

## Chapter III

### Research Methodology

This chapter contains the research method and the data presentation of the research. This chapter covers the research question, the research subject and context, the research procedure, and the data presentation.

#### a. **Research Questions**

The research is conducted to answer these following questions revised as in the introduction:

1. How do the main characters reflect Marxism?
2. How does Miranda as the capitalist exercise power as form of oppression?
3. How is Andrea's struggle to negotiate with her workplace culture revealed?

#### b. **Research Subject and Context**

The analysis of the research is focuses on a novel entitled *The Devil Wears Prada* written by Lauren Weisberger. The novel published in 2003 by Doubleday. The language used in this novel is English and it consists of 19 chapters and 360 pages. It was greatly successful, spending six months on the *New York Times* bestseller list and becoming the basis for the 2006 film of the same name.

The novel portrays the oppression by the employer to the employee in workplace context. The research focuses on the form of the oppression and how the employee positions herself in the workplace. The research is guided by the research questions above in the framework of Marxist theory.

**c. Research Procedure**

The method used in this research is qualitative in nature. The research elaborates the data in form of words, phrases, sentences and relates the data to the evaluating question such as what, how, kind or effect. This research also employs textual analysis. The research focuses on the form of oppression by the employer to the employee and how the employee position herself in her workplace as evidenced in the text.

The writer attempts to answer the research questions that have been formulated by identifying textual evidence to be analyzed by using the Marxism perspective as the preliminary step. The notions of founding father of Marxist, Karl Marx, Engels, Bressler, Weber etc were employs into the study of the struggle of the employee to the employer in *The Devil Wears Prada*.

In conducting the research, the writer analyzes and undertook the data with following steps:

1. Reading the novel thoroughly and carefully to get the deeper understanding.

2. Deciding one story that was most relevant and suited to be the subject of research; Lauren Weisberger's *The Devil Wears Prada*.
3. Reading and comprehending various literature and sources related to the present study; Marxism, negotiation etc.
4. Formulating research questions.
5. Identifying textual evidence from the text which is related to the issue of oppression in Marxism; abuse, exploitation and alienation and subject positioning taken by the employee in her workplace; autonomous individual, keep the bargain on and emotion control.
  1. Categorizing all textual evidence, into the issue of oppression in Marxism and subject positioning taken by the employee in her workplace as suggested the theory of negotiation in Marxism.
  2. Analyzing and interpreting the collected within the framework of Marxism to answer the research question.
  3. Making conclusions and suggestions for further research.

**d. Data Presentation**

The following tables are the samples of types of oppression and the sample of the struggle to negotiate in *The Devil Wears Prada* that involve in answering the research question. The complete tables can be found in the Appendix of the paper.



	<b>c) Employee Abuse</b>	I thought to myself as I walked away, trying to figure out the first step in the assignment that was sure to have a million pitfalls along the way.	Page 4
	<b>d) Authority Abuse</b>	Would it kill her to take the extra two steps over to the closet, open it, and hang up her own coat? Why did she have to take it off and fling it over my desk?	Page 140
2.	<b>Exploitation</b>	I wanted to enjoy my last moments as the lowest-paid but most highly perked assistant in the free world.	Page 349
3.	<b>Alienation</b>	“Miranda Priestly is the single most influential woman in the fashion industry, and clearly one of the most prominent magazine editors in the world. The world! The chance to work for her, to watch her edit and meet with famous writers and models, to help her achieve all she does <i>each and every day</i> , well, I shouldn’t need to tell you that it’s a job a million girls would die for.”	Page 16

**Table 3.2**  
**Samples of Negotiation**

No.	Kind of Subject Positioning	Textual Evidence	Location in Text
1.	<b>Autonomous Individual</b>	The prestige of having <i>Runway</i> on my resume was sure to give me even more credibility when I eventually applied to work at <i>The New Yorker</i> than, say, having <i>popular Mechanics</i> there. Besides, I'm sure a million girls would die for.	Page 19
2.	<b>Keep the Bargain On</b>	I did what I hadn't done in months of working under subhuman conditions for a nonhuman boss, what I always managed to keep suppressed for a more appropriate time. I started to cry.	Page 268
3.	<b>Emotion Control</b>  Positive emotion          Negative emotion	<i>Are you fucking kidding me, lady? You think I'm calling for my goddamn health? Because I couldn't bear to go a single weekend without hearing your miserable voice? And what about me spending time with my girls?</i>  "Fuck you, Miranda. Fuck you"	Page 94          Page 342