

CHAPTER I INTRODUCTION

A. The Background of the Study

Everyone loved to watch movies. Movie represented the human social life. Movie was one kind of literature that was made because of the importance of visual delight. The reason why movies became one of the literary work simply because they came from a narrative interpretation of the texts which were also referred to as literary adaptation and visualized in different corridors to the novel. Unlike the novel, the story that found in the movie is taken through visual communication. Description of the settings that the readers can only predict from reading depicted in real life. In addition, movie used moving pictures and sound to perfectly demonstrate and illustrate the stories of every kind of narrative text including the screenplay. Many possibilities for the audience to learn from everything that was shown through the movie, making movie classified as visual literacy, as opposed to verbal one. It was agreeable then to put movie in a new box of a latest medium for expanding the idea of literacy, because basically everything that written can be categorized as a part of the study of literature. Movie was not a movie if it is not adapted from written text. So it was acceptable for a movie to be put in the same box with drama or play. Regardless of the relationship between movie and literature, many movies were made as a form of expression, especially of the moviemakers and the people who write the scripts. Frequently, movie was perceived to be merely a means of entertainment and people do not critically think about the information presented to them

(Gauntlett, 2002). Movie was an important subject of analysis precisely because its impression of being only entertainment enables it to transmit ideologies covertly and influence the way viewers think and conduct themselves (Gauntlett, 2002). Moviemakers expressions towards ideologies, stereotypes, or certain thoughts can be delivered easily through the movie. Actually, there are eventually some specific purposes that appear through movies they create.

Movie was the best medium to convey some idea. For example, Disney and its princess phenomenon have been identified as a powerful influence on children's media and product consumerism, contributing to a new "girlhood" that was largely defined by gender and the consumption of related messages and products (Lacroix, 2004). So, if it was reconnected again to the function of delivering a certain thought through movies, the mind construction to believe a certain thought, or horrifically some stereotypes towards certain things, including gender was indeed.

If one of the goals that instill stereotypes, the issues in gender stereotypes in which many feminists objected since 1960 rolling just in inequality, discrimination and sensitivity (Krahn, 2015). Denying the rights, opportunities or resources of a particular sex examples of this kind of discrimination. Different treatment was then given to men and women based on stereotypic. Previously, like the use of gender stereotypes, especially women.

Lippa (2005) mentioned that there some gender stereotype of feminine. This feminine stereotypes restrict women's movement of personal traits, domestic behavior, physical appearance, and occupations. Thus, these 4 kinds of feminine

stereotypes become a unity with gender stereotypes. It was only natural for a woman to maintain, dependent, submissive, passive, personal qualities home oriented, sensitive, indecisive, and others, as well as the behavior of women in the country. As for men, they have more opportunity to be analytical, cruel, blunt, tough and independent. Once a woman acts oppositely, society will judge it wrong resulting in her being alienated. Most women become victims of this stereotype.

People hold strong stereotypes about the personality traits possessed by men and women. In one early study, college students agreed that certain kinds of traits (e.g., competitive, logical, skilled in business, and self-confident) were more characteristic of men, whereas other kinds of traits (e.g., gentle, aware of the feelings of others, and easily expresses tender feelings) were more characteristic of women, Lippa (2005: 111). Women are limited in some personal traits, domestic behavior, occupation and physical appearance. So these features should be the kind of gender stereotypes. As for personal traits, women are expected to maintain, gentle, obedient, and hesitation. Domestic behavior to women forced to do when they have to work from a distance, just take care of her husband and their children. As for jobs, women were not expected to work in the engineering field. They should be happy just to have a job as a nurse. To the physical appearance as the last kind of gender stereotypes prevailing in society, women should be beautiful, and has been well taken care of the body. Although they had to carry their babies, they are still expected to look good, especially for the husband. This stereotype about women certainly hold professionalism possessed by them for

their work and confining them to do what they like. They can not be free in expressing their thoughts since they set and are believed to be assertive, and they can not really have a job once they get married, because they have to stay at home, raise children and care for their husbands. Physical appearance was ruled by women in having a normal life . Normal means that not isolated because it has a short pixie cut hair do or have one-piece-boyish. These imbalances and the difference can be several examples of potential triggers in creating the conflict. In other words, they can be found in every movie with a related issue, especially when female characters and the conflict became dominant in the movie. In addition to gender stereotypes that can be found in a movie, there is also a gender performativity. This theory was created by Judith Butler, a feminist and philosopher. Generally, this theory explains the effect of gender as acting repeatedly. Thus it can be considered a true gender, as opposed sex built by the community and depend on sex.

Is there a gender which persons are said to have, or is it an essential attribute that a person is said to be, as implied in the question “what gender are you?” When feminist theorists claim that gender is the cultural interpretation of sex or that gender is culturally constructed, what is the manner of mechanism of this construction?, Butler (1990: 7). It can be concluded from the statement that she does not agree with the gender constructed as a cultural or deny that it is an important attribute. Evidently, she proves it through the performativity of gender, which is a theory she found in defining the concept of building a "gender". She claimed that gender is an illusion. Nothing is ever born with gender.

It is learned, after sex unknown.

Butler, (1990: 7) stated that gender performativity is then defined as a theory of recurrent masculine style show performed by the owner of a particular sex makes the correct gender. Loosely speaking, Butler challenged the notion of gender that were formed through repeated several masculine performances. For example, a girl brought up with the dominant males tend to perform activities such as sports, climbing and other masculine activities. Thus, in the future there was a chance she will act a bit boyish. Furthermore, it can be concluded that what makes a woman was represented in the way she acts and speaks and those activities should have been done doing repeatedly. In the end, gender will be formed and makes it a person with gender identity as opposed to sex identity. In fact, some people believe that sex is the notion of gender. Gender stick to whatever gender inherent in human. Shows a girl who brings true female characteristics, but guarantees she followed the role of women in society can not be judged right or wrong. She has the freedom to be wild, independent, and less sensitive, as opposed to feminine stereotypes, without having society to alienate her.

Using movies to give the alienation of a person to act differently with him / her sex, gender stereotypes and performativity then can be found in many of today's movies, including one, which was analyzed in this study, Moana movie. In fact, sex should be seen as some sort of liquid matter, which can be reformed in a state such as time and situation. People then had the freedom to behave differently, as opposed to what they have been assigned sex at birth.

This study tried to analyze gender stereotype phenomenon found in movie using the theory of Judith Butler's of the performativity of gender and how masculine appearance made by the female characters end up dropping stereotyped roles traditionally found in the movie. The movie was selected because apparently Disney has broken the traditional role of its princesses, especially when considering the return to the first daughter movie ever launched; Snow White and the seven dwarves and then followed by anti feminist Princess movies such as Cinderella or Beauty and the Beast.

Here was one of the type of gender stereotype presented by the characters in the movie.

Textual Evidence

Minute:
0:07:28

Father : Moana, what are you doing. You scared me.

Moana : Fun, I wants go back.

Father : I know, I know...But you don't go out there.It's dangerous.

Moana, come on...Let's go back to the village.

Based on the example above the one type of gender stereotypes that found in Moana Movie was domestic behaviour. It revolved around doing activities remotely. The example of the domestic behaviour from the movie that can be seen in the dialogues above that Moana's father banned Moana for not going out of the village. The one who can go out of the village was men. Men responsables to do the sailing while woman was enough just at home, in their village. Moana's father banned Moana for not going out of the village, because he wanted Moana to be save by doing the rule of his father. Moana's father did not want Moana gets

dangerous while his not around. Eventhough, Moana very loved the sea and wanedt to go back to the sea in everytime she looks at it.

What made this study feasible due to the fact that the analysis is found in the movie, Moana has a good personality and it's all thanks to her grandmother, who gave her a chance to know who she is, while her father forced her to be a good daughter by not going out of their village. Therefore, the movie reveals many masculine performances that have been represented and carried out by Moana and how they show breaking gender stereotypes clearly a phenomenon also appears in the movie.

B. The Problems of the Study

In this study, the problem was formulated in three questions, as follows:

1. What were the types of gender stereotype phenomenon in Moana Movie?
2. How gender stereotypes prevailed through the characters in Moana Movie ?
- 3.How was the relevance between moral values in Moana Movie and life viewed from sociological approach ?

C. The Objectives of the Study

The purpose of this study was to reveal how gender stereotypes are found in the Moana Movie broken through the show performance even with the main female character. Thus, there are several other destinations expected to be

fulfilled, and they are as follows:

1. To identify gender stereotypes phenomenon found in the movie.
2. To describe how gender stereotypes prevail through the characters in Moana Movie that represented by the main female character.
3. To describe the relevance between moral values in Moana Movie and life viewed from sociological approach.

D. The Scope of the Study

This study included an analysis of Moana Movie through the reveal evidence found in the movie that deals with gender stereotypes and issues of performativity. To ensure a more focused research, the topic was limited in female character analysis, gender stereotypes, and performativity evidence has emerged and its found in the movie.

E. The Significances of the Study

The findings of the study were expected to be relevant and significant theoretically and practically. The findings would give some contributions to all the readers for those who were concerned with this field. In the following significances of the study were stated theoretically and practically.

1. Theoretically, the study was expected to contribute on the development of literature study, especially on how gender stereotype and performativity are found in Moana Movie through the character of the movie.

2. Practically, the usefulness of the findings was described as the following:

a. To the students of English Department, specifically English Literature, this study will provide them with the knowledge concerning gender stereotype and gender performativity that seen in the main character in Moana Movie from Disney.

b. To the readers, this will make them understand that masculine performances represented by the main female character are eventually resulting in the conclusion of Moana Movie is indeed flawlessly feminist movie. Then, the readers are expected to have a deeper insight about Gender Stereotype and Performativity, as well as how the sexes are not sharing the same level with gender.

c. To further researchers, this study will help them if they want to conduct a similar research.