Situation : Mary and Rodrigo go back to in aunt's house. Mary accompany with Rodrigo's car in the morning. Nora saw Mary with Rodrigo. Then Mary pull Nora. Nora does not like with the act from Mary. Nora angry with Mary. Nora not like with Mary's boyfriend. Then they are guarreling.

Nora : What do you know about the guy?

Mary : *He is a gentleman. Oh my gost, Nora, i'm in love.*

And i'm moving out in two weeks.

Nora : Has he told you he loves you?

Mary : Okay, seriously, you just don't get it. He's strong

silent, okay? I just know.

Nora : You know what?

Girls : Rememmbber, two-for-one?

Mary : Thanks

Nora : Mary you just met him.

Mary : So?

Nora : That's not love.

Mary : Okay, how do you know? What love is? What

wrong with you?

Nora : What do you want for him?

Mary : *I want to go back to baverly hills, Nora. Okay,there,*

i said

Nora : *It makes you a whore.*

Mary : *Better than the spinster.*

The conversation above tells about Nora's dissapointment to Mary. It can be seen from the italic dialogues above between Mary and Nora. The problem emphasized Mary and her family especially Nora gets angry with Mary's action. She does not accept Mary's action at this situation. Because, Mary's action has negative effect to her life if she always become materialism in her life. Nora thinks in her brain that the materialism can be damage someone's life especially the materialism become someone's whore in her life. Nora hates with Mary in this situation where they debate how to solve Mary's problem in front of their aunt's house. The debate makes dispute between Mary and Nora that Mary's action will dissapointed in other people of Mary's family. On the other hand, Mary makes materialism because she just get the riches again especially she gets the baverly hills again from Olivia as her step brother. Beside that, Mary misses the moment that she has everything in her life when the father still alive in her life.

The reseacher gives opinion that Mary becomes materialism in bad condition in her life because she does not know how to work hard to get some money. So that, she just

suspended to the other people in around her. She is not capable to fulfill her necessary in her life, if she has not money. Mary usually luxury in her life. If she becomes a poor person, she will lost everything for example, their friend and she does not use the branded goods. The case become Mary's materialism in *From Prada to Nada Film* by Angel Gracia.

c. Solidarity

Situation : At the aunt's house, Nora and Mary dinner with aunt 's family. their aunt tell about invitation from Edward's party. She take a invitation in the mail. it is the invitation of edward's engagement party. Nora looks bad face. she also cry in this situation. She just keep silent. Then she leaves at the dinner. Their family affraid with Nora. If, Nora broken heart with the big problem in his life. Mary run Nora in the room.

Aut : I made chicken soup
 Nora : Is something wrong
 Aunt : No
 Nora : Well, obviously something is going on, so why dont you tell me what's going on?
 Aunt : This came by mail
 Nora : What is it?
 Aunt : *An invitation to edwards engagement party.*
 Nora : Finally
 Mary : You knew
 Nora : Yeah, yeah. Can we eat?
 Aunt : Do you like aguacatte Mary?
 Mary : No, actually, no. This is perfect. Thank
 Aunt : Do you know, the best for the chicken soup is aguacate. mary
 Mary : *Hey, you have to tell him*
 Nora : *It's too late*
 Mary : *If he announces an engagement that quick, it just means that he is way more confused than you are.*
 Nora : What can i do?

Mary : *Just tell him. Just tell how you feel, or else you are gonna end up regretting it. Okay? What olivia does not know is that she has just given you a wonderful opportunity*
 Nora : I dont think i can.
 Mary : *Well, i;m going with you.*
 Nora : *That scares me even more.*
 Mary : Shut up
 Aunt : *Thank god. they finally made up. Its about time. Lets go before they hear us.*

In this part, the reseacher analyzes the coversation means that the Mary's solidarity is able to make someone thinks positive in their barain. Mary has a good character in the situation where Mary tries to solve Nora's problem in her life. Mary wants to help Nora at this situation with the ways she will go to Edward's party together with Nora. They will solve the problem together. The reseacher thinks that materialism in this film does not give negative effect but also give positive effect. It can be sessn from the dialogues *well, i'm going with you*. It shows that there is any positive side from Mary to help someone especially in thos dialogue is Nora. She wants to help Nora to get Edward as Nora's boy friend.

Based on the explanation above, the reseacher concludes that every people has responsible in social life. It can be called by a solidarity. On the other hand, solidarity is the good character from someone. Solidarity means that the protection to each other person around us. *From Prada to Nada Film* gives explanation about social life in society. Then, the film connected with the action of people with circuntance. Solidarity does not saw an ethnic, class social, religion the other case. Because, solidarity appears in someone's soul without dicriminate who is the person.

d. Depression

Situation : Nora and Mary come the Edward engagement party in

the baverly hills. They shock that they look their house. Many different of the house. Olivia was change their house. Furthermore, Olivia has event in this house. There is the Edwards engagement party and she will sell the house. Then, Mary meet Rodrigo in new baverli hills. Rodrigo is the TA at the university. He bring wife at the party. Mary very sad and shock, When she look at the situation. She not accepted with the situation. She felt dissapointed with Rodrigo. Rodrigo was lie Mary.

Mary : Rodrigo
 Rodrigo : Hey mary. What a suprise to see you here.
 Mary : *I though you were in Mexico.*
 Rodrigo : *Yeah. Yeah, i was. I just come back. I want you to meet Natalia, my wife. Mary was by far my best student this year. Right.*
 Natalia : Nice to meet you. You should come to dinner when we settle in to the house.
 Rodrigo : Yeah. You bought this house?
 Natalie : He seduced me with it. I used to hate LA, and now i love this house.
 Rodrigo : Hey. Good to see you again. Dont worry. She is drunk or something.
 Steward : Mary. Mary! Mary!
 Mary : *Come on (cry). Why. No! Stupid! Start.*

In the action above, the reseacher thinks that the conversation means the effect of materialism is the depression. When, Mary knows Rodrigo in Edward's party. Exactly, Rodrigo has a wife. Mary also knows about the baverly hill is not belongs to Rodrigo, but it belongs to his wife. It can be seen from the conversation between Mary and Rodrigo and

also with Rodrigo's wife. The italic conversation above shows that Mary feels dissapointed with Rodrigo and it causes Mary gets depression. She dissapointed with Rodrigo in Edward's party. Mary goes out from the party. She drives the car without Nora. She leaves Nora at the party. She runs from the baverly hills because she is very shy in the situation. Then, she cries in the car by driving her car fastest. But in the street, Mary gets accident so that she has to deliver to the hospital.

From the situation above, it is an effect of materialism. Mary gets a calamity from the situation. She gets many experinces from the accident. She thinks that mateialism is bad current. She just uses the big ambititon in her brain without good thinking. The ambition gets baverly hills again and she gets a lot of money in her life. She does not want to be a poor people. Finally, she has a characteristic of materialism to fulfill a nesessary in her life. It can be concluded that depression is one of effects of materialism. It can be called as a negative effect of materialism.

V. CONCLUSION

After analyzing Angel Gracia's *From Prada to Nada Film* as discussed in previous chapter, the reseacher finds out that *From Prada to Nada Film* is the phenomenom in the social of society. *From Prada to Nada Film* tells about the relationship between one people to another people in the society. The reseacher assumes that there are many problems occur in this film. One of them is materialism. In this film, we get some factor and effect of materialism. Firstly. The factor of materialism based on the economic of family. Secondly, the effect of materialism in this film. There are the positive effect and the negative effect. The conclusion of materialism discussion as follows:

A. The Factor Materialism found in *From Prada to Nada Film*.

Through the analysis, the reseacher concludes that materialism is bad current in society. Materialism will change someone life, materialism also influended of some factor in this film. Then, the reseacher divided the

factor of materialism many categories, they are:

1. The death their father.

In this films, the reseacher concludes that the death of their father caused by Mary's materialism. Mary is main character in this film that where she does not how to work so that she suspended with hef father. she given everything from her father. When their father was die so that the death of their father makes sad her. Because, her father is everything in her life. She always give everything of her father. The death of their father is one caused by materialism in this film.

2. Bankrupt

In this film, bankrupt is the problem of economic. The bankrupt makes someone's poor so that someone will be materialism. Then, materialism has effet and big influence someone's life. Beside that, bankrupt become someone's materialism in this film. In this film tells about the changing economic Domingues family. Bankrupt makes Mary as the main character getting the problem in her life because Mary does not know how to work. She just accepted the other person especially she always give everything from her father. When, their father was bankrupt, she makes materialism. The reseacher concludes that bankrup is the big influence for someone's life. The reseacher give opinion that materialism is the perspective of money.

B. The Effect of Materialism Found in *From Prada to Nada Film*

Materialism is the phenomenom of social life. This is the bad activity. Some people hates materialism but , materialism uses some people arround in the world. On the other hand, materialism has effect. The reseacher find some effect in *From Prada to Nada Film*. There are the positive and the negative effect of materialism in this film. The positive effect are solidarity and motivation. On the other hand, the reseacher finds the negative effect of materialism in *From Prada to Nada Film*, they are dissapointment and depression.

Finally, the reseacher concludes that the film present of social story. *From Prada to Nada Film* can be description of social phenomenom in society. The penomenom about riches. The reseacher think that materialism connected with Sociological Perspective.

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