

**THE CONSUMER SOCIETY:
AN ANALYSIS OF SYMBOLIC CONSUMPTION
IN ÉMILE ZOLA'S *THE LADIES' PARADISE***

THESIS



**BY:
KHOLISHOTUL TANIA RAHMA ALIN
2102109038**

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS PGRI MADIUN**

July 2025

**THE CONSUMER SOCIETY:
AN ANALYSIS OF SYMBOLIC CONSUMPTION
IN ÉMILE ZOLA'S *THE LADIES' PARADISE***

THESIS

Presented to the Department of English Education, Faculty of Teacher Training and Education of UNIVERSITAS PGRI MADIUN, in Partial Fulfilment of the Requirements for an Undergraduate Degree of in English Education

BY:

KHOLISHOTUL TANIA RAHMA ALIN

NIM. 2102109038

**DEPARTEMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS PGRI MADIUN**

July 2025

SIGNATURE PAGE OF ADVISORS

Thesis by Kholishotul Tania Rahma Alin entitled *The Consumer Society: An Analysis of Symbolic Consumption in Emile Zola The Ladies' Paradise* is been approved by the advisors for the thesis examination.

Madiun, July 14th 2025

Advisor



Dr. Aris Wuryantoro, M.Hum.

NIDN: 0318097104

Madiun, July 14th 2025

Co-Advisor



Lusia Kristiasih Dwi Pumomossasi, S.S., M.A.

NIDN: 0709867201

SIGNATURE PAGE OF THEBOARD OF EXAMINERS

Thesis by Kholishotul Tania Rahma Alin entitled *The Consumer Society: An Analysis of Symbolic Consumption in Emile Zola The Ladies Paradise* has been defended and is approved by the board of examiners on July 23rd, 2025

Board of Examiners



Dr. Ertik Widtyani Styati, M.Pd
NIDN: 0712126404

Chair



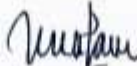
Vita Vendyaningrwas, S.S., M.Pd.
NIDN: 0731125002

Secretary



Dr. Aris Winyantoro, M.Hum.
NIDN: 0518097104

Member



Lusia Kristiasih Dwi Purnomossasi, S.S., M.A.
NIDN: 0708069301

Member



Dr. Rosita Ambarwati, S.S., M.Pd.
NIDN: 0713107501

Member

Faculty of Teacher Training and
Education Dean,



Dr. Sardulo Gergeong, M.Pd
NIDN: 0022096503

Department of English Education
Head



Dr. Ertik Widtyani Styati, M.Pd.
NIDN: 0712128401

STATEMENT OF ORIGINALITY

I, the undersigned, :

Full name : Kholishotul Tania Rahma Alin

Students ID No. : 2102109038

Department : English Education

Faculty : Teacher Training and Education

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 degrees or diplomas of the university or other institutes of higher learning, except where due acknowledgement has been made in the text.



Kholishotul Tania Rahma Alin

MOTTO AND DEDICATION

MOTTO

“Impossible is the word found only in a fool’s dictionary. Wise people create opportunities for themselves and make everything possible.”-Napoleon Bonaparte

DEDICATION

To my beloved Mother and Father

Whose love is a constant in the shifting universe—unmoved by time, unbound by stars.

FOREWORDS

Alhamdulillahirabbil ‘alamin, all praise and thanks be to Allah SWT for His abundant blessings and grace, which have given strength, health, and smooth progress so that the researcher could complete this thesis entitled “*The Consumer Society: An Analysis of Symbolic Consumption in Émile Zola The Ladies’ Paradise.*” This thesis was prepared as one of the requirements for obtaining a Bachelor of Education degree in the English Language Education Program, Faculty of Education and Culture, PGRI University of Madiun, where the researcher endured for almost four years, was not a short journey. Enrolling in college is not just about learning but a journey that shapes herself and her personal growth. The researcher experienced a plethora of life moments here, the researcher laughed, cried, fell in love, and had a broken heart—all in this very place, and all of them forming knots of feelings that her will never forget. Learning here is not just about theory and assignments, but also about honing the soul and celebrating every small step towards adulthood. With all gratitude, the researcher present this thesis not only as a final assignment, but as a small monument to the inner journey the researcher have taken.

During the process of its preparation, the researcher faced various challenges and obstacles, but all of these were overcome thanks to prayers, perseverance, and support from many parties. For this reason, the researcher sincerely expresses gratitude and the highest appreciation to: Dr. Supri Wahyudi Utomo, M.Pd., as the rector of Universitas PGRI Madiun, Dr. Sardulo Gembong, M.Pd., as the dean of Faculty of Teacher Training and Education, Dr. Erlik Widiyani Styati, S.Pd. M.Pd., as the Head of Department of English Education, and to the researcher advisor, Lusya Kristiasih Dwi Purnomosasi, S.S., M.A., whose thoughtful guidance helped the researcher find clarity amidst moments of the researcher frequent carelessness.

The researcher also wishes to express her deepest gratitude to her colleagues and close friends who walked alongside her throughout this journey.

1. To Lala, for being a friend who understood her odd thoughts and absurd humor.
2. To Ida, a companion since high school, whose presence has remained constant through the years.
3. To Deva Elang, the first friend she met upon stepping onto campus—someone who shared her quiet fascination with many things, especially literature, and who remained by her side through the long years and quiet struggles of this academic path.
4. And to the sweetest friend from France, Solal Baudrand who taught the researcher European cultures, especially France. thank you for being a free French mentor for the researcher.

And finally, a quiet offering to the researcher herself—who did not give up, even when her hands trembled and her heart felt heavy. She kept going through tears, through failure, through heartbreak, and all the quiet moments of doubt. She learned to begin again, and again, until the journey took shape. This thesis is more than a requirement fulfilled; it is a tribute to her resilience—a small but sincere offering to the girl who stayed, endured, and chose to keep walking.

Madiun, 14th 2025

The Researcher

TABLE OF CONTENTS

SIGNATURE PAGE OF THEBOARD OF EXAMINERS	iv
STATEMENT OF ORIGINALITY	v
MOTTO AND DEDICATION	vi
MOTTO	vi
FOREWORDS	vii
TABLE OF CONTENTS	ix
ABSTRACT	xii
CHAPTER I INTRODUCTION	1
A. Background of the Study.....	1
B. Delimitation of the Study	6
C. Problems of the Study	7
D. Purposes of the Study.....	7
E. Research Significance	7
F. Definition of Operational Term	8
CHAPTER II LITERATURE REVIEW	9
CHAPTER III METHOD	17
1. Type and Source of Data.....	17
2. Data Collection Techniques	18
3. Data Analysis Technique.	18
4. Data Display.....	19
5. Data Verification.....	19
CHAPTER IV REPRESENTATION OF CONSUMER SOCIETY AND SYMBOLIC CONSUMPTION	21
A. RESULT.....	22
1. Representation of Consumer Society in <i>The Ladies' Paradise</i>	22
2. Representation of Symbolic Consumption in <i>The Ladies' Paradise</i>	38
B. DISCUSSION	55
CHAPTER V THE EMERGE CONSUMER SOCIETY AND SYMBOLIC CONSUMPTION IN <i>THE LADIES' PARADISE</i>	60
A. RESULT.....	60
1. New dea of The Modern Economy	61

2. Predatory Pricing	64
3. Object of Exploitation on Women Body's	72
4. Buying Nonsense.....	76
5. Advertising Temptations	80
6. The labor Control System at <i>Ladies' Paradise</i>	85
B. DISCUSSION	89
CHAPTER VI CONCLUSION AND SUGGESTION.....	93
A. CONCLUSION	93
B. SUGGESTION.....	94
REFERENCES.....	97
VALIDATION OF THESIS WRITING LIBRARY SOURCES	101
VITA	106

LIST OF APPENDICES

	Page
Appendix 1 Validation of Thesis Writing Library Sources.....	101