



The External Factors of Andrea Sachs' Personality Development

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Abstract: The writer focuses on the personality development that often focuses on how an individual adapts or changes their actions and behavior based on various factors as human. The development is often represented through literature, which reflects real life conditions. This study aims to investigate the personality development and its relation to moral values represented by the main character in *The Devil Wears Prada* (2006). The writer uses content analysis method with qualitative approach to further analyze and interpret the data that are in the form of film scenes and dialogues. Moreover, the theory of personality development by Elizabeth Hurlock is used to guide the analysis in this research. The findings show that Andrea Sachs' personality development is influenced by the working environment. The internal factors of Andrea's personality are temperament, emotion, and self. Meanwhile, the external factors are physical, social, and aspiration determinants. The role of moral values in Andrea's personality development is also discovered as the essential aspect that influences Andrea's initial personality of being resistance to fashion, skeptical towards the work ethic in fashion industry, and indifferent to fashion industry. The external factors are the most important in the development that finally she is becoming aware of fashion sense. She values fashion positively, and works hard in Runway due to the external factors. The implication of research is to expand knowledge about transformation from Estella into Cruella based on the changes of appearance, character and the effects of the transformation due to the external factors..

Keywords: *personality development, external factors, moral values, content analysis*

INTRODUCTION

Humans normally carry certain characteristics and different tendencies both in physical and non-physical aspects that are complex and interesting to investigate. Individuals differ from one another because of the identity that they adopted which is presented through their traits and behaviors within the society. There

are many factors as to how individuals distinguish themselves from one another based on their personalities. An individual tends to adapt different personalities, which affect their perceptions and actions towards certain things. Personality itself has various definitions that highlight how personality becomes distinctive. Hjelle and Ziegler (2002) explain that

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personality can be identified clearly based on certain identities. This means that personality is a part of an individual's identity, that we can understand people as human beings through unique characteristics and visions.

Personality is not static within an individual, so a person's quality is normally changeable and dynamic. According to Hjelle and Ziegler (2002) personality is prone to changes and possible to be influenced by various factors. In this sense, personality which appears as a distinctive quality from an individual is possible to change despite relatively stable in patterns. Regarding the characteristic of personality, Feist and Feist (2008) indicates that personality is shaped through the pattern of traits and characteristics that are relatively permanent on individuals. Personality gives the sense of consistency and individuality to the individuals. The phenomena can be seen through their traits such as their behavior and characteristics shown from their attributes; temperament, physique, and intelligence.

These attributes are learned and adapted by the individuals through several factors they face within the society. Since personality is considered as a dynamic quality, the personality development becomes a necessary aspect to consider in the scope of the field. Hurlock (2006) proposed that personality development is affected by several factors that consists the desire to change oneself and the people surrounding. In other words, an individual needs to be fully aware of their own perspective and behavior during a certain condition before they grow the desire to adjust according to the stimulating factors. Hurlock (cited in Rahmah, Kuncara, and Valiantien, 2017: 61) divided two factors that affect the personality development of individuals which involves the internal and external factors. The internal factors that influenced the personality development refer to the internal aspects of an individual such as temperament and emotional level. Meanwhile, the external factors refer to the aspects or stimulants that come outside of the individual's self-condition such as societal environment and

relationships. These factors then trigger the individuals' reactions and help them shape their personality based on the adjustments chosen by them.

Personality development that also requires the changes of the individuals' values and behavior is closely related to how morality play parts in their characteristics. The relation between moral values and personality development lies within the process where the individuals experience changes in order to adjust their perception or behavior towards particular matter that involves the shift in the moral values they initially hold. Shaffer (2009) explained that the process where individuals are taught the appropriation regarding belief, values, behaviors, and morality based on the standard established within the society is called as socialization. The term socialization described how humans 'becoming' humans by following certain rules and morality that the environment applied to the members of society.

To be able to appropriately probing into the issue in this research, a suitable approach is needed. Benyei (2016) proposed that psychological approach in literature is used to investigate how literature becomes the realistic representations of human relationship and development occurring to individuals which makes the phenomena within the literature is appropriate to be observed based on psychology. In this sense, it can be concluded that psychological approach is appropriate to use in the study that has literature as the main object representing personality development on individuals.

There are several scientific studies that have personality development represented through literature as the main concern. The study by Handayani (2019) entitled "The personality development of Emma and Dexter reflected in David Nicholls' *One Day* (2009): A Psychoanalytic approach" examined the personality development reflected by the main characters in the novel *One Day* (2009) by David Nicholls. This used the guiding theory of

psychoanalytic perspectives by Sigmund Freud. This study revealed that the main characters named Emma and Dexter represented how their personality development is affected by their traits such as stubbornness and ego that resulted in mental consequences and difficulty to unite.

Meanwhile, the study by Nisa (2015) entitled "Poppy Moores' Personality Development as Seen in Wild Child Movie" examined the characteristics and personality development represented by Poppy Moore in the film *Wild Child* written by Lucy Dahl. The study used the guiding theory of personality development by Elizabeth Hurlock through determining the seven determinants that affected the character's personality traits. Moreover, the previous study by Setyawan (2018) entitled "Personality Development of The Main Character as Influenced by Family Conflict in Sean Penn's *Into the Wild* Movie Script" examined the personality development of the main character in the movie. The guiding theory of personality development by Elizabeth Hurlock and supporting theory of conflict is used in this study. The result showed the personality development of the main character is heavily affected by the family conflict occurred as the external factor of the changes. in environments give impacts on personality and moral values, and the research phenomenon is the problem and issue selected for investigation based on experiences or facts of the main character in the film by focusing the external factor or environment. This previous research gives guidance about personality changes focusing on external factors which can help the writer get important information about the study, especially regarding personality development based on the external ones.

Characters are the core of any literary work; without them, a story cannot exist. Barsam explains that main characters are crafted to establish the foundation of the story. They must drive change or achieve something meaningful, whether for the world around them or for their personal growth. For example, in *To Kill a*

Mockingbird, Atticus Finch's pursuit of justice shapes the moral core of the story, influencing not only his children but also the community. Similarly, Frodo Baggins in *The Lord of the Rings* embarks on a personal journey that impacts the fate of Middle-earth while reflecting his inner growth and resilience (Barsam and Monahan, 2015).

The writer gives more emphasis on the analysis of the external factors that affected the individuals' personality development such as family conflicts, relationship, and personal traits. However, amongst the previous studies the environmental factor that also affected an individual's personality development is still not yet highlighted within the analysis. Thus, this study has the purpose to investigate how changes in environments affect the individual's perspective and behavior in terms of personality development along with its relation of moral values represented in the film *The Devil Wears Prada* (2006). In *Prada*, changes

Movies serve as a powerful medium capable of deeply influencing audiences by combining entertainment with the delivery of realistic and impactful messages, often more vividly than reading a novel. One such example is the film *Cruella* (2021), where the protagonist, Estella/Cruella, has captured significant attention for analysis. The character's journey, experiences, and challenges provide a rich basis for exploring her personality and the various conflicts that shape the story. Researchers, such as Risma, Karima, and Widiyanto (2022), have delved into the intricacies of the character and the narrative, uncovering insights into how Estella's transformation into Cruella reflects deeper psychological and thematic elements. This highlights the film's potential to engage audiences on both emotional and intellectual levels.

METHOD

The writer uses qualitative approach, so this study presents a descriptive analysis in the form of text with the main object in the forms of scenes and dialogues, qualitative approach is considered appropriate to be applied. Leavy (2014) defined qualitative as an approach that is specifically designed to generate meaning from phenomenon such as social relationship, activities, situations, and events in order to build deeper knowledge of the certain topic.


White and Marsh (2006) defined content analysis as a method in research that allows the researcher to create inferences, interpretations, and conclusions based on texts and other meaningful source. This means that content analysis refers to the method used within research that involves interpreting and seeking meaning of a certain issue through the data in the form of texts and other meaningful source. Krippendorff (2004) added that content analysis method uses the construct through several sources such as existing theories and practices, the knowledge of experts, and previous research in the same field. Following the construct of content analysis method, this study also relies of the supporting theories and experts with references of the previous studies in the same field to create a reliable and valid analysis.



FINDINGS AND DISCUSSION

Findings

The following sections consist of Andrea Sachs' external factors categorized based on Elizabeth Hurlock's perspective of personality development, such as physical, social, and aspiration determinants. The relation between personality development and moral values represented in *The Devil Wears Prada* (2006) is also further interpreted. Each data are presented and analyzed in the following sections:

There are three different external factors that represented through *The Devil Wears Prada* (2006) that influenced Andrea Sachs' personality development including the physical, social, and aspiration or achievement determinants. Andrea starts to change her thoughts, attitude, and appearance based on the influence she receives in her job environment. The certain traits such as aware of fashion sense, valuing fashion industry in positive perception, and ambitious in achieving certain goals is shown by Andrea after working in Runway for a few months. The scenes and dialogues that indicated the external determinant factors and Andrea's traits are presented in the table below.

Data Code	External Factors	Scenes	Dialogues
Data 11	Physical Determinant	 <p>[19:59-20:23]</p>	<p><i>Nigel: "Corn chowder, it's an interesting choice. You do know that cellulite is one of the main ingredients in corn chowder"</i></p> <p><i>Andrea: "so none of the girls eat anything in here?"</i></p> <p><i>Nigel: "Not since two became the new four and zero became the new two"</i></p> <p><i>Andrea: "Well, I'm a six."</i></p> <p><i>Nigel: "Which is the new fourteen"</i></p>

Data 12	Physical Determinant	 [36:13-36:24]	Emily: <i>"Are you wearing the.."</i> Andrea: <i>"The Chanel boots? Yeah, I am"</i> Serena: <i>"You look good"</i>
Data 13	Physical Determinant	 [28:22-28:42]	Christian: <i>"Look at you"</i> Andrea: <i>"Hello,"</i> Christian: <i>"You... you're a vision. Thank God I saved your job"</i> Andrea: <i>"You know, I figured quite a few things on my own too"</i>

The Table 1 (External Factors of Andrea's Personality Development) above presented the scenes and dialogues based on the external factors that influence the character of Andrea Sachs' that begin to adapt into her working environment. Physical determinant as one of the external factors of Andrea's personality influences her through the thoughts of other people's body or appearance that affect how she views herself based on it. In this sense, Andrea Sachs is faced with the significantly different standard of body image in fashion industry that pressures her to look more skinny and fashionable. In result, Andrea becomes more aware of fashion sense.

In Data 11, Andrea picks corn chowder as her meal at the company's canteen as she meets Nigel who criticized her for her choice. Nigel tells Andrea how everyone who works in Runway pays attention to their body build and keeping their weight in certain number. This implies that people who works in fashion industry tends to keep their body skinny. They need to look the certain way to be able to fit in with the people with fashion as their main field. As Nigel indirectly tells Andrea that her body size is way above the ideal weight, it affects how she views her body image and be more aware to the fact that she needs to adjust how she looks

in order to be accepted within the job environment.

Another scene and dialogue indicate the similar evidence of how physical determinant influence Andrea's personality in Data 12. After some adjustments to her physical appearance, Andrea goes to work wearing different outfits compared to her usual. Her coworkers; Emily and Serena are surprised to see Andrea wearing the fashionable item in which Andrea responded with confident remark. This obviously implies to Andrea's confidence as she is now wearing the designer item in her outfit. It means that Andrea's self-concept of physical appearance is influenced by people in Runway as she adopts it to herself into wearing the fashion item and looking more stylish than her past self. This becomes the other evidence to how physical determinant influences Andrea who is more confident and aware of fashion sense.

The last scene and dialogues in Data 13 also represented how physical determinant influences Andrea's personality change. Andrea adjusts her physical appearance and perspective towards fashion by drastically dressing fashionably that she used to be. Christian is in awe to see Andrea's appearance in the party which resulted in Andrea's confident remark about herself. Andrea's certain utterance

describes the confidence that she has for herself after changing the way she looks to be more fashionable. It implies that by dressing up and presenting herself in more fashionable way Andrea manages to gain positive reactions by the people in her job environment which becomes essential to her to fit better with the dynamic.

Another external factor that also presented through the data in the table is the social determinant. One's personality is heavily influenced by the social standard or the values of the social environment where they have their role as an individual in order to be 'accepted'. This particular quality is seen through how Andrea Sachs' working environment influences her to act and perceive things under the industry's standard. In result, Andrea Sachs values fashion industry more positively compared to her initial thoughts. In Data 4.14, as Andrea often gets scolded by Miranda for making the slightest mistake during work, she tries to look for a solution from Nigel who has been nice to her.

The fashion industry's work ethic is shown through Nigel's utterance that describes what fashion industry means to majority of people who work there. This implies that people who work in Runway do not only work solely for money but also slowly making steps to their biggest dream in life. Through this vision that Nigel described for Andrea, she begins to have a realization that she does not make enough effort to survive in the job by replying with a defeated admittance. The social determinant that Andrea faces in her working environment pressures her to work harder like everyone else. Andrea's willingness to actually admit and look for a solution from Nigel is considered that she already has openness to the job. This means Andrea developed more positive thoughts of the industry and willing to dedicate better for the job.

The next scene and dialogue still represented how social determinant influences Andrea's personality change in Data 4.15.

Andrea meets her friends for dinner after her job when the topic they have at a certain conversation shifts into the fashion magazine company where Andrea currently working for. Andrea tells her friends that Runway is not all about wearing fancy items. This described

Andrea's positive evaluation of the company she works for despite not liking it at first. Andrea values fashion industry not in her initial thoughts of it that includes how fashion industry is ridiculous and a waste of money. This means as Andrea works in Runway and gets to know deeper about the company and the people there, she shows a change of perspective which leads her to liking her job more.

Another scene and dialogues that present the similar identification is in Data 4.16. Andrea defends her boss, Miranda Priestly, who has a reputation of being a workaholic that is mean to her employees to Christian that insists that Miranda is not a good person. This implies that Andrea has a deepened judgment of Miranda who is rude to her as her boss as she already gained new perspective of Miranda that aims for perfection in her job. This positive change of perception that Andrea has is under the influence of social determinant where she works under Miranda's work ethic every day in Runway. It further implies that the social determinant completely changes the way someone thinks of certain things which is represented to how Andrea values fashion industry and the people in it with positive approach.

The last scene and dialogues in Data 4.17 represented how Andrea's personality and attitude changes more positively towards the fashion industry and ends up valuing it more than her personal relationship. During a photoshoot, Andrea has a little conversation with Nigel who is busy supervising the models. Andrea unconsciously shows a snappy attitude to him in which resulting to her ranting about her falling relationship with his boyfriend because of her busy work. Nigel's respond to Andrea's little rant implies that people who

work hard tend to have poor personal relationship. Moreover, it also implies the condition that people have while working under fashion industry that is very demanding of time. Nigel described that people who works in Runway tend to have difficulty in managing a relationship when they finally do good at work. This means that the social condition of people within the certain environment where Andrea works in consumed major amount of time and sacrifice for other things such as relationships. As Andrea started to experience the same thing, it is considered that she has adjusted to the pace of work and tendencies that influence her personality as well as behavior. It can also be concluded that Andrea values work more than her relationship now that she is fully dedicated to it.

Another scene and dialogues that represented Andrea's aspiration determinant that influences her trait is included in Data 19. Andrea expresses her frustration regarding her work to Nigel, the aspiration determinant and the result of the certain aspect in her personality is shown. Andrea becomes more ambitious to work hard and better for Miranda who does not

Discussion

The external factors of Andrea Sachs' personality development and the moral values are especially in line with Hurlock's ideas. Hurlock proposed nine different determinants of external factors influencing one's personality, there are three that represented through the film *The Devil Wears Prada* (2006). The three determinant factors that influenced Andrea's traits are physical, social, and aspiration determinants. The mentioned aspects are shown through the external stimulants in which affecting how Andrea behave and perceive things. This is shown through how Andrea becomes aware of fashion sense, valuing fashion industry in positive perception, and ambitious in achieving certain goals. Further discussion of each determinant and Andrea's traits and behavior is as follow:

seem to value Andrea's effort greatly. Through Andrea's utterance, it is implied that Andrea does her best trying to work according to Miranda's standard. Relating to Andrea's frustration and attempt to ask for an advice to Nigel, it is implied that Andrea aims not to give up but rather try more to keep working in Runway which reflected the aspiration she has that makes her ambitious to work harder.

The last scene and dialogues that describes Andrea's ambition to continue work hard in Runway despite the obstacles is represented in Data 20. Andrea faces another difficulty at work trying to fulfill Miranda's request. She calls her boyfriend and tells him that she will quit working in Runway. However, when she is home after successfully overcoming the crisis, she changes her mind. This implies that Andrea initially do not have the intention to quit her job by considering her time spent of working hard. This further described Andrea's goal to do well while working in Runway and her willingness to dedicate herself for the job. It reflects her ambition of being consistent to work professionally as Miranda's secretary despite the obstacles she experiences in the process.

a. Physical Determinant

Physical determinant in personality development refers to the idea of certain concept of a body or appearance that affect one's personality. Hurlock (2006) explained that physical determinant involves an individual's idea towards people's appearance such as their attractiveness, body build, gestures, and health. In other words, physical determinant influences how an individual perceive their ideals towards a body in which further affected them in how they see themselves. Relating to Andrea's condition that initially do not fit the bodily standard that is established for people who work in fashion industry, she ends up adjusting her appearance to become more fit and fashionable. In Data 4.11, 4.15, and 4.18, Andrea's change into becoming more fashionable are described. Andrea changes into being aware to fashion and starts to wear the designer items that she used to have no interest in. This related to Hurlock's definition of

how physical determinant affects one's personality through their appearance and thoughts. In result, Andrea who is fashionable successfully gains more confidence and recognition from people in fashion industry.

b. Social Determinant

One of the personality determinants proposed by Hurlock is social determinant. Social determinant is considered as the most influential for someone's personality development as it often affect them greatly. Hurlock (cited in Rahmah, Kuncara, and Valiantien, 2017: 62) explained that the individuals tend to feel the pressure or need to be accepted by the social environment where they are living by adjusting their behavior, characteristics, reputations, and appearance that are considered as the ideal for the society. Relating to Andrea's situation, she initially has different vision and values compared to the people who work in fashion industry. The working environment affects Andrea's personality and behavior in which resulting her to perceive fashion industry more positively after working in Runway for a while. In Data 14, 15, 16, and 17 Andrea's positive perception towards her job and the fashion industry are seen through her utterance and behavior that show how she values her job higher than she used to be until the point that she has to sacrifice her personal relationship with her boyfriend that is on the verge of breaking off. This implies how the social determinant gradually influences Andrea's personality and behavior from not being fond of the fashion industry into actually taking it in positive light.

c. Aspiration Determinant

One's personality can be determined through the achievement they are trying to aim in life. The aspiration determinant shapes how an individual act and perceive things. Hurlock (cited in Rahmah, Kuncara, and Valiantien, 2017:

62) explains that an aspiration involves the purpose that an individual sets for themselves and often determined by their

CONCLUSION

After analyzing the data taken from the film *The Devil Wears Prada* (2006) using the guiding theory of personality development by Elizabeth Hurlock, some conclusions are drawn. The first result shows that the factors influencing Andrea Sachs' personality development includes the internal and external determinants. The findings show that the external ones are more crucial.

The external determinant found as the factors of Andrea's personality development are physical, social, and aspiration or achievement determinants. The physical determinants result in Andrea becoming aware of fashion sense. Meanwhile, the social determinant results in Andrea valuing fashion industry more positively. Lastly, the aspiration determinant results in Andrea becoming ambitious to work harder in Runway.

The other conclusion includes the role of moral values in Andrea's personality development. The moral values that Andrea adopts from the work environment of fashion industry influences significant changes from Andrea's initial personality of resistance to fashion, skeptical towards the work ethic in fashion industry, and indifferent to fashion industry into becoming aware of fashion sense, valuing fashion positively, and ambitious to work hard in Runway. The moral values that influence Andrea's personality traits and behavior is adopted from the working environment that is considered as the main cause of Andrea's personality changes.

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