ABSTRACT

This paper argues that the need to look beautiful affects women to fall easily into consumerism. *The Secret Dreamworld of a Shopaholic*, show about a single young woman who cannot control herself from shopping. The society around her makes her fall into beauty myth trap that women need “beauty” to be recognize. By applying a library research this paper analyzes how the need to look beautiful affects women to fall easily into consumerism trap. The approach includes textual analysis (including the plot, characters and social setting), and the beauty myth concept by Naomi Wolf. The conclusion of this paper is that women fall into consumerism because they are trapped in the idea of looking beautiful.
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