

Consumerism as Life Style in Candace Bushnell's *Sex and The City*

Yohanes Bayu Adhytia

English Literature, Faculty of Languages and Arts, State University of Surabaya

1002154209bayuadhytia@gmail.com

Abstrak

Fenomena akan isu sosial di masyarakat yang masih memandang wanita sebagai kaum kedua yang menyebabkan ketidaksetaraan dalam berbagai aspek. Masyarakat luas masih menganggap wanita sebagai individu yang bergantung pada pria, tanpa mempertimbangkan sebuah kemungkinan bagi si wanita untuk mandiri. Menurut konsep Tong tentang wanita dan ekonomi, dasar dari masalah utama pada wanita dalam kondisi yang digambarkan adalah ekonomi. Peran tradisional yang mengekang wanita dengan berbagai pekerjaan rumah tangga atau cara hidup konvensional dimana hal ini membuat mereka kurang kesempatan untuk memperbaiki dan membuat diri mereka jauh lebih baik dari segi ekonomi. Dengan kata lain, dapat dikatakan bahwa wanita tertindas secara ekonomi. Akan tetapi, dalam novel *Sex and the City* milik Candace Bushnell, digambarkan akan sebuah pemberdayaan wanita, sebuah kemungkinan dalam hal kekuatan finansial, yang dapat membantu mereka untuk melarikan diri dari penindasan secara ekonomi dan ketergantungan akan kaum pria. Oleh karena itu, studi ini ditulis dengan memfokuskan pada 2 rumusan masalah: (1) Bagaimanakah konsumerisme digambarkan dalam novel *Sex and The City*? Dan (2) Bagaimanakah karir berpengaruh pada perilaku konsumerisme pada wanita di bawah kapitalisme seperti yang digambarkan pada novel *Sex and The City*?. Data yang digunakan untuk menganalisa tesis ini diambil dari novel untuk membongkar sebuah wacana tentang konsumerisme sebagai refleksi akan kebebasan dan kekuatan secara finansial bagi wanita untuk melawan kekuasaan patriarki. Hasil dari studi ini untuk menunjukkan bahwa wanita modern yang ada dalam isi novel adalah individu yang berkompeten, agen yang aktif, sebuah subyek dalam masyarakat atau institusi yang membangun kekuasaan agar setara dengan lelaki di bidang ekonomi melalui berkarir. Dan kesetaraan ekonomi yang didapat wanita ini menyebabkan mereka menjadikan subyek konsumerisme sebagai suatu gaya hidup. Dalam hal ini, konsumerisme di deskripsikan sebagai suatu intuisi alami seorang wanita untuk mengekspresikan sebuah penampilan, dandan dan juga berhubungan dengan sebuah kemolekan tubuh, dimana hal itu juga terangkum dalam pengalaman kisah percintaan dari sekelompok yang berisi empat orang wanita.

Kata Kunci : Penindasan secara ekonomi, konsumerisme

Abstract

The phenomenon of social issue that still regard the women as the *second sex* cause inequality in many aspects in society. Most of society still consider women as the dependence individuals of men, without regarding the possibility of them to be independent. According to Tong's concept of women and economy, the main source of this women condition is the economy. The traditional role bonds women with the drudgery or the conventional way of life that make them lack of chance to improve and make their own life better economically. In other words can be said that women are repressed economically. However, In Candace Bushnell's *Sex and The City*, it is depicted that the empowerment, a possibility in economy power, can help them fleeing from economical repression and dependence of men. Therefore, this study is written by focusing on two questions: (1) how is the consumerism portrayed in *Sex and The City*?, and (2) how does the career affects on women's consumerism under the capitalism that depicted in *Sex and The City*?. The analysis data of this thesis are taken from the novel to dismantling the discourse of consumerism as a reflection of freedom and financial power for women to fight patriarchal rule. The result of the study approve that modern women in the novel are competent individual, an active agent, a subject within society or institution since they empower the economical side equal to men through building career. However, this economical equality brings them to consumerism as their life style. In this case, consumerism is described as women's natural intuition to express the imagery, dolls up and relevant with *Body Capital*, that related to the experience of the foursome in their romance

Keywords : Economically repression, Consumeris

Introduction

Marxist feminism focuses on the authority of own property and economic monopoly system by a certain capitalist-profit driven increase disparity and gap of class oppression, social economic problem including gender inequality and women's discrimination. While Marxists and feminists often find themselves on the same side in struggles for women's rights, they hold two fundamentally incompatible worldviews. Feminism is an ideology premised on the idea that the fundamental division in human society is between the sexes, rather than between social classes. Feminist ideologues consequently see the struggle for female equality as separate from the fight for socialism, which many dismiss as merely an alternative form of "patriarchal" rule. (Connely, Patricia. *On Marxism and Feminism*. 1983).

In this era, discussion about women and men in equality of rights within a society always become a sensitive issue. This sensitive issue arises a view and attitude of men that underestimate women as "another creature" that that can work unpaid and this situation isolate the women from emancipation and liberty. This situation also bring women as inferior and the quality of women itself is reclusived because women feel as the second rank in almost of life aspects such as politic, economy, culture, education etc and it's supported in society culture that women's place remain as it should be in domestic aspect, like being a wife, serve and care the family, giving birth to child and organize the household. In the other side women also show their power while they do more than one works in the same time, whereas men can't handle as women do properly. (*A Journal of Liberation, Spring*. 1981:144)

Here, a novel *Sex and The City* contains social issue in society which involve women's movements challenging male domination in modern society. A women's movement struggle for women's right to be equal with man's right and against women's oppression that always considered women's as *Second Sex* and cause gender oppression or even classes. This issue bring us the relation of women as a social group to the analysis of economic class has spurred political debates within both Marxist and feminist circles. Through the marxist feminism and also feminist movement get through into woman's new freedom of political, social role and gender. In these modernity empowerment and authority are the main factor for the women to feel the freedom in modern era such as shopping that lead women to consumptive. According to the book entitled *Women's Liberation* states that:

the woman's movement has generated efforts by women to free themselves from the power of men, but by doing so they have freed men from their traditional roles as providers, which has led many women to engage in economically related crimes such as prostitution, drug sales, and shoplifting to support themselves (Reckdenwald and parker : *Women's Liberation*. 2008)

This study analyzes the consumerism as a women's liberation that lead women as main role in social economic power that taken from the literary work written

by Candace Bushnell. It portrays how women do shopping as their social activity and what women and girls do with consumer goods and with how commodities give rise to meaningmaking processes which are frequently at odds with the intended meaning or usage. Thus the 'world of women's stuff' offers certain types of 'freedom' or even 'authority' to women as consumers with and emphasize of sexual freedoms or transgressive pleasures (Fiske, 1989; Nava, 1992). That's some sort of the shopping addicted that will be investigated in novel *Sex and the City* by Candace Bushnell.

In *Sex and the City* these ideals are intersected with other images of promised satisfaction, such as consumerism that is represented by the four women that each character of the characters we can find the struggle of modern women and how they are affected by the ever-changing role of the feminine ideal in a fast paced, socially dynamic world. Together this four women represents four unique interpretations of what it is to be a female in today's society, and this four women also portray that women's friendship also help them to face the men, as Samantha said: "*Women are for friendship, Men are for fucking*"(SATC,32).

The study also concerns about how the Candace Bushnell reveals the Testosterone that influence women to be aggressive, they had sex with men, afterwards they feel nothing. It show how the sex drive and sex practice are a part of women's life in New York, Candace Bushnell also emphasize that most of women in new york don't want to have commitment with men because they just want to have sex without any romance, just have fun for each other. As in the novel said about three types of new york's girl

The first: they're usually young sixteen,seventeen. They go out a lot. They might not work that much, they want something to do, they need to meet people, like photographers. Two: the girls who work a lot. They're a little older, twenty-one and up, they've been in the business for five years. And three: The supermodels and glamour women. They're looking for a big-time guy who can do something for them. They're all obsessed with money, maybe because their careers are insecure. They won't even look at a guy who has less than twenty or thirty mil. Plus, they have the "big girl" complex : they won't hang out with any girl who's not a top model, and they ignore other models or bitch about them". (SATC, 13)

Candace Bushnell attracts the readers to know the social phenomenon life in modern big city like New York, how women get along with people around them and how they consume fashion, cosmetics and more of their stuff to support their existence to be glamour, including sex practice as the 'main event' to get pleasure. As Candace bushnell through the Samantha's character that she had sex with many guy to show the sexual freedom and absolute control of man in bed, Samantha also teach us, especially women to be strong, confident, assertive that women can dress how they want, sleep with who they want, and have the kind of friendships women want to strengthen the emotional relation between woman.

The study uses Marxist Feminism theory which is emphasizing on the oppression over women actually as a result of politic, economic construction that exist in the society. In self-explanatory fashion, Marxist Feminism theory focus on the revealing of a capitalism as a way to liberate women from oppression and discrimination. Then in the title itself *Sex and the City*, the words "Sex" refers to female body, this issue constitutes a significant coverage analysis within feminist theory that also related with *sexuality, society and power*. As it is clarified in the *The Routledge companion to Feminism and PostFeminism*:

'feminism is crucially concerned with the ways in which women's bodies are controlled within a patriarchal system, which regulates women's access to such services as contraception and abortion, while at the same time idealised forms of their bodies are objectified, by various means, for male consumption and sexual delectation.' (The Routledge companion to feminism and postfeminism. 2001:117-128)

Therefore the study choose the novel "*Sex and the City*" in order to make the readers know how the consumerism as the life style as it represented by the characters in the novel.

From the background study above, two problems that emerge as significant concern toward this novel

1. How is the consumerism portrayed in *Sex and the City*?
2. How does the career affects on women's consumerism under the capitalism that depicted in *Sex and The City* ?

Purpose of The Study

Related with the research questions above, this study focuses on the purpose as follows:

1. To reveals how the characters is being consumptive as their independence of female rights
2. To depicts the importance of career for modern women that impact on consumerism behaviour under the capitalism in *Sex and The City*.

Significance of The Study

The study of this novel is expected give more information about the consumptive as freedom in modern society, such as in New York city. Giving more view of how the modern women should be, they are not just an child-rearing, domestic worker but they have ability to control their finance and also absolute control of men. This study also give more explanation to the people about women's struggle under the male dominance nor patriarchal rule that get the main intention and deeper discussion in marxist feminism, providing source about this and how the literary works reflect the social issue of feminism around us. In addition, this study is also expected to be a reference or a source of information for the next student of English department related with the theme of this writing.

Limitation of The Study

This thesis only focus on the foursome in the novel: Carrie Bradshaw, Samantha Jones, Charlotte York and Miranda Hobbes. This study uses the marxist feminism as the method that analyzes of how the women survive under the capitalist society, this case related with the foursome portray consumerism as their liberation in woman's modern society in the story line. The researcher, regardless, also reveal that consumptive also give "freedom" or even "authority to women as their pleasure and as a part of social relation and modernity in women's liberty.

Research Method

The data of this study is a novel entitled *Sex and The City* written by Candace Bushnell. It is first published by arrangement with Atlantic Monthly Press (New York) in United States of America in 2001.

The researcher takes data from the quotation inside the novel and also get from the movie. The data is collected by analyse the dialogue between characters, their opinion and their statements which concerning about the consumerism will be used as the quotation that reflect the modern women as a part of their life style. Each part of the data is the evidence and justification during analyzing process. Furthermore, any sources that can be used in order to complete this research that may come from papers, journals, previous research and online sources (internet).

This thesis uses a marxist feminism approach based on Rosemarie Tong theory that bring us to relation between woman and capitalist that cause woman exploitation (work unpaid) and woman as domestic labour (child-rearing). To relate the main idea of problem within the consumerism as their basic freedom as a house-caring, the writer also provide the Sue Thornham's theory about women and consumptive, which this activity create a subculture of women empowerment to explore their feminine and express their idea.

The first step of this research is close reading to analyse and accomplish the full story of the novel. After being agreed that this novel is suitable for the thesis by the thesis supervisor, then the title will be chosed and analyse is started on. The next step is making an outline for statement of the problem that the author wants to analyse. The process of writing also under the supervision of the thesis supervisor.

The analysis process starts by doing closed reading on novel *Sex and The City* as the source of the data. The main purpose is to find the quotations which show the power of women in economic independence under the capitalist system, in which the foursome (Carrie Bradshaw, Samantha Jones, Charlotte York and Miranda Hobbes) reflect their attitudes as a women fight for career, pleasure, freedom and fashionholic in which this activity give them chance to show how do the women should be and absolute control of men in their life. Then the second step is collect the data using descriptive-qualitative that aimed to make a good understanding and relevant with the issue that is going to be analyzed.

Two statements of the problems appear in this thesis entitled : *Sex and The City*, show how woman struggle

for their freedom from male dominance through career and create their glamour image as shown in novel *Sex and The City*, in which this phenomenon relevant with modern women's life style in present.

Marxist Feminism Definition

Marxist Feminism theory defines that capitalism, in which can lead to economic inequality, dependence, political confusion and ultimately unfair social relations between men and women, that is the root of women's oppression in the current social context. Meanwhile, in the book entitled *Feminist thought*, Tong (1998) argues that Marxist Feminism theory believe that the oppression over women is actually a product of politic, social, and economic constructs existed in the society, which women inhabit.

Therefore, Marxist Feminism recognizes that women are oppressed, in which that also mentioned that women are the parts of property or commodity in capitalist system. Therefore it insist that the only way to end the oppression of women is to bring down the capitalist system. Tong also clarifies that Marxist Feminism theory is to reveal about a class society, based on the common ownership which include production, distribution, and private property. (Tong 1998:140)

According to Marxist concept, the individual is commonly influenced by the structure of society, in all modern societies means a class structure; that is, people's opportunities, wants and interests are seen to be shaped by the mode of production that characterizes the society they inhabit. Here Marxist Feminist sees that capitalism cause the unlimited domination, and bring the exploitation to the lower social class, in which and individual has a price to be sold, work unpaid and get unfair wage, in this case women is the victim because they live in patriarchy system that consider women position is lower than man as the social context rule in capitalist. (Tong 1998:140)

Marxist Feminist focuses on the dismantling of the social judgement about women, it criticize about the traditional rule that the construction of women lower than men, as if it happen naturally. Marxist Feminist wants to create a fair environment for women to recognize their self as an human being, as a human that can integration as well, not as an fragmented or has been put in lower grade in social. Marxist Feminism theory sees contemporary gender inequality as determined ultimately by the capitalist mode of production. Marxist Feminism theory have extended traditional Marxist analysis by looking at domestic labor as well as wage work in order to support their position, (Tong, 1998:140).

Marxist Economy Theory

Marxist Economy Theory is economic theories based on the works of Karl Marx. In this theory states that Marx's approach to understanding the economy is intellectually independent of his advocacy of revolutionary socialism or his belief in the proletarian revolution. Moreover, he states that this is one key point to understand that Marxist economics is an economic theory of capitalism.

Therefore, Tong (1998:141) argues that to be truly liberated from oppression. Women should be economically independent by working outside the household. Marxist Feminism believes that the contribution in economic household may give women a better position in the family. Besides, Feminist Marxist believes that women's job can influence women's way of thinking and develop women's characteristics. When women involve in economic practice, or a woman career, they have a significant role in domestic financial, in which they have power to show their potential and avoid the economy dependence. Moreover, the portrayal of characteristic and function in women's job under capitalism can be seen as an women's underestimation :

Women considered to be consumer, and man produce the wage, whereas the role of women to spend it for "the great product of capitalist industry". Women associated with the product and domesticity that responsible for housework activity and value in use of home economic. (Tong, 1998: 157)

Tong also writes that women deserve a comparable worth to eliminate the women poverty that most of them get less than 50 % of their husband's wage, this comparable worth emphasize on respect the work value of women in capitalist system and domestic labour, which also means this things give chance for women for expand their ability in outside domestic labour and increase their income and avoid of over exploitation in home life. (Tong 1998:164)

Concept of Consumerism

Basic of the consumerism is consume, consumerism is the pattern of life style then consume is the basic behavior that trigger the way of consumerism itself. Consume is an activity to use or buy and do some commodity in order to fulfill the daily needs and get the the satisfaction value including a goods or service. According to Chaney, consume is a social activity to recognize what people used to buy and use the goods efficiency in their social life and it also create a habit and also culture value (e.g gets food and drink, need a television for entertainment etc), in which consume become the priority and influence the way people life in social lifestyle. From the consume, it appears the consumptive and in this stage people do not recognize and consider what things they really need properly. (Baudrillard 2004:92)

In economics, the consumerism itself is a economy activity that more emphasizes on consumptive level in order to pursuit a private achievement. (Featherstone,2005). In economic perspective, Consumerism spread widely into mass culture, it related with huge expansion of capitalist product commodity that rise up an emotional fancy to purchase the consumer goods as a measure of good living quality in regard of modern culture and society. People more concern with the prestige value of a good, and consumptive may lead people to extravagant because this habit tend to buy and use goods too much without calculate and manage what goods they really need. In this stage, the desire is the main factor to measure the satisfaction value without

consider the common goods that should become the priority in their daily life. The consumptive also similar with glamour life style that trigger people do shopping uncontrolled and more interesting with the sign of "sale" that offer variety of goods with have a prestige and luxury in order to make them feel good with the things that they can buy. This act also a way to show off from the certain people of the certain social class in order to get the exclusive goods and always up to date of the new arrival goods.

This act lead to the way of consumerism, a pattern of life style to get more and more satisfaction through goods and service eventhough it spends a lot of money and make the people who do it as a shopaholic and addicted of a brand new items. In this modern era, credit card make the people easier to get anything, and sometimes make them unstoppable to get what they want and what they need. In this case ,women have the higher shopping level than men because women have a lot of style and need than men, it can be showed that most of products that sold in department store are commonly purposed for the women's things. The consumerism itself also related with the society, job that influence an individual to control the shopping passion, because in the capitalism deals with the more products they can buy, the more fancy and prestige they can get without consider the value-in use, they do not realize that consumerism is a reflection of greedy and individualistic. (Celia Lury, *Consumer Culture*. 1998:44-45)

In social culture, the phenomenon of consumerism under the capitalist system portrays the another side of human. When the consumptive desire can not be controlled, someone can be selfish, it can create un-manage person in spending money, they tend to concern with emotional benefit that the more they buy the things with 'sale' sign, they even ignore "do i need this". The more they feel satisfied than before and they can become materialism in which the property that they have is the reflection what social class they have eventhough it only give fake realization to the society. Consumerism has close related with the power of mass media, interaction between an ad and the public can create an addictive act of consumptive behaviour because of the exposure modern shopping facility, this interaction gives a kind of experience or even guide for public to visit and shopping in benefit department store.

Then this mass media also influences the way public in decisionmaking to choose and purchase a product, this mass media plays the vital role in effective way to speed up the production market to spread the variant products in public and it means the more commodity available for public to be consumed. Most of people may think shopping is vacation although the fact it is entertainment at high cost, this behaviour has to be in a good management consideration to give limitation for someone purchase useless products that can decreasing of living quality.

The close relation between mass media and consumerism is the way it exploits and spreads the information of consumer goods widely to the public such as soap, cars, washing machine and alcoholic beverage

(Featherstone, 2005). The words "exploit" emphasizes on how the mass media impact to someone's behaviour to purchase product in order to fulfil physical benefit needs directly, aesthetic pleasure, passion, beauty and the good way to spend the leisure with visit the modern shopping facility.

Consumerism in Feminist's view

Phenomenon of consumerism always close related with women, because the fact is women love shopping and use any products they love to create their subjectivity, as this parable says "your fashion is your statement". This phenomenon changes the whole aspect for the women itself, they are able to create their real identity. As McRobbie writes that for many, if not most, women throughout the periods described by authors such as Pumphrey (1987), Felski (1995), Nava (1996), Bowlby (1985) and Reekie (1995), i.e. from the mid-nineteenth century through the early years of this century, consumption has been an aggravated activity. It has most certainly been linked with the necessity of both paid work and also with unpaid work in the home. (Nava,1996:43)

If women consumed fabrics, for example, it was taken home and make clothes for themselves and their children, unless of course they could pay other women to do this for them. So the act of consumption was merely the precursor for further domestic labour. While some of the journal's writers (e.g. Pumphrey and Reekie en passant) note the unevenness of women's ability to participate in consumption, the structures which produce and reproduce these divisions and the consequences these have for relations of power and powerlessness tend to be marginalized. Consumption is extrapolated from the broader sociological context in which purchasing is only one small part of a whole chain of productive activity.

Luce Irigaray writes that women can be a commodity, women get all commodity attribute from the capitalist/ patriarchy structure : " women as a manufacture product which invested, set up and make over of their body to be exchanged in men society as their fantasy desire." This also show assumption of women exist in beauty and fashion consumption, that is to attract the men to "consume" them as their commodity. In other side the consumptive also related with women as the social worker that relevant with worker class and Child-rearing, as Charlotte Brunson in Thornham stated that women were excluded in public production and industry culture (1898). Women deal with home life and jewelry, they are the real consumer which lead to spend all the fancy goods and also can fall into " sexual trading", women have to organize their fashion by consumption to make their image as a subject, not as a object that consist of commodity, exchange, invest and set up for fantasy object. (Feminist theory and cultural studies, 2000:172)

This consumptive also show the women class as their social status, it can be seen as: 'the typical drapery store customer in the nineteenth century was a middle-class or wealthy woman' (Reekie,1995:7). They keep on exist in consumption style to show their privileged social classes in society, this giving 'growing power and authority . . . to (at least some) consumers' (Lury, 1996:

4). Middle-class women can be as much the perpetrators of class inequalities as their male counterparts. The privileges of their social position will inevitably be manifest in those spheres in which they play a key role. Mica Nava in McRobbie suggests that Janet Wolff's (1990) argument, that women in the modernity of the late nineteenth century were not able to be 'flâneurs' because they were in the process of being removed from the public sphere of work and the urban environment into the safety of the home and the suburbs, needs to be revised to take into account the new freedom women had to browse and spend time in the department stores.

Debb Thorne in her view of consumption style, she writes in her journal that the concept of identity through consumption is not unique to women, but women are in a unique position. Consumption as the signs of empowerment, such as any number of products advertised to women that espouse control and choice assures a woman of her status as a modern woman. Women's consumption should not be dismissed as a trivial female ritual. A "girls' day out at the mall" has serious implications for the progress of women in society. When the idea of an empowered woman is valued, and empowerment seems easily accessible through consumption, women rely on consumption for empowerment.

When we relate that consumption as a part of economy system, we can see Mica Nava in Thornham has a notion that consumerism is more than economy practice; those words regard of dream and comfort, communication and confrontation, self-identity and dignity (1992:167). In this consumerism discourse, women is the expert, when they "make them self as the real women", which they can fight for their right from dominant opposition. When consumerism is a part of subculture within social and economy, women create their own territorial through fashion aspect as their statement and expression of being woman. In this case women take role in in socio—economy aspect within patriarchy relationship and capitalist development through their role as domestic worker which consume the commodity and change the commodity into service and the other consumption items (meat, silk) for their family, then women deserve to receive wage and spend it for their pleasure. Furthermore, when women work outside home and consider their sexuality as the priority such as secretary, receptionist and private assistant, their own sexuality appearance is a part of their work which means consume and beauty to attract and support their existence in "labor dominance". (Feminist theory and cultural studies, 2000:177)

Why do women love consumerism?, this idea shows up when woman has a little things she need as a fancy, entertainment, mood booster or even a media to show their social status, which means women used to shopping to show their identity as a modern women that always brings up a fashion as their glamour life style, to show their capability in financial and show their class. For career woman, consumerism is important to help them improve their good looking through fashion in order to attract their boss to lift up their job position, but it still the

smart and good manner one as the main point to reach that stage.

The Shopping resurrection, as it is reviewed by Mica Nava in her article about city department store that talk about the department store as the central of entertainment that offer a spectacle, huge gallery, public space and high recommended to be visited as a tourist attraction (Nava 1997: 66). Department store as the public space that is considered as the honorable place other than church for the bourgeois women to get enjoyment and participate in leisure female practice, in which women can do it without any disruption as if a private place, but not really a real private place (Wilson 1985: 144). This place (department store) also considered as the second home for women because it well designed and set for the visitor (especially women) to feel comfortable as if it their own home with the shop assistant to serve what they need, it's an value added for department store and women to create a close relationship as women and consumerism, while women can escape from the drudgery in real home. (Feminist theory and cultural studies, 2000:187)

Department store offers anything women need, and those fantasy world full of commodity and get the inspiration from window-shopping for women's stuff to buy. It give chances for women to buy the daily use and get the unique household to set the home's decoration properly to prove that a housewife not only consume for her own pleasure or self-liberation but also for her family.

As Mariarosa Dalla Costa discussed in Women and the Subversion of the community which consider that women as productive worker and "useful", which also give surplus value in capitalist society by consumption and keep the economic keep on moving. This opinion give chance women to get in public industry, get a career and got wage properly through their ability, but still do their domestic role. Both of that things give an emotional pleasure and help women in saving their own money to buy a prestigious women's stuff, and this practice give some independence and confidence. (McRobbie 1978:96-108)

Shopping, such as fashion is a feminine things (McRobbie 1999:41) which review about consumerism is a symbol of struggle through the fashion circles or just a portray of an aesthetics and ideal body for women. Fashion is a part of women that alive, it is a kind of instant fancy that give a much of pleasure, it is dynamic and exist. It can not be separated from women's need, women's body is the center of feminine ideology, it creates a magic and pride, every woman really love it. It is not all about fun when doing shopping, but it also to show that woman is a subject and a movement to comes after women emancipation as a form of resistance of gender inequality.

ANALYSIS

Consumerism as life style in Sex and The City

" And then maybe a little shopping afterwards. There are a few things i have to pick up at Gucci"

(SATC,16), that quotation is a little part in novel sex and the city which portrays that fashion, shopping, boutique and all things that point out consumerism can not be separated from women's life, and also some of popular brand that has close related with modern woman's life style and make them as the icon to promote and sale the brand product itself. This late-thirty foursome represents a modern manners of contemporary urban centres, the way they get glamour dressed, stylish and become trendy influencer, especially for Samantha. She loves to do an shopping "expedition" to update her style, she is also the one that want to show us (people) the wonderful things she found in shopping.

Things that Samantha portrays is how to keep the glamour reputation around the society, especially women social intercourse through fashion. Samantha shows that consumerism encourage her to prove herself as a succes and powerful finance independent woman, it can be shown from her daily routine that has close related with high class brand products such as SKYY Vodka when she used to drinks at club, a luxury mercedez benz E-class as her transportation from one place to another compatible with her fashion style for the interior. The point is those certain brand product also covers the status of women that buy or use it indirectly, the same thing as Carrie says " Oh my god!, i was spending all of my money on expensive shoes, it was just fun and there's nothing wrong with fun" (SATC,25).

Carrie is the one who also loves everything about fashion, shopping and she collects a lots of top brand shoes in her room, Carrie is a fashionconscious, she always keep up her appearance because she knows that herself is worth than anything. As a sex columnist, she knows very well all about modern women, especially in New York and how they adapt with the modernity and how the consume level influence the way they get along with people around. She states

" because live in this "world" isn't cheap- there are drinks at club, dinners, cab expenses from one club to another, the rent for high-class apartment, charming isn't enough, not to lack of values. Here what she wants: \$ 4,500 a month in child support, a \$500,000 life asurancy policy. You have to get a good career, don't you? ". (SATC, 13)

Saying this she declares " Women come to New York for the two L's : Labels and love" (SATC,13), in this case especially for women, the words "labels" represents or a symbol of various brand of top products that is admired and attract the women's attention about glamour and exotic, this words "labels" also a media for women to reveal their brilliant idea about fashion, cosmetics and all about woman's complexities. Then the words "love" emphasizes a big chance and freedom for women to get a relationship including with commitment or not, to put it more simply, to have sex without getting married. As it happen wih Samantha, here she finds her happiness comes from many men and not just one, she states " i mean, what's the point of having a hot guy next door if you can't have sex with him. And that's the one i need to

work on" (SATC,17). Her character contributes of the modern feminist ideal, the sexualized one.

The words "love" also giving more expectation, including a passion of career , in fact when women in their 20s, on average more successful than men, when they (women) reach this stage their consume level high up, they can achieve anythings by themself (in study of the hookup culture by University of Michigan,2004). Things that women consume not only a materials, but also sex practice, in terms of sexual pleasure, sex can become so "cheap", they (women) have chance to turn into an adventurous sex practice by become " free agents" in which they get gender equality with men to sleep with anyone as possible and an open minded about no one is in a hurry to get married. But it does not mean they become reckless, woman knows how to keep eveything in all good-packed because they realize that this transformative pleasure must be in balance, it is necessary for their future success.

It is also a self-actualization for women to be experienced in love and struck up an acquaintance with everyone they like. Both of that things represent a basic pleasure as a concrete tangible of a sexual revolution in woman's life, that also means those freedom guide them to be better educated and earn money on average, expresses the level of sexual confidence and taking control of their own self-consciousness about their bodies or of their own to be loved. As it showed in Samantha when she admits her age " i'm 40, i love Jimmy Choo shoes or a Dior handbag and i'm proud of it, it is beautiful and highly-styled" (SATC, 24). It is not just about spending money on those things, but it emphasizes on women's attitude to care their bodies, each detail of their bodies. Samantha says

" My way, well, and you've got to keep up. With the clothes and the body. The exercise classes. The massages, facials. Plastic surgery. The jewelry. It's expensive and half the time i was in my bra and pants, -it became a cool part of fashion- (SATC,19)

.And Turner also states that in consumer culture, the women should concern with the way they doll up and get dressed for their own

"self and the presentation of self become dependent on style and fashion rather than on fixed symbol of class or hierarchial status. Urban space becomes a competitive arena for presentational conflict of commercialized fashions and life style. There is a sense of self-awareness that become a commodity with an appropriate package (Turner,1984:122).

Carrie clarifies of how women should define themselves, but a shopping passion is a kind of impulsive and retail theraphy, it bonds with an emotional intelligence. It gives a new focus and inspiration, and also a little package magic of happiness. As Carrie says " shopping is cheaper than a psychiatrist" (SATC,26), Samantha also says about it " Shopping is better than sex, if you are not satisfied with it, you can do an exchange for something you really like".(SATC,26). Both of those quotations gives brief explanation of how it influences every woman mood get uplifted, it brighten and colors

their life, a various of irresistible things that match with woman's personality.

Samantha is the hottest one from the foursome, her desire of fashion proves that she is an executive single woman that tend to show up "you are what you wear", as an parable says "I am, what i have and what i consume" (Erich Fromm). She represents a woman capability of sexual adventurous in which she uses her sexual appeal through the way she dress up and impress the man by "how do i look". Once, when this foursome spend their leisure time in a restaurant, Samantha share her experience about love and shopping. She says "it's comforting to know the ones you loves are always in your heart, i'm doing everything i can but i can't please him (SATC,27). Miranda responses "even a sex?"(SATC,27), then Charlotte also responses "is it an expiration date?, i'm concerned that you've been drafted into a ring of high-class hookers"(SATC,27), then Carrie intervenes "will you stop?", Honey (Samantha) if it hurts so much, why are we going shopping?"(SATC,27). Samantha replies "i have a broken toe, not a broken spirit"(SATC,27).

From those sequence of quotations shows that no matter of unresolve problem in woman's life, as if when you lose your heart to something that is wrong for you, shopping gives you instant gratification, things that also acceptable for Carrie "me too, i like my money right where i can see it: hanging in my closet (a luxury Gucci trousers)" (SATC,28). We can interpret that shopping has a significance value for woman's life, it is not a trivial pleasure. Through a ritual "girls days out" or shopping, give a deep implications for the women movement in society, it is not only deals or spend a lot of money, but it is more concerned with espouse control and choice for women. As Carrie says about shopping is part of woman's DNA, it is genetically fact that women were born as a combat shopping. It remind us of the women position under the depression of the capitalist system over the past centuries, the fact shows that women are likely to kick start and reinforced economy management in a family, they are the backbone of economy recovery because basically they are good at manage the cash flow in a family, the way they set a value shopping list for the household and also for family's need.

The strong-chemistry between woman and consumerism create an addictive behavior like shopping, as it is clarified by Ruth Engs, Eed, a professor of applied health science at Indiana University, she says "some of the new evidence suggest that some people maybe 10%-15%, may have a genetic predisposition to an addictive behavior, coupled with an environment in which the particular behavior is triggered" (www.publichealth.indiana.edu). Basically, woman is an active consumer, as it is already explained before that most of women become the prime mover of an economy in the family, how they purchase something for the primary or secondary needs, and it impact to the family life quality itself. As it is described in Subandi, "The more this active consumer do high level purchase rapidly, the more it give an efficient ways in order to speed up the level of production and commodity consumption that

spread widely in all life aspect" (Subandi,2005:177). This contemporary consumer practice relevant with the consumer culture in this modern era, consumerism is part of life style in which it creates an identity of an community, group or even an individual behavior.

Consumerism in modern era gets direct coupled with individuality, self-expression, stylistic consciousness, shopping spree, fashion, recreation in leisure, and transformation of new satisfaction indicator by shopping. In this case, women get a big chance to struggle their own active consumption, in simply way, it is a precious sedative for women, and also assures a woman of her status as a modern woman. Then it can be said that women are synonymous with shopping, it becomes a symbolic of a modern women. About the way they indulging theirself, the way they do a kind of "research" in shopping and make it into reinforced girl ritual. The commodity, outfits, footwear, eye wears, belts, jewelleryes, bags, skincare, make up products and the discount that raises women style quotient deserves a place in their shopping list.

Any kinds of consumption that is offered by the modern city gives a big space for everyone to compete and show off in which everyone can be appreciable and gets concerns of the commodity they have , in which it gives an opportunity for an individual to become anythings he/she likes and set on purpose to construct its identity based on he/she already consumed. As it is stated by Jagger "anyone can be anyone-as long as they have the financial power to participate in consumption" (jagger,2000:51). As it is showed in this sequence

"On a rainy afternoon in January, a woman we'll call Amalita Amalfi, an exclusive model arrived at Kennedy International Airport from London. She was wearing the white fake-fur Gucci coat, black leather pants custom-made at New York leather (they are the last pair they made in this leather-i had to fight with Elle Macpherson over them, she said), and sunglasses. She had ten T. Anthony bags, and she looked like movie star with all of those rockstar brand". (SATC,16)

Carrie continous

"she's incredible. You'll run into one of this girl in Paris, and they'll wearing a see-through dress and it will drive you nuts and you see their in W and places like that, and their allure keeps growing on you. She was wearing a tweedy Jill Sander suit (the skirt alone cost over a thousand dollars) and a green cashmere shell" (SATC,16).

Both of those quotations indicates fashions and body treatment that highly-appreciated and worth within the modern consumer culture, in which emphasizes on the key position of appearance that determine the identities of them in modern life and make women in the top class as the subject of consumption in lifestyle shopping. Amalita is one example of an active participant in consumer culture that do consumptive frequently in which can raise up the prestige level instantly for herself through the certain life style and the using of beauty product in order to make over and grooming dress up.

When women show their intensity in consumer culture or shopping, the more they feel to be forced to give an special care to their own body, the more they do self-discipline to conceal the aging process and keep the slim body from fat as an standard measure of ideal women look in modern life. The point is, this practice gives a precious value to shows their existence in this modern era, they do shopping is not in selfish way, but they expand their imagination of the irresistible pairs of household, a beautiful small droplets to decorate their home etc. In this way, they feel liberation and deserve get something much better than just spend the whole leisure time in home just watch tv without do nothing. It is not a trivial things, it shows their effort from earn the money, as it Carolyn Steedman declares "Mantel and her lipstick was got by her own hardearned effort" (Steedman, 1986:37), in simply way, shopping life style is also their independent business. They create a form of stylist, transformer and assembler that resignified by shopping.

When Carrie has conversation with Amalita, Amalita proves that the main point of how to live as a modern woman, good manner is the basic point, an succesfull woman without good manner is nothing. As it is showed by Amalita way of spoken when a businessman offers to take her to dinner, she replies it

" i'd love to, darling, she said in that breathless,slightly accented voice that hints at Swiss fuishing school and palace balls, "But i'm terribly tired". Affecting an upper-class English accent, she said " we could have tea tomorrow though and then a little shopping" (SATC,16).

What Amalita proves here that the way women talk influence the way someone's judgement to them, when she refuse his offer, she does it gently. That is the way that makes Amalita is so special, no men are able to resist her. Then Clarke also explains about modern public women, and the changes of their attitude

" As the modern women move from the reputation of 'homebody' on to a wonderful bejewelled girl, faddist, fashionholic and get a self-pride. It is obviously opposed with the traditional norm but it is not only about the entire freedom, but it more tend to the various style and material that can be fulfilled by consuming on commodity.(Clarke,1976:64)

This case is implying about a role to pursuit a better qualities, with their own contribution in modern life aspect and public space gives a sense of dominance, a self-reflexity comprehension and reinforces a professional independent women around men (patriarchy).

When the foursome go to the club after the bridal shower, they meet a succesful single lady, Sarah, her character is similar with Samantha. Sarah is late 40s and she has great expectations of being a cosmopolitan girl generation that tend to get a high cost treatment that refers to beauty criteria. Carrie narrates "

look at Sarah. She's had her breast done, Hps, buttocks; she's not young, darling,over thirty. She can take a Bulgari watch, a Harry Winston necklace, a bungalow easily.What you see is all she's got, a top

vice- president". Samantha responds " This girl's gonna show up, she's amazingly sexy and i just thought she is a pretty good fuck"(SATC,31).

Miranda replies by saying " look how elegant she is, legs crossed, balancing cups of coffee or tea on her knee, at least no Vodka at all. Well she's better than you Samantha, Miranda said and Charlotte just nodded" (SATC,31). Then Samantha gives a strong claim " Vodka gives you an exlusive style and i've got the worst hangover, if i don't get some Vodka. It just gets boring without partying, drinking, and window-shopping"(SATC,31).

Later, Miranda makes it clearly " but the fact that we'll never be on her level, all those rockstar, billionaires. We are an employee, but at least we might get some cash to be spent. She raised her eyebrows and shrugged, and not a braless." (SATC,31). When we intepret from that quotation above, it implies a class of consumer level that is classified into a structure of social consumer class in society, as it is identified by Sukmana

1.The upper social class, tend to rely on a high class quality life style. Vey consumptive, a conservative buyers but more concerned with the value of investment.

2.The mid-social class, more than very consumptive but tend to excessive. Compulsive buying, he/she will not recognize the boundaries of a budget, they even spending over budget. She/he buys the high-cost commodity/products in order to show the wealth. Easily interested in sale and discount offer, unconscious in over debt. Strong desire to use credit card to buy all about the luxury stuff and never lose on prestige.

3.The lower social class, more concerned with the quantity than the quality of a goods itself, efficiently at spending the budget. She/he commonly tend to buy the significant goods for the daily needs than buy the useless one. More interested in big sale with the price consideration. (Sukmana,2005)

When women have big expectation that shopping also scrutising in better money management, they call it "productive activities", it stimulate all the hormones that aimed at the endure of shopping spree. As Samantha says when she goes out to Rolex with her three best girlfriend

" i'd love to reward myself by shopping, it give you a vast of hormones vitamine, melatonin hormone, bioidentical estrogen, progesteron and testosterone. I've tricked my body in the thinking its younger. All those hunting the bags, and the fabulous.....it's a good way to burn your calories" (SATC,22).

Samantha implies that the shopping practice help her in reduce the feeling of become old (menopause), it seems like a magic way of medical treatment to make the women still young. She adds " it's working. By the time you ladies in fivety, i'll be thirty five. I knew it from Suzzane Somers and her team of doctors" (SATC,22). A research by Karen Pine, a proffesor of psychology from Hertfordshire University, England, interposes an evidence that 79% women do shopping as their genetic

drive that amusing their feeling, then the biochemical changes inside their body influence the passion of shopping spree. It is an effort to against the negative emotional and it is an unconscious desire to gussyed up. Most of women challenge their curious feeling at department store or mall such as hunting, compare, matching or even expedition. It gives them a brain relaxation, it helps them reduce the problems they face everyday, the department store or mall seems like home sweet home for them with a vast of brand that is offered to them. Then shopping also helps the women do the social interaction, improves them to always be up to date anything about womanhood. As this things encouraged by Miranda "the simplest way to judge a woman is by go shopping with her" (SATC,21). In simply words, the shopping activity deals with chemistry and hormones inside woman's body, and the foursome convinces to the women to celebrate the womanhood by shopping. The foursome represents a life style that can not be separated from the women identification itself, to show their existence as subject and as a form of resistance of the gender inequality.

This practice implied in social changes and sexual revolution to have a high sense of empowerment, or a passion, an ambition to be 'free' to fleeing from primitive patriarchy ideology, to get career, roam the world shopping, and social interaction as a socio-cultural revolution in women's actual existence. Consumerism is not only a specific method for women to give much care from head to toe, but it give them an active role in socio-economic aspect and become assertive Conscious agency.

The importance of career that impact on consumerism behaviour under the Capitalism in Sex and The City

The main attention to be discussed in novel *Sex and The City* is the character of foursome (Carrie, Miranda, Charlotte and Samantha). Each character has own experience in their life about marriage and also portrays life under the capitalist system that enforce women to struggle their own goodness through career, in order to fighting for their role in economic contribution to be equal with men. Carrie, Miranda, Samantha are career women, except Charlotte, Charlotte's character portrays a traditional mind set of a married women that has to serve all her husband's need and be a great mother, which also means as the child-rearing.

Her character in Novel *Sex and The City* more concern in the goal of a women's life is married and happy after, she has a big attention to her family in order to fulfill his role as the feminine one who has to care and manage all about a family because she realize that the value of a woman is to care the husband and child. Charlotte character identics with traditionally feminine, which means women keep in their faith that the source of happiness for women just marriage and caring the child, even they stuck in drudgery, but they do not have a gut to challenge it.

Because some of particular society still maintains the traditional rule about the role of women in public. Actually what does a modern era offers for women's liberation?, especially for women under the socialist system. Women have chance to improve their better life, either for single lady or the one who already married. They can struggle for their financial independent through career, which can turn up their pleasure and still can enjoy with womanhood.

The career women do not have to dependence on their husband's wage, they get their own income to fulfill the home economic because as we know that the housewife is similar with unpaid domestic worker or even low-cost worker because they always spend a little money for their own need, and most of them concern about just for the family's need. She feels that there always be a male dominance because she believe it, and she can not change the rule. This Problem show us about the contemporary feminist problem about life under the Patriarchy rule, in which women always be the "slave" one. As in Charlotte's case in her marriage that all what she has done just for her family, in this case we can interpret here a man (her husband) and her child are the main factor that determine for her happiness in his life.

Here the foursome present an interesting character and their perspective When they talk about marriage, from a single lady become two with her husband, it is a big consequences that a woman has. Although the modern life offers a big chance for women to self made success, financial independence and empowered, but the character of Charlotte show us that she is the calm women that has to professional in caring her family, struggle for giving birth and stay in drudgery as she does, she is the one who also reflect about the motherhood.

When Samantha ask her to join the vacation in Abu Dhabi for a week "..... i mean i do not know i can go at all, i have two children..." (SATC, 58). At the quotation above shows that Charlotte is a reflection of contemporary women under the socialist that most of them, especially for woman who already married that has to stay in home, busy with the household and caring their child, meanwhile the husband do the outside job. Things that she believes in her life and her family is " love makes everything have more meaning" (SATC,3). In this case Charlotte also shows that she struggles for give birth, as this issue arise and criticized by the feminist marxist about a women only for sexual service or reproduction under the socialist system, therefore as discussed in Tong that most of women get unfair treatment, they do not get what they deserve and some of them still exploited.

As it shows in here ".....Women physically represent more sensuality and more beauty. So it's easier for a man to fantasize two women together.... " (SATC, 21). At the quotations before shows that women can become a slave of wild imagination of man, in which women also an object for sexual service. Then Charlotte always worries about her husband that sometimes being passive in bedroom, when Samantha respons about her (Charlotte) problem, she advices that Charlotte has to be more aggressive by increasing her sex appeal, as if

Charlotte is the "virgin" one and always be the interesting one in their sex practice. In fact Charlotte is the one from the foursome who always worries about the relationship with the opposite sex, she keeps the traditional value as a woman should be, and never do the "wild things" as Samantha does.

Charlotte always wants her marriage seems like "fairytale" or about happily ever after, this related with Charlotte's effort that try to keep a good chemistry in her family and what Charlotte dream about similar with traditional ideals of femininity. She ignore that this modern era offers an individual to build their own success, challenging the men dominance . Charlotte also depicts a close friendship between woman can build a better life, or it seems like a " woman's talk" a media and quality time for them to sharing their partner, their sexual encounter, most of them used to talk about various sexual encounter from their experience, except Charlotte.

Through the use of it, "woman's talk," they are creating an important women's only space, somewhere and something that can only get from their female friends. This way they relate to one another and their tendency to relate these experiences to society and American culture at large is decidedly reminiscent of a typical consciousness raising meeting (Dow,1996)

As Carrie shares about her experience when she acquainted with a succesful French architect's hotel room, she spends a night with him and he leaves her a thank you note and \$1000, it so bothers Carrie,as if she is a slut " I don't understand- what exactly about me a screams whore?" (SATC, 56), but Carrie never mind of it she says that " that is basicaly a man" you can guess what they want from us (SATC,56). The men trully want us (women) as their fantasy, sometimes they pretend to be romantic eventhough it just a trick, commitment and love never feel so good, as Carrie tells to her friends

" every time a man tells me he's a romantic, i want to scream. All it means is that a man has a romanticized view of you, and as soon as you become real and stop playing into his fantasy, he gets turned off. That's what makes romantics dangerous. Stay away" (SATC,2)

It shows that most of men still consider the women as their object, and ignore the women's dignity in which Carrie notices all about love is dangerous, romantic commitment always end with failed because the men never treat us (women) in properly way.

The women's talk or group interaction strengthen the friendship between women. Give them leisure time to talk about rumor, update the gossip news, giving opinion of each person's problem or even sharing about their own secret experience. This practice also help them to free and refresh for a while from the domestic things. As Carrie says about it " have a dinner with you guys....or do so..whatever, i love it.... " (SATC,35) and " They say nothing lasts forever, dreams change, trends come and go, but friendship never go out of style". (SATC, 37)

When they gather together in restaurant, Charlotte's perspective depicts the traditional mind set

when she response Carrie's story about Mr.big and Carrie have 2 days off from their home life, Charlotte responds

" 2 days off ?, you make your marriage sounds like a job..... i just think marriages ,two people, night after night sleep in the same bed". Emotions don't cost anything. You have someone to go home to. You have someone in your life (SATC, 33).

What Carrie means two days off to give each individual a time for self-evaluation to realise their own mistake, Carrie replies " women always say they want most—a guy who can talk and be understanding like a woman, but also who knows how to be a man in the sack" (SATC,33). But Charlotte argues that it is not a good idea if two couple who already married spend two days off and one side move to another place just for a time for self-evaluation, Charlotte argues that if there is a problem then it must be solved together. What Carrie means is in a marriage the woman has own freedom, own right to make a decision, she has tobe independent but still she has to respect her husband, and she avoid the worst situation about the missunderstanding with her husband.

The two perspective between Carrie and Charlotte reflect a marriage and the terrible problem that can arise inside it, but the couple has been already adult enough to stay in problem or avoid a problem for get a solution, that is a choice because woman has own ideal mind set and commitment which one is good or bad for her, to avoid from become the victims of marriage. As Carrie replies on Charlotte idea "... big and i just try in to make our own rules, you know figure out what best for us, as a couple, not what society said for advice.....we're adults, we have the luxury to design our own life"(SATC, 33).

Carrie implies that marriage is not a game over for former single girl, it does not mean in marriage bond the women tightly until they can not feel their own freedom. This case is depicted by Miranda and Charlotte when they share their feeling in bar, Miranda express her feeling " ...being mother is not enough, i miss my job (career)..."(SATC, 43) in that quotation shows that Miranda loves her family so much, but being a career woman is something that can turn up and make her empowered because she can having connection with many people outside her home life and she feels that life is too short so find something that can make her happy and leave what make it no good for her family.

She has a good ability in her job, but her boss hate it because her boss knows that she has a good quality so he press and does not allow her to give her voice in the meeting forum. In this case also shows a kind of patron-slave, in which it happens because unhealthy relationship between Miranda and her boss, miranda has ability to get a higher position and she has power to give that voice in the meeting forum, but her boss worries about his position and he feels threatened. Miranda help his company get a big income but she does not get what she deserve, her boss oppress her by stop her voice when she starts to give her voice by move his five fingers up as if it tries to stop something, it offends Miranda because he does it over and over.

When Tom (Miranda's boss) says

"...actually in this firm case and i am as the senior partner...is there a problem?," Miranda against it and she moves her five fingers to her boss as he used to do it and says "... i don't know, is there?....."

"Did you have something to say for me in private?" asked tom

"Oh i don't know it needs to be in private" (SATC,37) miranda answered

From the quotations above miranda feels exploited and does not get respect from her boss, so she resigns from her job. But she knows that she has good ability and her boss feels intimidated, it also portrays that women actually have a chance to change the inequality between men and women, but when it comes up men refuse it because they feel that they were born to be leader (male dominance), an old traditional rule that still goes on in current social content. As a result her boss always prevents her from getting a super promotion in her job, this situation gives Miranda an idea about "Men in US pretend they're comfortable with strong women, but really a lot of them prefer us to eating the french fries behind our veil..."(SATC,38).

It shows how Miranda responds to the inequality that happens in society and relates it with the middle east culture about the using of veil for women, what Miranda means for veil as if it is a cover for women from giving their voice. In the middle east most of women use veil to maintain the old tradition, prevent to attract the sexual attention and defend their personal ways. This tradition attracts the fourfold attention because according to their opinion women in nowadays have strong voice to show the power of women involved in political, career, society and also change the inequality as the fourfold experienced in their life. Then Charlotte responds to Miranda's story about being a woman is not easy, she says

"I love my girls, but

i have enjoyed without them around, i need a break, rose cries all day, everyday. It makes me crazy.....sometimes i go in the other room and i close the door and i just let her scream, isn't awful?.....

i feel guilty, i feel so guilty because all i've prayed for is have a family and i had two beautiful girls.... they drivin me crazy...and i feel like i'm failing

i just feel like i'm failing all the time... it's so hard... and i have helpful friend for help.

how do the women without help do it... i have no fucking idea (SATC,38)

From the quotation above proves that Charlotte herself admits that she can not truly find herself in the marriage, she is sick of with all the drudgery that she has everyday, she does not have time for a break from all of it and her husband gives over all the housework to Charlotte, she can't bear it and she realizes that being a mother is not easy. She sticks in a hard condition, but she is lucky because the friendship strengthens her in every situation she had.

Charlotte feels the oppression, she does not have time to care for herself and sometimes when she goes out, she always worries about her child. But a couple days without her family, she feels so happy, she feels that she can truly enjoy seems like a single girl, with no baby's crying, no complain, and no more domestic drudgery.

Especially when her child makes her favourite skirt dirty with the art painting, she cries, she feels that she can not handle all of it alone, her baby also cries all the time, it makes her more stressed. Then she hides behind the door and she cries, her mental is down and she needs a rest, the only way to escape from it just to meet with her friends.

Only those who know about Charlotte's problem. Only it is the way for Charlotte for survival, she feels that the worth thing for her is friendship, nothing can replace it. Samantha responds to her problem "that's it, why not just be your friends and have real conversation and a good time?" (SATC,38). She does not deserve for the pain she feels all the day, then she can find her own pleasure with her friend. Charlotte enjoys a couple days far away from her problem, she says "...I had two days away, i've got a good sleep.. and i'm finally starting to feel like myself again." (SATC,39)

From the quotation it shows that she feels free from a kind of intimidacy, she realizes that life is too short to be spent with annoying things, bond with family commitment orientation, monotonous responsibility, and she feels that what is often believed to be ideal may not be ideal at all. Charlotte realizes that she dedicates all of her time for her family and she traps in her daily routines that it does not give total independence to being herself anymore.

To support the analysis, as Margaret Benston discusses in domestic work Socialization "women, especially for the married one and already has a child, also who has a career, basically have an extra responsibility to fulfill the the outside and inside the home life. They have to arrange their time to separate which one is outside and inside (home life) work, it charges their professionalism and sometimes can oppress them." (Tong,157). The opposite one is shown by Samantha. Samantha loves freedom, without commitment because most of relationships are out of the control, men are selfish, they are romance then left with nothing, she explains

"i have no romance. Who needs it? Who needs all these potential problems like disease and pregnancy? I have no problems. No fear of disease, psychopaths, or stalker. Relationships are too intense, if i believe in love too much, i'm setting myself up to be disappointed.

That was the great thing about not being married, not having kids, being alone with no commitment. You could work on sunday (SATC, 39)

And Samantha insists

"Men promise things and don't deliver, look the problem at Paula, when she was pregnant with her daughter, she was sick. Flat broke. Sharing a bedroom with a student, for Christ's sake, in a lousy flat with \$150 a month. She had to go on welfare so she could get medical care to have the baby and she had to take the bus to the country hospital. And when she really needed a help, there were no men around. Except for a few of her good friends including us. What such a bad thing about relationships. Charlotte, no offends. If you have a relationship, then it should be an intellectual relationship. Not to let them broke your career".(SATC, 41)

Samantha has strong opinion that there are still many things for women to be reached without any interruption, pursuit to be a smart and successful woman. That's why Samantha always do sex without romance " i don't feel anything after i have sex. Oh sure i'd like to, but what's the point?"(SATC,14). Because she thinks that commitment and man just fucked-up her life, things that Samantha believe is

" Because if you're a successful single woman, you have two choices: You can beat your head against the wall trying to find a relationship or you can say " screw it" and just go out and have sex like a man... you have to be extremely confident, at least enough to feel like they don't need a man, except for sex" (SATC, 14).

The same things also can be found in Carrie and Mr.Big, they realize that marriage is a big commitment and they know the role of each person has. Carrie learns from Miranda and Charlotte that marriage does not teach or lead women to be weak, in despite of they are already to be a housewife but it does not mean that it game over. Marriage is expected to be the institution of protection and places the women as the subject which actively play in the power relation of this institution. Women should play their role as well as they are still being the single girl, they deserve to feel the pleasure and freedom but they also responsible for the family's need, but in limitation of norms and ideology agent.

Carrie knows how to be wise, she is a writer of a sex column for a New York city newspaper, she writes a lot of thing about women and the problem that they faced. She respects Mr.Big's decision for refuse to have a child, he said " we are too much" (SATC,16), Carrie knows what he means because each of them are already busy with their job, when Carrie has a lot of things survey to do neither with Mr.Big, when they are done with their job they just want to feel calm and rest in home, just want to spend anything just two of them.

Each of them realize that they are not ready and they are not suitable for caring a child because Carrie has her own rule as the journalist and also serve Mr.Big when they are in home, Carrie also learn that if they have a child, probably their life will change at all and the responsibility also step up , in addition, Mr.Big also hate noise, he feels that home is the perfect place to free from the tiring day. He also remind her of the Charlotte's trouble with her child, it is over and over.

He just wants Carrie to enjoy the life, her career, enjoy the womanhood with a good friend around and she can still do her responsibility for the household. Carrie realizes that 7 days a week caring a child and the household leaves physically pressure and emotional exhausted include cooking, washing, repairing clothes, nursing and all domestic jobs inside then she also has career to do, it means she has extra burdens to handle in which she knows that it is the social function of woman but she knows that she is not good at all especially the character of Mr. Big does not support for it. Carrie reminds her friend about being a modern woman is quite simple

" you middle-class American women who always want to hook a man, you are the ones who must play by the rules. You can't afford to make a mistake. But there is a certain type of woman-very beautiful and from a certain class-who can do whatever she wants (SATC,16).

Things that Carrie emphasize here is the way she look at the capitalist system that humiliate and also misunderstanding the role of women in society, she does not believe to the fate about the male always be the dominance one, this situation makes women stuck in isolation condition in home with major source of depression and family's problem, whether the women do not deserve to get the equality for their capability ?.

When she observe Miranda's problem, she realize that women have strong voice to struggle their idea , they can prove that they are able to be the qualified one, as in Miranda's case, but her boss does not want to lose his position that's why he press Miranda as if she is nothing and she is not good at lawyer. Carrie also implies that man is not always good at all, when they are good in job it does not mean they are good in bed, women can be the superior.

Things that Carrie concerns about is the female quality, how the society look at the real role of modern women , respect their idea, voice and ability. Not as their function as the "sex toys". She gives a brief argumentation, " Why do women have to be different from men? If a man can has sex with every girls he wants, why can't she has sex with every guy she wants?" (SATC,23), it gives an explanation of Carrie's idea of an equality and the masculine side of women because it is a modern era, women have chance to be aggressive, multiple sex partner to give them unlimited freedom include sex practice with guy except for the one who already married. The point is the women who have high level of testosterone tend to be a leader, they do not want the men dominate anything because they feel that the women position is always be underestimated by men, as Samantha supports about that case

" And i read in Cosmo about male testosterone in women- this study found that women who have high levels of testosterone are more aggressive, successful, have more sex partner and are less likely to get married. I, myself prove that the sex drive is stronger than ambition
I still sleep with men sometimes, they just drive me crazy, the men are all losers. After all, it's women who decide if a man is desirable or undesirable ."(SATC,14)

Samantha also explains the reason some of independent women sometimes go into the club or luxury place to treating men like sex object, they realize that they have the sexual power with no romance to attract and to be the aggressor to show who is the real loser. When women encounter in modern social life, especially for the one who already married, the women position actually in legal equality with the man, the man is not always being the leader in a family , because the women also help their partner to earn wage for the benefit. Those

matter are in the side of economic power and in this case show the dismantling of traditional hierarchy system of man as the leader, because in the past, power is the essential one that reflect physical force and coercion in which consider men had over women.

When a career woman can lift up her social level, automatically she has a higher position in social class and can be a family leader, in this case the financial is the key of the point of view. As Wollstonecraft discusses about the main thing that women need is personhood or about human being, in which explains about a woman is not "an instrument" it is not something that only used to get a happiness, but a woman has a purpose, it has political right, passion and also well educated as well as man. If the man treats a woman just as an instrument for life partner, it same with the man treats her as an object or slave because it is also a kind of psychology oppression.

As Mary Wollstonecraft discusses in her literature "Vindication of the Rights of Woman" about the way to get a totally happiness or satisfaction, especially for woman, a woman has to reach what she believes to do, a strong desire to get an sexual equality, justice in all aspect in the social and public because naturally a woman has talent to get a capacity to get an financial independent and strong mental to lift up their dignity through her voice. Taylor also mention that the role of woman in family should not get a limitation, in which she can do their outside job because a woman naturally can manage everything she has to do by her intuition, start from the basic role "a world confined to her own body and beauty, the charming of man, the bearing of babies, and the physical care and serving of husband, children and home". (Millard,155)

Things that the foursome covers up in they life of how to be a totally a good and alive women, Carrie also writes all things that encourage and self-developing for women. She helps the women to transform their social life that women itself can be perfect, care each parts of women's body and change the public's view of the traditional norm that repress the women's personality. Carrie also emphasizes something precious for all women in the world "you are truly perfect-smart-and-beautiful. Express your idea, love the spa and treatment, do shopping, cheer your self up" (SATC,14). The main point of Carrie's idea about the biggest investment of women's life is the women's body itself, as Slater explains about authentic self,

"it all depends on an individual (woman) to do 'social survival and success. We have to produce and sell an identity to various social markets in order to have intimate relations, social standings, jobs and career". (Slater 1997:85)

This authentic self concept help women to more respect and improve their outer and inner beauty, "bodily perfection in women is consistently valued above all other virtues." (Whelehan,2002).

Through the authentic self highly support women to be more educated, qualified, has a good personality but still keep the role limitation of women's role in order to keep the natural balance in role

distribution between man and woman to avoid the social sanction for them who can not play its role properly that generally accepted in valid norm society. Overall the point that stressed about the "super woman" with its role surrounding the men dominance, how they strengthen their feminist movement to get equality and representation of what women today value and establish a professional modern woman image.

Conclusion

Based on the recent analysis of the data, the result can be concluded that two points that comes out with the relevant statements of problem before is close related with women's economy independent and how career affects them including their life style (consumerism) as a form of liberation that is portrayed by the daily practice of the foursome. The first point, about fleeing from the 'slave' of patriarchy, as it is reflected by the foursome that women have voice, they have the equal right to be struggled in all life aspect, then women is not an object, including of sexual object, imagined community and commodity. And in this novel represent a different way of each character to interpret the empowerment in their life that each character has its own way to feel the womanhood. But still, it comes up the contradiction from the men as the dominant one that still regard women as the weak one and it related with the old feminine role itself.

Things that most appears from this novel is about privilege and dignity of woman's value in modern era, and the close related between women and economy as the source to improve the better quality life and fleeing from oppression within the patriarchy system and its social issue. The important one that concerned in this novel is about the economy as the basic source of the women repression, then career is a form of the women movement then consumerism is a way to feel the liberation, that's how the foursome represent through the novel and how to face the gender inequality in a society. Each of character reflects of an ideal modern women (Carrie), the other one still bond with a traditional rule of the basic role of being a woman (Charlotte), then another one show about the totality empowerment (Samantha) and the last one how to play a good role of being woman in a institution and society (Miranda).

What consumerism do in women's life, then it can be revealed by how the foursome enjoy and consumerism looks good on them, every women love it. In this case the main thing to highlight is the foursome shows that consumerism should be comprehended as the natural needs of women, it relevant with the traditional rule of women that they just stay in home with all of the domestic and drudgery one, the only pleasure of them just when they purchase something or consume something that benefit for the daily needs, most of them still ignore their own fancy needs, in simply words, they framed with their own role without feeling of liberation. This things criticized in marxist feminism in order to dismantling the economy as the main source of women

repression, the dependence of men and the gender inequality

References

- Alfitri. 2007. Budaya Konsumerisme Masyarakat Perkotaan. This paper is published in *Empirika Magazine* vol XI,no 01.
- Baumgardner, Jennifer, and Amy Richards. 2000. *Manifesta: Young Women, Feminism, and the Future*. New York: Farrar, Straus & Giroux.
- Budrillard, Jean P. 2004. *Consumer Culture*. This book was Translated into Indonesia by Wahyunto. Yogyakarta: Kreasi Wacana
- De Beauvoir, Simone. 1976. *The Second Sex*. Translated and edited by H. M. Parshley. New York: Alfred A Knopf
- Featherstone, Mike. 2005. *Postmodernism and Consumer Culture*. This book was translated into Indonesia by Misba Zulfah Elizabeth. Yogyakarta: Pustaka pelajar.
- Gamble, Sarah. 2001. *The Routledge Companion to Feminism and PostFeminism*. New York: Taylor & Francis Group.
- Hooks, Bell. 1984. *Feminist theory: From margin to Centre*. Boston: South end Press
- Isbister, Georgina. 2008. *Sex and The City: Postfeminist Fairy tale*. University of Sydney. <http://unisa.edu.au/com/csaa/onlineproceedings.htm>
- Jackson, Stevi. Jones, Jackie. 1998. *Contemporary feminist theories*. Edinburgh: EdinburghUniversity Press
- Lury, Celia. 1996. *Consumer Culture*. Oxford: Polity
- McRobbie, Angela. 1978. *Women Take Issue: Aspect of Women's Subordination*. London: Hutchinson, CCCS
- McRobbie, Angela. 1999. *Bridging The Gap: Feminism, Fashion and Consumption*. London and New York: Routledge.
- Mochtar, Jenny. 2009. *Tubuh perempuan dalam Budaya Konsumen*. Language Department, Indonesia State University.
- Nava, Mica.1991 "Consumerism Reconsidered: Buying and Power" and *Cultural Studies*, no. 2 vol. 5
- Patricia, Connely.1983. *On Marxism and Feminism*. Retrieved July 5th 2014 , from <http://booksonline.google.com>
- Subandi, Ibrahim Idi. 2005. *Lifestye and ecstasy*. Yogyakarta: Jalasutra
- Thornham, Sue. 2000. *Feminist Theory and Cultural Studies: Stories of Unsettled Relations*. London: Arnold.
- Tong, Rosemarie Putnam. 1998. *Feminist Thought: A more Comprehensive Introduction*, second edition. Colorado: Westview Press