

ABSTRACT

Bridget Jones's Diary is a novel written by Helen Fielding. The novel narrates about a 30 year-old single woman named Bridget Jones who lives in London. One of Bridget Jones' dreams in her life is having a boyfriend since her family, relatives and friends always ask whether she has already had boyfriend or not. Bridget feels that it is not easy to have a boyfriend because she believes that her physical appearance is her inferiority to attract men's attention. She considers that men give the attention to attractive women only.

The writer of this study takes Bridget's point of view toward her appearance as the main concentration of this research. Further concentration is discussed on Bridget's reason to believe that she must look attractive to get a boyfriend. Moreover, her reason is different with her other friends who believe that attract men's attention is not always by appearance.

The growth of mass media influence Bridget Jones' life. The writer of this study applies hyperreality theory which was formulated by Jean Pierre Baudrillard to analyze Bridget daily action and inferiority. It is because Bridget's inferiority was influenced by mass media as hyperreality theory focuses the impact of mass media toward urban western society. Magazines and TV simulated the images of attractive women and produced simulacrum. Then this becomes hyperreality because Bridget's life is manipulated by those images.