THE ANALYSIS OF A MAIN CHARACTER NICO O’NEILLY ON CHANDACE BUSHNEL’S NOVEL *LIPSTICK JUNGLE* THROUGH FEMINISM POINT OF VIEW

A Thesis
Submitted to the Faculty of Adab and Humanities
In Partial Accomplishment of the Requirements for
The Degree of Strata I (S1)

Suwarsito
NIM. 203026002107

FACULTY OF ADAB AND HUMANITIES
ENGLISH LETTERS DEPARTMENT
THE STATE ISLAMIC UNIVERSITY
JAKARTA
2009
Approved

THE ANALYSIS OF A MAIN CHARACTER NICO O'NEILLY
ON CHANDACE BUSHNELL'S LIPSTICK JUNGLE
THROUGH FEMINISM POINT OF VIEW
A Thesis
Presented to the Faculty of Adab and Humanities
In Partial Fulfillment of the Requirements for
The Degree of Strata I (SI)

By:
Suwarsito
NIM: 203026002107

Approved by
Advisor

Dr. Muhammad Farkhan, M.Pd
NIP: 150.229.480

ENGLISH LETTERS DEPARTMENT
LETTERS AND HUMANITIES FACULTY
STATE ISLAMIC UNIVERSITY SYARIF HIDAYATULLAH
JAKARTA
2009
The thesis entitled "The Analysis of A Main Character Nico O'Neilly On Chandace Bushnell’s Lipstick Jungle Through Feminism Point of View" has been defended before the letters and humanities faculty's examination committee on February 04 2009. the thesis has already been accepted as a partial fulfillment for the degree of Strata 1 (SI).

Jakarta, February 04, 2009

The Examining Committee

Chief
Dr. H. Muhammad Farkhan. M.Pd
NIP: 150.229.480

Secretary
Drs. Asep Saefudin. M.Pd
NIP: 150.261.902

Members

M. Supardi. SS
NIP: 

Innayatul Chusna. M.Hum
NIP: 150.331.233
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree of diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Jakarta, February 04, 2009
Suwarsito
Acknowledgement

In the name of Allah SWT, the most gracious and the most merciful, first of all, the writer would like to thank to Allah for His favor and guidance to the writer in completing this paper. The writer does believe there is nothing the writer can do without His help. All praise is to Allah, the creator of all things in the world. May peace and blessing of Allah be upon our prophet Muhammad SAW, and his companions as well as his followers.

In this occasion, the writer would love to express his greatest honor and deepest gratitude to his best parents in the world who have given him their full-financial and spiritual support during his study and the process of accomplishing this paper.

Then the writer would like to thank to Dr. Muhammad Farkhan. Mpd, as the advisor who has given the writer his patient and careful guidance during the process of accomplishing the paper. The writer realizes that without his help this paper will mean nothing.

The writer wishes to say his gratitude to the following person:
1. Dr. H. Abdul Chair, as the dean of Adab Faculty The State Islamic University
2. Drs. Asep Saefuddin, M.Pd, The Secretary of English Department and all staff of Adab Faculty
3. His parents, who always pray and give love to me to get success in my life.
4. His best classmates: Yamin, Wawan, Ajat, Gazali, Aka, Rio, Rizki, Bang Holik, Ulul, Ikmal, who have given their thought in analyzing the novel that the writer analyzed.
Finally, the writer hopes this paper will be useful, especially for the writer himself and those who are interested in it. May Allah bless us. Amen.

The writer

Suwarsito
ABSTRACT


This research is aimed at finding feminism movement on a candeece Bushnell’s brand-new novel Lipstick jungle. The writer studied the novel as a unit analysis and used liberal feminist theory as the theoretical framework of the research. The unit analysis found from the work will be analyzed qualitatively based on the related theory.

The research is performed in several phases. Such as deciding the unit analysis, collecting the data from many sources such as book, internet and others that are related to the research, presenting the data description, Analyzing the problem and then making conclusion.

As the result of the analysis, the writer concludes that the main character’s characterizations are in line with a feminism movement that seeks equal rights in all aspects of life. The character also could put in balance between her public and private spheres.
# TABLE OF CONTENT

**APPROVAL SHEET OF THE ADVISOR**                          .............................................i
**APPROVAL SHEET OF BOARD EXAMINATION**                        ..................ii
**DECLARATION**                                                      ...........................................iii
**ACKNOWLEDGEMENT**                                               ...........................................iv
**ABSTRACT**                                                        ...........................................vi
**TABLE OF CONTENT**                                              ...........................................vii

**CHAPTER I: INTRODUCTION**.....................................................1
A. Background of the study .............................................1
B. Focus of the study ....................................................4
C. Research Questions ....................................................4
D. The Significance of the study ........................................4
E. Research Methodology ..................................................5
   1. The Objective of Research ........................................5
   2. The Method of Research ............................................5
   3. The Technique of Data Analysis ..................................5
   4. Research Instrument ................................................5
   5. The Unit of Analysis ................................................5
   6. Place and Time .......................................................5

**CHAPTER II: CHARACTER AND FEMINISM** ....................................6
A. Character and Characterization .......................................6
B. Feminism .................................................................7
C. Kinds of Feminism .......................................................9
   1. Post Modern Feminism .............................................9
   2. Lesbian Feminism ....................................................9
   3. Radical Feminism ....................................................10
   4. Socialist / Marxist Feminism ......................................11
   5. Liberal Feminism ....................................................11
   6. Liberal Feminist Appeared once more ............................12
CHAPTER III: ANALYSIS AND DISCUSSION ..............................17
   A. Analysis of The main Character’s Characterization ..............21
   B. Liberal Feminism in The Novel ........................................29

CHAPTER IV: CONCLUSION AND SUGGESTION ......................37
   A. Conclusions ..............................................................37
   B. Suggestions ..............................................................38

Bibliography ........................................................................40
A. Background of the Study

Fiction is a kind of literary works besides poetry and drama. Fiction, as an imaginary work, describes various kinds of human problem. Fiction is a story, but it is not true if we consider it just as a result of someone’s imagination. Fiction is the result of writer’s contemplation towards the essence of life. Through a fiction, the readers can learn and feel various kinds of human problems. Fiction can be as a novel, short story etc. A fiction that the writer is going to analyze in this opportunity is a novel. The writer chooses a novel as a subject to be analyzed because novel has more complex stories compared with a short story.

Novel as one of literary works, based on Montgomery Bellion, contains propaganda elements which can be widely defined as various efforts intentionally or unintentionally done by the writers to provoke or persuade the readers to accept certain view, theory or demeanor. He says “Irresponsible propagandist. That is to say, every writer adopts a view or theory of life…the effect of the work is always to persuade the reader to accept that view or theory. This persuasion is always illicit. That is to say, the reader is always led to believe something and that assent is hypnotic-the art of the presentation seduces the reader”\(^1\). One of the ideologies or propaganda which is usually done by the writers of literary works, especially by the women writers, is feminism ideology.

\(^1\) Rene Wellek dan Warren Teory Kesusastraan (Jakarta:Gramedia Pustaka Umum, 1993), p. 36.
The essence of feminism is the equality of right, position and status between men and women in various aspects of life, such as social, political, educational and economic problems. Women are not as men subordinate any longer, but they are now standing in an equal position. They now can cooperate to run their social functions, or maybe to compete fairly and honestly to achieve the position which is commonly occupied by men, so that there are function and role equilibriums between men and women. Based on the theory, the analysis of literary works can be directed in analyzing discriminative problems.

Discrimination is commonly experienced by women. Until in the 20th century, like being stated by Naomy Wolf, a feminist from America, as a new era for women, or she called it as a women resurrection era. The echo of the resurrection has been increasing until now. In every part of the world, women start moving to ask and demand the domination and the unfairness happening in patriarchal system. Women have been subordinated, repressed and marginalized in the system, in all aspects of life, Including in a literary field.

In the history of literature in all parts of the world, we can see some similar conditions in connection with the existence of women in this field, such as their subordinated and marginalized existence, both in creative and historical as well as social level. In America, for instance, for centuries until in the year of 1960s, like being described by a critic of American study, Soenarjati Djajanegeara, most of literary works didn’t touch any woman writer.

In accordance with the reason, the first steps done by the feminists were discovering, evaluating and analyzing women’s works in the past. Besides discovering the women’s undiscovered-works, the feminism critics also tried to

---

3ibid
prepare a mean that could endorse women writers at present to be able to convey their experience, feeling and thought which were muffled so far. They want to achieve a position and acknowledgement for women writers, because, based on their opinion, only men writers who get acknowledgement from literary critics. The feminist critics want to introduce feminist literary criticism, develop lectures about women’s works and establish feminist’s publishing houses, so that there is no complaint about the shortcoming of women’s works.  

After conducting such things, many women writers emerge especially from feminist realm. Because many writers who then try to convey their ideology through literary works, in novels in particular, so the works can be analyzed through feminist literary criticism theory. In spite of many novels which can be analyzed through feminism theory, the writer is interested in analyzing a novel written by Candace Bushnel, a writer who brilliantly describes women’s lives in her famous novel Sex and The City, but in this opportunity the writer wants to analyze her brand-new novel entitled Lipstick Jungle.

There are three main characters in the novel, Victory Ford, Wendy Heally and nico O’Neilly, The writer, in this chance, is only going to analyze a main character Nico O’Neilly. Nico O’Neilly is an employee in a famous enterprise in New York. She is a chief editor in Bonfire magazine. Nico has made preparation to overtake the highest division in the enterprise, CEO. Unfortunately, there is a rule saying that no woman can successfully occupy the position. The writer wants to see whether Nico O’Neilly can achieve the position and break the rule all at once by being the first CEO woman in the enterprise. The writer is going to analyze the main character trough feminist literary criticism.

---

4 Soenarjati Djajanegara *Kritik Sastra Feminis : Sebuah Pengantar* (Jakarta:Gramedia Utama. 2003) p. 18-19
B. Focus of the study

The writer focuses the analysis only in the analyzing of a main character Nico O’Neilly in Candace Bushnel’s novel Lipstick Jungle by using feminism theory.

C. Research Questions

The writer formulates the problems which are going to be analyzed in some following questions:

1. How is Nico O’Neilly’s characterization, described by Candace Bushnel, analyzed through feminism point of view?

2. How is the gender discrimination happening among the main character and the other employees in the place she works and how does the character solve the problem?

D. Significance of the study

The writer hopes that the research can give a positive contribution for the literature especially about feminism in literary works and hopefully, the result of this research can be useful and beneficial information about feminism described through a main character in Candace Bushnel’s Lipstick Jungle.

E. Research Methodology

1. The Objective of Research
The main objective of the research is that the writer wants to know how the main character’s characterization is, analyzed through feminism point of view, how the discrimination which happens in the place she works is, and how the main character breaks the discrimination.

2. The Method of Research

The writer uses descriptive qualitative method, that is by collecting, identifying and analyzing the characterization of main character Nico O’neilly in Candace Bushnel’s Lipstick Jungle.

3. The Technique of Data Analysis

The data used in this research is the novel entitled Lipstick jungle which is going to be analyzed through descriptive qualitative by using feminism theory.

4. Research instrument

The instrument used in this research is the writer himself as the subject of the research by reading the data taken from the novel through deep reading, collecting, identifying and analyzing the required data.

5. The Unit of Analysis

The unit of analysis used in this research is the novel entitled Lipstick Jungle by Candace Bushnel.

6. Place and Time

The research is done in eighth semester in Jakarta 2007.
A. Character and Characterization

In order to be able to analyze the feminism contained in a literary work, it’s necessary for the writer to analyze the characteristic or the image of the character.

The term of character indicates a person or an actor of a story, and the characterization itself points the act or characteristic of a character interpreted by readers and it emphasizes to the personal quality of an actor or character.5

Viewed from the role aspect and the importance level of a character in a story, there are characters that appear continuously and seem that the characters dominate the story, but on the other hand, there are characters who appear once or several times only. The first kind of the characters is called as main characters, and the other one is called as minor characters. Analyzed from the function appearance of the characters, they can be classified into two kinds of characters, protagonist and antagonist, and according to the characterization, they can be classified as flat character and round character.6

Flat character is a character having one certain personality or one characteristic, meanwhile, a round character is a character having several characteristics Round Character is a character whose personality is complex and many sided and Flat Character is a character whose personality is summed up in one or two traits”.7 The character’s life, personality and identity aspects are revealed in the story.

5 M. Atar Semi Anatomi Sastra (Padang : Aksara Raya) P. 37
Compared with a flat character, a round character almost certainly resembles to a human’s real life, because besides having various possibilities of act and attitude, it is commonly giving readers something unpredictable.

Based on the criteria or the development of a character, it can be distinguished into two parts, static and developing character. Static character is a character of a story that is essentially undeveloped, or the development of the characteristic is just as the result of the events or phenomena in a story. The developing character itself is a character of the story that is experiencing the change and character development in accordance to the developments and the changes of the events of the story. The effective character described by the author is the character that is successfully endorsing the story as whole.

B. Feminism

The theory used in analyzing the woman character must be related to the main character’s characterization as the core of the data analysis. The theory which is simply relevant to be used to reveal the main character’s characterization is feminist theory. In feminist literary criticism, we absolutely need a better understanding and comprehension about feminism concepts.

Feminism is a term used by women movement demanding the confession about rights equity in society. The word feminism itself was firstly introduced in 1890s. The first wave feminism began in nineteenth century and ended in the year of 1949. The first wave feminism was emphasizing several aspects such as education,
job and marriage law. In 1963, triggered by Betty Friedan’s book *The Feminine Mystique*, was indicating the emergence of the second wave feminism.  

Goefe stated that feminism is a theory about the equality between men and women in every aspect of life like in politic, economy and social as well as organized-movement demanding the women’s rights and importance.

Pointed from social aspect, feminism emerges as the result of the dissatisfaction towards patriarchal system obtaining in society. The statement is said by Millet who used the term patriarchy (the male head of a family/ government of male) to elaborate the basic cause of the oppression towards women. Patriarchy placed a woman as an inferior of man. The power, directly or not, was used by a man in the household to restrict a woman.

Feminism and feminist literary criticism have been giving a new development in literature. In every part of the world, as the result of feminist critics’ endeavor, every woman and their works are fairly considered both by the government and literary critics. Many women’s works which are firstly unaccepted by the critics, after being analyzed through feminism point of view, are well welcomed by the society and many of them are inaugurated as masterpiece works.

The main purposes of feminism movement are to increase the position and dignity of women in order to be equal as the position of men in society. The struggles and the efforts of feminists to obtain the achievement are encompassing all sorts of ways such as obtaining the equal rights and opportunities like the men have.

---

9 Muhammad Farkhan *Proposal Penelitian Bahasa Dan Sastra* (Jakarta:Cella. 2007) p. 106
C. Kinds of feminism

1. Post-modern feminism

Post-modern feminism seeks social harmony rather than gender equality by eliminating the assumption that men and women have "essential natures," fundamental and immutable aspects which differentiate men from women and make one superior to the other.

In contrast to radical feminism, post-modern feminism does seek equal rights among genders, avoids placing blame or assigning "right" and "wrong," and places less emphasis on physical differences between genders to achieve harmony among all people. By deconstructing language, symbols and discourse to reveal its social power and fallacies, post-modern feminism seeks to upset the patriarchal order and establish equality of rights. Among post-modern feminism deconstructions is the word "women," which they claim is meaningless because of the heterogeneity among females, and "females," which are defined in terms of males. Post-modern feminism also departs from other types of feminism in that it places the responsibility for the actions of the movement upon the individual as opposed to the government.¹¹

2. Lesbian Feminism

Emerging from the political and social unrest in the late '60s and early '70s, lesbian feminism called for the complete upheaval of the sexist patriarchal system. According to lesbian feminists, the system only existed because gender is compulsory, and escape from the two-gender system was only possible by embracing homosexuality. Many, including those in the gay, bisexual, transgendered and lesbian

community have criticized lesbian feminism for being racist, exclusionary towards other gender types and anti-sex. Lesbian feminism today is but a shard of its former self. Some lesbian feminists from the ‘70s remain active, mostly in the arts and publishing, while most have moved on to peruse more contemporary goals.\textsuperscript{12}

3. Radical Feminism

Radical feminism arose at the height of the women's movement in the 1970s. It views women's oppression as the first, most widespread and the deepest form of human oppression. Radical feminists defined patriarchy as a "sexual system of power in which the male possesses superior power and economic privilege." Women in this movement wanted to eliminate gender and saw unity among women as the only effective means for liberating women because, to them, patriarchy is organized through men's relationships with other men. As well, radical feminists assumed reproduction and male control of female sexuality as main causes of women's oppression. They felt if reproduction could be removed from the female body, men would not be able to force restrictions on women any longer.\textsuperscript{13}

Radical feminists believed women would always be subordinate to men unless sexuality was reconceived and reconstructed in the image and likeness of women. Eliminating male violence against women was a major goal of radical feminists. This theory has often been criticized as being, well, too radical. However, the radical nature of this brand of feminism allowed later theorists to develop more moderate, but equally effective ideas for tackling sexual inequality.

\textsuperscript{12} ibid
\textsuperscript{13} Ibid
4. Socialist/Marxist Feminism

Socialist feminism's roots emerged in the late 19th century. Socialist feminists saw women's relationship to the economy as the origin of women's oppression and suggested that gender took shape under capitalism, where women's work often took place in private and was unpaid or underpaid. The goal of socialist feminism was to transform basic structural arrangements of society so that categories of class, gender, sexuality and race no longer acted as barriers to the equal sharing of resources 14. From this perspective, individuals were viewed as social beings embedded in a network of concrete social and economic relationships. An offshoot of socialist feminism, Marxist feminists also saw oppression as originating in the introduction of private property. Ultimately, women were oppressed by capitalism because they are often responsible for the production of goods and services that have no exchange value (e.g., housework, childcare). Therefore, Marxist feminists sought the dissolution of women's economic dependence from men.

5. Liberal feminism

Liberalism is a philosophy based on the principle of individual liberty. Liberal thinkers believe freedom of choice should exist without interference of public opinion or law. In terms of feminism, liberal feminists believe the inequality of women stems from the denial of equal rights and from their learned reluctance to exercise such rights. Liberal feminists fight for the extension to women of those rights and privileges being offered to men through social and legal reform. Liberal feminism

represents best the efforts of first-wave feminists. First wave feminists are those such as the "Famous Five" who sought the right to vote and to be perceived as "persons" in Canada in the early 20th century. Critics of liberal feminism believe the definition of "equal rights" as those extended to men encourages women to seek equality based on a traditionally male lifestyle, and, therefore, puts down the validity of men and women seeking recognition for pursuing avenues perceived as traditionally female.\textsuperscript{15}

The dichotomy between the private and the public has been the main issue of feminist writing and political struggle for almost two centuries; Feminist criticism has been essentially directed at the separation between the public and private spheres in liberal theory and practice.

There is an extremely close relationship between feminism and liberalism. The roots of both have come from the concept of individualism as a general theory of social life, both dealing with equality. The demand for equal rights has always been an important part of feminism and the one that liberal feminists emphasize most.

Anne Phillips tries to distinguish between the public and the private spheres according to which sphere deals, and should only deal with, what kinds of issues. According to Phillips, politics is about public decisions that take place in a public space, and she refers to politics as "ministers and cabinets, parliaments and co, parliaments and councils". According to her, under the title of public opinion, the concept can go beyond this to take in the media, political culture, and schools. But for her, politics is not a question of who looks after the children and who goes out to

\textsuperscript{15} ibid
work, or of who addresses the meeting and who makes the tea, these are private affairs.\textsuperscript{16}

Liberal feminists' claim concerning equality of sexes in the public and the private spheres is relevant to liberal theory because according to this theory every individual should be equal before the law. Liberal feminism simply extends this principle into the private sphere.

Modern feminism originates in the eighteenth century, when women could not vote, seemed unsuited for education, and were excluded from many occupations. Legally, they were regarded at the same level of children, and married women could not own property of their own\textsuperscript{17}. During the eighteenth century there were many important theorists who did point out the inequality of women, and whose ideas have and whose ideas have contributed to the women's movement since then.

One of the theorists, Wollstonecraft argued that women were, like men, rational individuals and that, as such, they should have equal rights\textsuperscript{18}. She established the principles underlying later campaigns for women's right to education, employment, property and the vote. There was a growth of equal rights feminism throughout the industrializing world.

The central claim of liberal feminism is that women are individuals who can reason, thus they are entitled to full human rights, and therefore they should be free to


\textsuperscript{18}ibid
choose their life, and to compete equally with men in politics and waged employment. Liberal feminists, such as Susan Moller Okin, are concerned to overcome gender difference in order to secure impartiality. Their approach is of women "going public", which means an individual approach to fight for power and influence on equal terms with men without changing the existing "rules of the game". They did not seek to annul the economic, social or political system, nor morality and family values but rather to favor changes in laws, customs, and values to achieve the goal of equality.

Liberal feminists oppose types of home life, stereotyping sex roles, and sexualities that exclude privacy options for women. In working for instance, the feminists think that they are free to get job because they can also put in balance between working and mothering. "Although mindful of the ways in which traditional marriage, family life, sex roles have resulted in inadequate privacy for women, liberal feminism does not oppose marrying, mothering, and heterosexual relationships". "The family life and the decision to have children should be the individual's free choice, and those who choose to have children should be responsible for them.

Since the mid-nineteenth century, the economically dependent wife has been presented as ideal for all respectable classes of society. Women have never been completely excluded from public life, but the way they were included is grounded on patriarchal beliefs.

---

According to Phillips, political equality between men and women must include a major change in the private sphere, for example, the equalization of the working hours; a shift in the responsibilities; breaking the patterns that divide men and women of inequality between working in the home and working outside.

Feminists claim that women would not be equal to men unless they are financially independent from individual men. Liberal feminists have also achieved a lot in the public realm. In the 1960s and early 1970s, liberal feminism influenced many of the major political programs in the American women's movement. Betty Friedan, a liberal feminist, founded the National Organization of Women in 1966, which campaigned for equal rights, equal access to education, to health and welfare, and equal pay for women. 20

As a result, liberal feminists' claim for equality of opportunity is relevant to the liberal theory of equality of opportunity. As for whether their theory can be put into practice, experience has proven that it is not impossible. The state can only intervene to a certain extent, but in the end it is up to the individuals themselves, and this choice is something which liberal feminists have always emphasized. Their strategy is "going public" and their ideal is to compete with men for power without changing the rules by obeying them. However, it is only the state that can make the area for equal competition possible.

The emphasis of liberal feminism is on inequality between men and women in the public sphere of life such as in employment, education and politics. Many liberal feminists explain women's exclusion or inequality with reference to

---

ideas of female inferiority or incapacity that inform the upbringing and education of both men and women.

Liberal feminists seek to challenge ideas and practices that treat women as second class citizens while leaving relatively unchallenged on the areas such as sexuality, reproduction and domestic labour. This is where the label 'liberal' comes from. Liberalism can be seen as the dominant ethos of contemporary society and so it indicates that liberal feminists are not challenging capitalism or patriarchy or any other fundamental structures of society, but rather looking for the removal of barriers that prevent women operating effectively in the public sphere on equal terms with men.
CHAPTER III
ANALYSIS AND DISCUSSION

Chandace Bushnell tries to convey feminism ideology through her brand-new novel *Lipstick Jungle*. She disseminates her view to the readers through the woman characters of the novel. The characters represent her ideology about feminism showing the woman efforts to strive living equally with men. It’s proven in how the characters tried hard to have the same right with men’s.

Feminism emphasizes the woman’s struggles to attain their ideas in many aspects of life such as in education, employment, property and the vote. Feminist does concern about the struggles in attaining the equal position with men.

The struggles in achieving the equal position in employment emerge in Candace Bushnell’s *Lipstick Jungle*. The novel tells about characters endeavors in achieving the best position they dreamed about. Nico O’Neilly in particular, the character reflected a feminism movement. She tried to occupy the position which was only occupied by a man. The movement is reflected from her images.

To analyze the feminism movement in the literary work, it is important that the writer studies the image or the characteristic of the character because it can reflect the feminism in the novel. The first step the writer did in analyzing it, is by studying the character’s characteristic.

It is necessary that the writer analyzes the characteristics of the character, Nico O’Neilly in particular, in the novel in order to analyze it through feminism point of
view and to know the character endeavor in attaining her ambition, whether she was pro or contra feminism.

These are the data the writer is going to use:

<table>
<thead>
<tr>
<th>No</th>
<th>Chapter</th>
<th>Corpus</th>
<th>Indication</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>And then they laugh because they always agreed that Nico was possibly the most calculating woman in town. She was a master and brilliant thing about nico was that you never saw her machinations. All you knew was that suddenly you were dead.</td>
<td>Clever</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>It was wonderful and thrilling and exciting to be the editor in chief of Bonfire magazine, but she’d held the position for six years now, since the age of thirty-six, when she’d become the youngest editor in chief in the magazine’s fifty-year history. And unfortunately, success was like beauty: it wasn’t so exciting after it had been in the house for five days, wearing dirty socks. And so she had determined that she would move up in the company.</td>
<td>Clever</td>
<td>36</td>
</tr>
<tr>
<td>3</td>
<td>11</td>
<td>She turned the aging Bonfire magazine into Splatch-Verner’s most profitable organ-and rumor is she’ll soon be tapped to overhaul the entire three-billion-dollar magazine division.</td>
<td>clever</td>
<td>356</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>The biggest position was Ceo in splatch Verner, but in order to get that job, she’d have to conquer the position right underneath it first, by becoming the head of the magazine division. The only potential stumbling block was her boss, mike harness, who had hired her six years ago. But there was a principle involved: No woman had yet succeeded to the position of CEO of any splatch Verner division, and it was about time one did.</td>
<td>ambitious</td>
<td>36</td>
</tr>
<tr>
<td>5</td>
<td>12</td>
<td>Determined to avoid unhappiness by accomplishment. It wasn’t, perhaps, the perfect solution, especially if the accomplishment didn’t come. But if you work hard enough it’s usually did, and at same point in your life you realized that there were no perfect solutions, and what</td>
<td>Hard worker</td>
<td>404</td>
</tr>
</tbody>
</table>
was the most important was to do something useful with your time...she would bust her ass to do a great job. Sometimes that's all there was, really, the day-to-day desire to do it better, to fix it, and if was all there was, then so be it

| 6 | 2 | With Peter Bosch installed as CEO, she was sure that he was going to make big changes, and she wanted to be in on the action from the beginning. But to even get the meeting had required weeks and weeks of wooing Peter, sending him handwritten notes and articles and books in which she’d thought he might interested, including a rare, first edition copy of The Art of War-and finally, just five days ago, Peter had called himself and agreed to see her | ambitious | 36 |

| 7 | 2 | But to even get the meeting had required weeks and weeks of wooing Peter | Stubborn, Perseverant and patient | 36 |

| 8 | 2 | Mike’s behaviour toward her had changed…and now, this, she thought: trying to take over her meeting with Huckabees-a meeting mike never would have thought to set up himself, and even if he had, he wouldn’t have been able to pull off | Stubborn, Perseverant and patient | 38 |

| 9 | 2 | No doubt he knew she was annoyed, but in a corporation like Splatch-Verner, where everything you said, did, and even wore potential watercooler fodder, it was always imperative to keep your emotions to yourself. If she confronted Mike now, she’d be labeled a bitch. If she raised her voice, they’d call her hysterical. And everyone would talk about how she had lost it” …nico gave him a cool smile… the fact that Mike was going to make this look like it was his idea filled her fresh irritation. … | Stubborn, Perseverant and patient | 39 |

| 10 | 5 | If you can get me a date with her” he said, with a grin that indicated he was used to woman falling all over him, “ you can keep your job” “with that attitude, I think you’re the one who needs to be worried” Nico replied | Brave | 196 |

| 11 | 11 | “You’ve got some good ideas” Victor said, nodding thoughtfully. ‘but it’s more than having ideas. There’s a lot of strategy. If I kick Mike out and install you, there’s going to be an outcry. You’re going to have a lot people working against you, saying you don’t | confident | 360 |
deserve it. Do you really want to start your first day of high school with half class hating you?"
“I’m sure I can handle it, victor” she murmured

“I’m quite sure I could increase profits by ten percent” Nico said smoothly, in a voice that neither invited challenge nor sounded egotistically chest-pounding….but then she reminded herself of the job. The title was heady, there was no denying that, but it was the idea of the job itself that consumed her. She knew exactly what to do with the magazine division; she had to have the job. It belonged to her. It was her fate”

Nico O’neilly, 42, “Read the entry in the Post’s “ 50 most powerful persons”….she turned the aging Bonfire magazine into Splash-Verner’s most profitable organ-and rumor is she’ll soon be tapped to overhaul the entire three-billion-dollar magazine division
A. analysis of the main character’s characterization

Characterization is made up of three elements: appearance, which is the way the character looks; personality, which is the way the character thinks or feels; and behavior, which is the way the character acts and reacts.

Pro feminism or sometimes we call them as feminist is a person whose beliefs and behavior are based on feminism. Yan Ming, a Professor and Vice-Chairman of the Comparative Literature Centre, the Chinese Department, Suzhou University states in his book that feminists have an unyielding spirit of struggle showing their firm power of personality in weathering life's hardships.

He also states that such virtues as brave, tender, tolerant, hard, patient, stubborn and persevering as well as confident have assembled in the characteristics.

From the explanation above the writer will elaborate how the main character Nico O’Neilly’s characterizations reflecting feminism are performed both in direct and indirect.

From the description given by the author, the writer can conclude some characteristics that Nico O’Neilly has as the writer mentions below.

---


Clever

Nico O’Nelly, a very rich 40-year-old woman, was portrayed as a very calculating and sharp-witted person. She worked at a well-known company in New York as a chief editor of Bonfire magazine.

She was very shrewd. No body could predict what she would do to attain what she needed. It was obviously acknowledged by her friends. Her friends were convinced that no one could stop her.

“and then they laugh because they always agreed that Nico was possibly the most calculating woman in town. She was a master and brilliant thing about nico was that you never saw her machinations. All you knew was that suddenly you were dead”. (Bushnell, 2005: 9)

The above-cited statement clearly shows that her friends, Victory and Wendy, acknowledged her as a brainy person. They were certain that Nico’s rivals even couldn’t realize her secret scheme in defeating them. Furthermore, her friends thought that Nico was the shrewdest person in the city.

It means that her characteristic is in line with a feminist has, because Feminist does concern about becoming a smart and well educated person.23

The statement reinforcing that Nico was witty can be seen when she became a chief editor in Bonfire magazine division, one of the biggest division in the place she

23 Ibid
worked. Nico had attained a great achievement by becoming a chief editor in *Bonfire* in her thirty-six-year old. She was becoming the youngest chief editor *Bonfire* had ever employed, one of great breakthroughs she made in the company.

> “it was wonderful and thrilling and exciting to be the editor in chief of *Bonfire* magazine, but she’d held the position for six years now, since the age of thirty-six, when she’d become the youngest editor in chief in the magazine’s fifty-year history. And unfortunately, success was like beauty: it wasn’t so exciting after it had been in the house for five days, wearing dirty socks. And so she had determined that she would move up in the company.” (Bushnell, 2005 : 36)

The above-quotation also shows us that she wasn’t contented with the achievement she made. She was certain that she could make something better from her aptitude. Moreover, under her managing, *Bonfire* changed into the most profitable division in Splatch Verner. It was indicating her great quality in handling the job.

> “she turned the aging *Bonfire* magazine into Splatch-Verner’s most profitable organ-and rumor is she’ll soon be tapped to overhaul the entire three-billion-dollar magazine division” (Bushnell, 2005 : 356)

· Ambitious

Nico O’Neillly was depicted as a kind of an ambitious woman. It was reflected when she tried to enhance her status by occupying the highest position in the place she worked.

> ”the biggest position was Ceo in splatch Verner, but in order to get that job, she’d have to conquer the position right underneath it first, by becoming the head of the magazine division. The only potential stumbling block was her boss, mike harness, who had hired her six years ago. But there was a principle involved: No woman had yet succeeded to the position of CEO of any splatch Verner division, and it was about time one did.” (Bushnell, 2005 : 36)
Ambitious is a person’s characteristic showing actively seeking success, wealth and status\textsuperscript{24}. She also wanted to be the first person who could break the rule stating that no woman could occupy the position.

She did realize that to occupy the position was not an easy exertion. There were a lot of obstacles that would hamper her in achieving it. She would face her boss Mike Harness who also tried to occupy the position and the principle obtaining in the place she worked. But she kept striving and struggling to attain her ambition. It shows us that she had an unyielding spirit of struggle which feminists concern about.

· Hard Worker

As a Chief Editor of Bonfire magazine, Nico was also described as a hard worker. She would spend her time to strive as hard as possible to show her capacity in enhancing her status. She was convinced if she would attain anything she wanted if she worked hard.

"Determined to avoid unhappiness by accomplishment. It wasn’t, perhaps, the perfect solution, especially if the accomplishment didn’t come. But if you work hard enough it’s usually did, and at same point in your life you realized that there were no perfect solution s, and what was the most important was to do something useful with your time...she would bust her ass to do a great job. Sometimes that’s all there was, really, the day-to-day desire to do it better, to fix it, and if was all there was, then so be it” (Bushnell, 2005 : 404)

the statement showing that she was a hard worker can also be seen when she was trying to work out a closer cooperative program with Peter Bosch the leader of Huckabees. Huckabees was the biggest retail chain company that could sell the magazine in a large amount of copies.

"With Peter Bosch installed as CEO, she was sure that he was going to make big changes, and she wanted to be in on the action from the beginning. But to even get the meeting had required weeks and weeks of wooing Peter, sending him handwritten notes and articles and books in which she’d thought he might interested, including a

\textsuperscript{24} A.S Hornby, Oxford Advanced Dictionary, (aylesbury: Oxford University Press, 1987) p. 35
· Stubborn, Perseverant and Patient

The statement “But to even get the meeting had required weeks and weeks of wooing Peter” (Bushnell, 2005 : 36) above shows us that Nico was not only a hard worker but also a stubborn and a perseverant person as she incessantly persuading Peter Bosch to see her. She kept trying although it spent her for weeks.

Besides describing Nico as a smart ambitious person, the author also characterized her as a patient and scrupulous person. It can be seen when Mike Harnes came and ruined her meeting that she had arranged for weeks with Peter Bosch.

“But Mike’s behaviour toward her had changed…and now, this, she thought: trying to take over her meeting with Huckabees—a meeting Mike never would have thought to set up himself, and even if he had, he wouldn’t have been able to pull off” (Bushnell, 2005 : 38)

The statement shows us that Mike’s coming was not only distracted her plan, but he also wanted to take over the plan she arranged. But she tried to not confronting Mike at the time. She knew how to maintain her dignity and also her ambition in enhancing her position in Splatch Verner.

“no doubt he knew she was annoyed, but in a corporation like Splatch-Verner, where everything you said, did, and even wore potential watercooler fodder, it was always imperative to keep your emotions to yourself. If she confronted Mike now, she’d be labeled a bitch. If she raised her voice, they’d call her hysterical. And everyone would talk about how she had lost it” …nico gave him a cool smile… the fact that Mike was going to make this look like it was his idea filled her fresh irritation”. (Bushnell, 2005 : 39)

The above quotation clearly shows us that Nico was a patient and smart person. She never acted rashly without any consideration although she was messed up by Mike’s behavior at the time.
Brave

As we have discussed before that feminists endorse women to be brave to struggle in order to show their power and to be equal with men. As a woman character Nico also reflected the characteristic when she confronted her boss Bruce Chikalis.

“If you can get me a date with her” he said, with a grin that indicated he was used to woman falling all over him, “you can keep your job” (Bushnell, 2005 : 196)

“with that attitude, I think you’re the one who needs to be worried” Nico replied”

Feminism appeals women to be brave to take a risk in order to uphold their existence. Especially to a person who has despised women’s dignity. The statement above shows us that Nico was trying to confronted her bos Bruce Chikalis.

“Nico could sense his disdain for women under the surface of everything that he said…The answer was simple: She was going to have to destroy Bruce Chikalis…She would wipe that mocking, disdainful, sexist grin right off Bruce Chikalis’s face”

The above-mentioned quotations we can see that Nico was struggling her self-esteem as a woman. She wouldn’t let anybody despise her although she could loss her job for her deed.

Feminism does support what Nico did, because one of feminism aims is to enhance women’s dignity and existence towards men in the society. Women should be brave to strive maintaining their dignity.

· Confident

In order to prove and reveal her ability, Nico was also described as a confident person. It can be seen when she was going to be appointed as a CEO. Her boss Victor Matrick warned her that there must have been workers saying that Nico didn’t deserve
the position. But Nico was convinced that she could prove that she deserved the position.

“you’ve got some good ideas” Victor said, nodding thoughtfully. ‘but it’s more than having ideas. There’s a lot of strategy. If I kick Mike out and install you, there’s going to be an outcry. You’re going to have a lot people working against you, saying you don’t deserve it. Do you really want to start your first day of high school with half class hating you?”

“I’m sure I can handle it, victor” she murmured." (Bushnell, 2005 : 360)

Feminism bolsters what nico had done. Feminists believe that women must be confident in showing their capability in order to develop themselves. Feminists deem that by having high self confident in developing themselves, women could achieve the the same position as men have in the society.25

“I’m quite sure I could increase profits by ten percent” Nico said smoothly, in a voice that neither invited challenge nor sounded egotistically chest-pounding....but then she reminded herself of the job. The title was heady, there was no denying that, but it was the idea of the job itself that consumed her. She knew exactly what to do with the magazine division; she had to have the job. It belonged to her. It was her fate” (Bushnell, 2005 : 360)

From the quotation above, we can see that Nico was convinced that she was deserve the position as CEO. She was even certain that she could increase the income of the enterprise. She also realized that doing the job was not easy, but she knew ho to conduct the job.

· Powerful

Nico was also characterized as a famous and powerful person. Feminism agrees that women must develop themselves so that the society can consider their existences.

---

Nico O’Neillly showed that by being nominated as one of the most famous person. It was even announced at a newspaper showing that many people considered her authority. People also considered that Nico could whole of the magazine division.

“Nico O’neilly, 42, “Read the entry in the Post’s “ 50 most powerful persons”….she turned the aging Bonfire magazine into Splatch-Verner’s most profitable organ-and rumor is she’ll soon be tapped to overhaul the entire three-billion-dollar magazine division” (Bushnell, 2005 : 356)

From the quotation above, the writer can say that Nico successfully developed herself so that her existence can be acknowledged by the society. It means that Nico O’Neillly has successfully applied a liberal feminist’s approach to urging a woman to develop herself in public spheres.
B. Liberal Feminism in The Novel

Liberal feminism emphasizes its movement towards the women dichotomy between private and public spheres. Liberal feminism is a philosophy or an ideology to make women have freedom wholly and individually. This ideology says that freedom and equality are rooted in rationality and the separation between public and private spheres. Every human being, according to their thought, has a capacity to think and to act rationally, it’s including women. Women oppression and the backwardness are rooted from women themselves. They sometimes have been satisfied for what they are now without having the eagerness in developing themselves. It means that women have a significant role in determining themselves. Women must prepare themselves in order to be able to compete fairly and to stand in the same position with men.

The competition in achieving the position equality had represented by the character Nico O’neil in the novel I analyzed. Nico had become the first CEO women in Splatch Verner, a place where she worked at. It, of course, was not easy for her to occupy the position because some of men employees, especially Mike Harness and Bruce Chikalis, were trying to hamper her to occupy the position. They didn’t want any woman could attain the position and they did endorse the principle that no woman could occupy the position.

The class struggles happened when Nico was trying to be the first CEO woman at the company. When Nico was as a Chief Editor of Bonfire magazine, Bruce Chikalis
tried to lay her off. Bruce was an arrogant man and he was used to despising a woman. Nico hated him so much.

“two weeks into the job, Nico realized that her first deadly foe was someone who should have been her ally-Bruce Chikalis, the publisher of Bonfire. Bruce was an arrogant man in his mid-thirties...he and Nico hated each other”

Bruce apprehension towards women was limited in a narrow definition, for him, women in this world are divided into two categories. Some were compliant and the others were not. The women who were not compliant, would not be considered by him and become his foes that he then had to lay off.

“Bruce understanding about women was limited to his narrow definition of what women should be in relationship to him. There were only two kinds of women in this world: women who were ”fuckable”, and women who were not. And if you were not, he’d just as soon you didn’t exist. To him women should be beautiful, large-breasted, skinny, and compliant, meaning they were willing to suck his cock whenever he so desired.”

Bruce thought that most of women were compliant which means that they would do anything he asked. It was showed with his attitude when he came into Nico’s office and point out a model for the newest edition of Bonfire magazine. Then he asked Nico to arrange a date with the woman. If Nico refused the order, she would lose her job.

“If you can get me a date with her” he said, with a grin that indicated he was used to woman falling all over him, “you can keep your job”

The quotation above indicated that Nico had to do whatever Bruce asked if she didn’t want to lose her job. It proves that Bruce used his authority to force Nico for doing everything he asked including the things that humiliated her dignity.

Nico could feel an indignity towards women behind all of his statements to her. It did trigger Nico’s hatred towards the man. Nico refused doing what Bruce asked
because she didn’t like being insulted by the man and she challenged Bruce that he was the one to be fired

“with that attitude, I think you’re the one who needs to be worried” Nico replied”

The quotations above show us that Nico was trying to show that she still had a dignity and nobody could despise her. Liberal feminist does support what Nico had done. Liberal feminist claims that woman should struggle their dignity in order to be considered equally with men.26 It means that feminism endorse what nico did when she tried to lay him off in order to maintain her dignity “The answer was simple: she was going to have to destroy Bruce Chikalis”

When Nico asked her boss Victor Matrick to lay him off, she suggested that the position be occupied by a woman. “While he was off skiing in chili with bikini models, Nico and Victor chose his replacement-a woman”. From the quotation we can delude that she tried to enhance the position of women in the place she worked. She thought that women should occupy a significant position at the place.

Another struggle shoed by her was when tried to foil Mike Harness who also wanted to be a CEO. But Mike used sly strategies to defeat Nico. He obviously showed it when Nico wanted to develop the division by working a cooperative program with the biggest retail company, Huckabees. Mike came and ruin anything she planned for weeks. The situation became worse when she knew that Mike was going to tke over the program and acted as if she was the one who conducted the program.

“Mike’s behaviour toward her had changed. Subtly at first, with put down on meetings, and then more blatantly, when he had deliberately left her off of

the list of the speakers at the biannual corporate meeting. And now, this, she thought: trying to take over her meeting with Huckabees—a meeting Mike never would have thought to set up himself, and even if he had, he wouldn't have been able to pull off.”

Nico tried hard to develop the division in order to be appointed as a CEO in the division. She dared to face Mike’s sly strategies and she was convinced that she could defeat him.

Feminism suggests women to be able to compete fairly with men. Feminists also consider that women could achieve the equal position as men. Liberal feminist thinks that woman should have the equal opportunity in achieving the same position as men. It means that what Nico had done is in line with the feminism movement. She could attain the highest position in the division.

” Nico O’neilly, 42, “Read the entry in the Post’s “50 most powerful persons.”” Don’t let her legendary cool fool you. When it comes to magazine, they don’t come any hotter. She turned the aging Bonfire magazine into Splat-Verner’s most profitable organ and rumor is she’ll soon be tapped to overhaul the entire three-billion-dollar magazine division

She was not only able to achieve the position which was previously occupied by men, but she also could make the society considered her existence. From the quotation above we can see that Post newspaper had announced her as one of the fifty most powerful person.

Liberal feminist also thought that women are individuals who can reason choose their life, and to compete equally with men in politics and waged employment. Liberal feminists, such as Susan Moller Okin, are concerned to overcome gender difference in order to secure impartiality. Their approach is of women "going public", which means an individual approach to fight for power and influence on equal terms with men without changing the existing "rules of the game". They did not seek to
annul the economic, social or political system, nor morality and family values but
rather to favor changes in laws, customs, and values to achieve the goal of equality\(^{27}\).

In the novel I analyzed, Nico O’Neilly tried to compete with the other
employees to achieve a high position and to attain the equity between men and
women in the place she worked. She strived to be treated equally with men.

Liberal feminist claimed that women have the equality of opportunity in
achieving a better career in a company. Meanwhile, they also confess the system
existing in the society but they try to change the laws which are regulating it in order
to achieve the equality in the society.

One of the theorists, Wollstonecraft argued that women were, like men,
rational individuals and that, as such, they should have equal rights\(^{28}\). She established
the principles underlying later campaigns for women's right to education,
employment, property and the vote. There was a growth of equal rights feminism
throughout the industrializing world

By her good career, she could earn higher incomes compared with Seymour,
her dear husband. She had ever been suggested that Seymour quit working to achieve
his idea as a professor at Columbia University.

"when Nico began making big money, they’d decided together that Seymour
should quit his job to pursue his real interest, becoming a professor at Columbia
University. Nico loved the fact that because of her, Seymour was able to pursue a
meaningful, yet poorly paying career.”

The statement proves that Nico O’neilly supported feminism movement where
women try to achieve sufficient education in order to be able to occupy a high

http://www.feminist.com/askamy/feminism/fem91.html, p 2

\(^{28}\) ibid
position at the place where they work and they are able to support the economy of their family. Feminists claim that women would not be equal to men unless they are financially independent from individual men.  

The thing that is also in line with feminism movement showed by the character is that besides she developed her career outside her private spheres, to increase their family income in particular, she was also active in social movement so that people could get benefit from her existence.  

It was showed by taking part actively in social movement as well as attending the program to support cancer breast awareness “we can talk about it tonight,” Seymour said. “are you coming home?” “I don’t know” Nico said. “there’s some breast cancer awareness thing.” She also about people’s education she even helped to raise money for people’s education “ She’d been at a black-tie gala to raise money for education”. She set aside time for conducting it in the interval of her own business. It meant that she didn’t only care about something that was only bringing profit to her. It proved that she also cared with someone else.  

Besides a good employee, Nico O’Neill was also a good mother for her daughter and a good wife for her husband. She confessed it when she was busy with her duty at in Splatch Verner, she still took care of her daughter.  

Liberal feminists think that they are free to get job because they can also put in balance between working and mothering. They may achieve a good career without neglecting their roles as wives for their husbands and mothers for their children.  

For Nico, becoming a good mother for her daughter was the most important thing that she had to do “my most important job is being your mother”. She also

---


30 Soenarjati Djajanegara Kritik Sastra Feminis (Jakarta:Gramedia Pustaka Utama.2003) p.52
showed her care to her children when she accompanied her children watching TV, she then forbade her children watching the program because the film sent a bad massage.” But it does mean something…Nico hated the message”.

Nico was used to putting in balance between working and mothering since her daughter was still a baby, she was accustomed to taking care of her baby while conducting her work. “We’re going to have an amazing first issue” Nico said confidently, shifting the baby from one hip to the other”. She was very close to her daughter she also spent her leisure together with her daughter, watching TV “Hello kitty cat ” Nico said slipping her arm around her daughter’s waist. They were so very, very close…Katrina still sat on her lap sometimes, and on the occasional evening when they happened to be home watching TV, Nico would scratch Katrina’s back, something she’d loved since she was a baby. The statements above show us that she really loves her daughter she knows how to be a good mother for her daughter she also know how to protect her daughter “She was a child, Nico thought, a child who had to be protected. Nico brushed a long strand of hair away from Katrina’s face. She was in love with her daughter”.

Besides being a good mother for her daughter, she was also a good wife for Seymour, her husband. She loved her husband very much and she always did something that would make her husband happy. She sometimes conducted parties for her husband although she didn’t like party. “ Nico didn’t like parties…she did it to please him”

When Nico could earn a large amount of money, She suggested that her husband quit his job in order to achieve his ambition, becoming a professor at a Columbia University
"When Nico began making big money, they'd decided together that Seymour should quit his job to pursue his real interests, becoming a professor at Columbia University”

It means that Nico’s attitude was in line with liberal feminism because liberal feminists think that they are free to get job because they can also put in balance between working and mothering. Liberal feminist does not oppose marrying and mothering. Those were the things that she had done in her family.

Liberal feminist agrees that women must not be satisfied for what they are now. They must keep struggling to develop and improve themselves. This is the message that the author sent through Nico O’Neilly.

“ The problem was, no one ever told you that you had to keep conquering. You could never stop. You had to keep going, on and on”.

CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

In her novel, Candace Bushnell tries to convey her view about feminism. She describes it through her characters in her brand-new novel Lipstick Jungle. Nico O’neilly, in particular, reflected woman’s struggles in achieving the equilibrium between men and women.

Bushnell Characterized Nico as a smart and powerful person. Nico represented a modern woman supporting feminism movement. She tried to develop herself in public spheres that liberal feminist does concern about.

She tried to be the first CEO woman at the place she worked at. She also successfully became one of the most powerful persons. Moreover, she could occupy the highest position in the magazine division which previously could only be occupied by men.

Being an independent woman is one of the important topics Bushnell wants to describe. Nico had successfully become a breadwinner in the family. She also could help her husband continue his study and achieve his idea, becoming a professor in Columbia University. Liberal Feminists claim that women would not be equal with men unless they are financially independent from individual men.

Bushnell through her characters in the novel also describes how the woman character sought the equality of opportunity in attaining the equal position at the place she worked. The character strived to show her capacity in competing fairly with man.
In competing with men at the place the character worked, Bushnell elaborates how the character strived against the men in occupying the highest position in the magazine division.

A smart and powerful woman is the most important essences that Bushnell tries to convey. Bushnell describes Nico as a smart and powerful person. She could defeat man employees that tried to hamper her in attaining her ambition. She also could rout the employee that despised her. Her struggles are in line with feminism movement, liberal feminist in particular for she put in balance between working and mothering. She could both develop herself in public spheres and also conduct her duty as a wife for her husband and a mother for her children.

From the description above, the writer concludes that the character’s characterizations are closely related to the feminism movement that seeks for equal rights and the equality of opportunity in public spheres. It can be seen when the writer analyzes the characterization by using feminism theory.

**B. Suggestion**

Lipstick Jungle was written by Chandace Bushnell that got many attentions by literary critics like her previous Sex and the City. She describes independent and powerful woman in her characters reflecting a feminism movement in attaining the equal rights with men.

The novel can be analyzed from many points of view, but in this opportunity, the writer uses liberal feminist theory in analyzing and proving the feminism movement contained on it.
The writer does suggest anyone interested in the novel to conduct deeper study related to feminism in literary works, to read and access some sources from various books and sites. Reading the literary analysis written by many authors will also be helpful in understanding the feminism in a literary work.


Djajanegara, Soenarjati Kritik Sastra Feminis : Sebuah Pengantar Jakarta:Gramedia Utama. 2003


Sofia, Adip dan Sugihastuti Feminisme dan Sastra Bandung:Katarsis, 2003

Wellek, Rene dan Warren Teory Kesusastraan Jakarta : Gramedia Pustaka Umum. 1987
WEBSITES


