

CHAPTER I

INTRODUCTION

A. The Background of The Study

Queer is frequently used as a catch-all phrase to describe sexual identity within a certain community. People who identify as lesbian, gay, bisexual, transgender, and so on form a queer community. Some find it strange that such a big group can be described in such a simple way. Labeling people whose sexual identities are not heterosexual can foster solidarity among people based on shared experiences, which can inspire them to connect with one another and form communities where they can receive support and organize to launch political organizations (Hidalgo & Barber, 2017). Queer theory aims to influence public perceptions of the link between sex, gender, and sexuality in social circumstances, therefore altering our interpretations of gender and sexual identities. It deconstructs these hegemonic categories that limit identities to heteronormativity and, as a result, keep society's patriarchal structures in place (Hatzfeldt, 2009).

Heteronormativity refers to the incorporation of heterosexual privileges into all elements of social life, which in turn regulates everyday lives (Jackson, 2006). It has been argued that within a heteronormative world, citizens are discursively constructed as heterosexual (Johnson, 2002). Individuals may obtain certain rights as gay men, lesbians, bisexuals, or other sexual minorities, but they can't fully claim their citizenship because they are assumed to warrant protection only insofar as they conform to the heteronormative state's hierarchical assumptions. And also the existence of heteronormativity is embedded in institutions that

disadvantage individuals who have sexuality outside of heterosexuals or people who have a physical and sexual attraction to the same sex (Herek, Gillis, and Cogan, 2009). Also Gayle Rubin in Parker and Aggleton (2006), says “sexuality that is ‘good’, ‘normal’, and ‘natural’ ideally is heterosexual, marriage, monogamous, reproductive and non-commercial. Any sex that violates this rule is ‘bad’, ‘abnormal’ or ‘unnatural’. Bad sex may be homosexual, single, promiscuous, nonprocreative and commercial”.

“*Don’t speak, be tolerant*” is a mindset that we must have toward our fellow human beings, including those who are non-heteronormative. But, this would be possible only if we confronted the hierarchical nature of the heteronormative world and the knowledge produced in and by it – a world that may extend social and legal rights and support to certain individuals who have same-sex emotional and sexual desire on the condition that such individuals accept the hierarchy and fit daintily within its sphere (Barnard-Naude & De Vos, 2010).

Many real-life issues, such as heteronormativity, make their way into the realm of film. Therefore, this research discussed how heteronormativity is portrayed in *Your Name Engraved Herein* movie. . In 2020, Patrick Kuang-Hui Liu directed *Your Name Engraved Herein* movie, which is set in Taiwan. It is Taiwan’s highest-grossing LGBTQ film of all time, according to Kat Moon in Time magazine (December 18, 2020). Over the course of four weeks, it has generated over 80 million TWD, making it one of the year’s biggest domestic hits. Both the performance and the production of Liu’s movie have received critical

acclaim. The film was nominated for five awards at the 2020 Golden Horse Film Festival, winning Best Cinematography (Hung-i Yao) and Best Original Song (Keon Chia, Boon Wah Tan, Yuan Teng Hooi, Lu, and Chen); and it was nominated for Best Supporting Actor (Dai) and Best New Talent (Chen) at the 2020 Taipei Film Festival.

To find out how heteronormativity is depicted in this film, the researcher uses *Multimodal Analysis* by Kress and van Leeuwen (2006) to dissect the visual meaning in visual data that constructs heteronormativity. Multimodal refers to how individuals interact through many modes at the same time. Mode is society's depiction of historical and social formation which may be described as the simultaneous employment of numerous semiotic modes in the design of semiotic objects or events, and how these modes are employed to reinforce, complement, or be in a certain arrangement (Kress & Van Leeuwen, 2006). Kress and van Leeuwen suggested and developed a technique of social semiotic analysis of visual communication, as well as a multimodality descriptive framework. These multimodal interactions, according to Lemke (1998, as described in Jewitt, 2009b: 25), might take three forms: representational, interactive, and compositional. This theoretical assumption, which provides insight into the interaction of semiotic modes within a multimodal ensemble, is exactly what this study requires in order to comprehend and discover how resources from different semiotic modes 'interact' (Lemke, 1998: 105) with one another to co-construct relations between represented social actors and addressees. Kress and van Leeuwen propose three

meta-functions of pictures based on Halliday's three meta-functions of language – interactive, compositional and representational meanings.

Picture 1.1 below is an example of preliminary data that the researcher obtained and analyzed using multimodal analysis conducted by Kress and van Leeuwen (2006).



Picture 1.1 Preliminary Data

In this scene, which is play at 20:57, tells the story of a gay protester who is about to be arrested by the police when he is demonstrating at an event. The visual meaning in Picture 1.1 above is as follows;

a. Interactive Meaning: for the frame size is a medium shot which marked by shows the subject from the waist up, for image act is offer, for perspective is an eye-level angle, for the camera movement in this scene is follow-movement by using handheld.

b. Compositional Meaning: the gay protester is the salience in this picture because he is portrayed as the main subject, for the information value is Left-Right / Given-New, which means a gay protester and the polices as given and people around as new.

c. *Representational Meaning*: For the action process, this picture is a transactional process. The polices identified as an actor and a gay protestor identified as the goal ('a gay protester got arrested by the police'). This picture also becomes a transactional process for the reactional process, because there are a gay protester and polices who identified as a Phenomenon, and the people around who are looking at the phenomenon are identified as a Reactor.

Based on the researcher's observations, in the preliminary data example above, marked with the representational meaning of the picture, a heteronormativity situation was found where a gay protester could not freely express his opinion in the area and when the police arrived, he was immediately arrested by the police. Therefore, how heteronormativity is depicted in a film is essential to discuss, because what is present and visible in the film can eventually serve as a standard for the audience to pay attention to how heteronormativity happens around us.

B. The Problem of The Study

These are the problems formulated in this research;

1. What are the visual meaning in the heteronormative scene in *Your Name Engraved Herein* movie?
2. How is the heteronormativity portrayed in *Your Name Engraved Herein* movie?

C. The Objective of The Study

In this research, researcher has some purposes to answer the problems of the research, they are;

1. To find out what are the visual meaning in the heteronormative scene in *Your Name Engraved Herein* movie
2. To reveal how is the heteronormativity portrayed in *Your Name Engraved Herein* movie?

D. The Scope of The Study

The limit of the research that the researcher discusses here focuses on the visual data contained in the heteronormative activity in the film by Patrick Kuang-Hui Liu, *Your Name Engraved Herein*. Visual data that the researcher means is the screenshotted picture in heteronormative scene in the movie. This research uses queer perspective, which discusses how society treats homosexual people and how homosexual people live their own lives through the journey of the character in *Your Name Engraved Herein* movie through a multimodal analysis by Kress and Van Leeuwen (2006).

E. The Significance of The Study

The significance of this research are expected to have a theoretical and practical perspective.

1. Theoretical Perspective

The researcher hopes that these findings can provide a positive contribution for students to know about heteronormativity, because in this society, heteronormative is happened and we have to respect or tolerate people who are

non-heterosexual. Also researcher hopes it can be used as an additional reference in the field of literary criticism about queer and also the multimodal analysis.

2. Practical Perspective

The researcher hopes that this research can be useful to help readers, especially students as a reference in studying heteronormativity in a movie that have many important things in them that students should know, and also as a reference in studying a multimodal analysis.