

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

Marvel Comics or Marvel Worldwide Inc. formerly Marvel Publishing Inc. and Marvel Comics institution is the name of a company from the United States that produces comic books and associated media. Marvel became first founded under the name "timely publications" in 1939 and in brief modified its call to "Atlas Comics" earlier, eventually turning into Marvel Comics in 1961. Marvel is famous for having orbited famous comic characters like Captain America, Spider-man, Iron man, Hulk, Thor, Black Widow, doctor strange, Daredevil, Wolverine and Ant-man and groups like the Avengers, Guardians of the Galaxy, fantastic 4, and the X-men, and antagonists which include doctor Doom, red skull, green Goblin, Ultron, doctor Octopus, Magneto, Venom and Loki. Most of the characters created by Marvel performs in an international referred to as the Marvel Universe.

These days, many of those Marvel characters have appeared in different leisure media which include caricature collection, films, and video games. Marvel additionally has its very own wiki web page. The website changed into released in 2006 and contains numerous records in the Marvel Universe. Every year, Marvel keeps creating new heroes to represent each culture in the world.

Recently, Marvel had released a new super hero to represent Asia as one of the super heroes in Marvel. Shang-Chi is a super hero to represent Asia who has Chinese blood in Marvel. This movie had been released in 2021. Shang-Chi

gained popularity as it had represented East Culture to the world. The movie called Shang-Chi and The Legend of The Ten Rings. It tells a story about a man who has a power from the ten rings. Then, he fell in love with a woman who has power to control nature. After getting married, they have two beautiful children. Unfortunately, the woman dies and it changes the father's behavior towards the children. This movie shows the conflict between the father and the children. It represents how much the children tried to obey their father.

This movie also showed the values that applied through the main character. According to Edgar and Sedgwick (2009), value defined as "something worth or beneficial within a system or hierarchy (p. 375). In literature, value is the essential part of it. According to Culler (2012), the value of literature has long been linked to the vicarious experiences it gives readers, enabling them to know how it feels to be in particular situations and thus to acquire dispositions to act and feel in certain ways (2012, p. 112). According to (Linda & Eyre, 1993) split moral value into two categories. First, human beings have a value called "being" that influences their actions and how they treat others. The second, value of giving is a value provided by a person to someone else. This value consists of intangible but priceless items. Although the movie is about a Chinese family, it took place in USA. Shang-Chi decided to move to USA and found a job as bell boy. The character "Shang-Chi" faces a conflict with his father. He had to choose between being an obedient son to his father who wanted him to be just like him or an obedient son to his pass mother who wanted him become a good man in life.

This analysis discusses topic about how “Shang-Chi and The Legend of The Ten Rings” represents East culture in the movie. According to Stuart Hall, representation as to the procedure through which meaning is produced and exchanged amongst culture individuals through language, signs, and pictures that stand for or represent subjects (Hall, 1989). Hall offers a new perspective that gives a lot of greater concerned and innovative definition of role representation concerning the way people reflect on attention at the surroundings and its region in it. The new fact of representation is critical for a much greater nuanced way of thinking about communication. Hall factors out that a picture may have severe one-of-a-kind meanings and that there can be no guarantee that it will feature the manner of human beings.

This movie represents East culture through the main character. Shang-Chi, the main character is a super hero who has Chinese blood decided to move to the USA. He meets Katy and becomes close to her family. Katy comes from a Chinese family that is still strict to the tradition. Although her family already lived in the USA for a very long time, they still manage to keep most of Chinese tradition. Unlike her family, Shang-Chi has begun to forget his tradition. This phenomenon could be called mimicry. According to Homi K Bhaba (1994), mimicry is exaggeration copying of language, culture, manners and ideas (Bhabha, 1994:86). Table 1.1 below is the example of the preliminary data that the researcher obtained and analyzed using the theory of mimicry by Homi K Bhabha (1994).

	<p>In this scene at 15.06, Waipo, Katy's grandmother told Shang-chi not to take a seat beside her because it is for Waigong. Waigong is Katy's late grandfather. Waipo prepared Waigong's favorite things in the year of the dead. However, Shang-chi seemed to think that it was unnecessary. He said that "Are you sure that Waigong's allowed to take Funyuns and cigarettes back to the afterlife?"</p>

**Table 1.1 Preliminary Data**

Based on preliminary data above, in Chinese culture, one year and one year after the death of a family member will always be commemorated by their grandchildren by carrying out "Soja and Kui" activities, as a sign of dedication and respect for the spirits of his family members. on the table they put various drinks, fruits, food, like coffee and tea, sweets, there are at least 3 kinds. Not forgetting cigarettes, betel nut and the main food is "Samseng", which is 2 pairs of candles and incense. The day before the "Soja and Kui" ceremony, family

members must light a red candle first for the spirits of family members who have died. (K., 2011). It was found that Shang-Chi does not believe in the tradition anymore. Shang-Chi mimics West culture where they mostly do not believe about the afterlife.

These spirits and energies, according to early Chinese beliefs, are expelled from the body after death. The risks to the living could be very substantial. Some demonic entities, sometimes known as ghosts (*gui*) in this context, have a propensity to haunt the living. Rituals and sacrifices would be used to shift the various souls and energies into locations where they might be managed, contained, and changed into forces that would at the very least do less harm to the living and perhaps even be helpful to them. Someone would recall the numerous souls that would have floated away after the death of the body right after someone died. They would be summoned to the corpse, which would then be interred in a tomb along with its souls. Various items such as foods, material possessions, and texts that the deceased had cherished while they were still living would also be buried with them. Since the souls contain the personality of the individual, it was hoped that by surrounding them with items they had loved while alive, they would be more likely to remain in the tomb and refrain from harming those who are still alive (Puett, 2011). This study focuses on finding the value and the representation of East culture through the main character that appeared within the movie.

## **B. The Problems of the Study**

Based on the background of the study, the problems of the study are formulated as the following:

1. What Eastern cultural values are represented in the movie?
2. How does the main character represent East culture in the movie?
3. Why are the values represented in the way they are?

## **C. The Objective of the Study**

Related to the problems of the study, the objectives of the study are:

1. to elucidate the values of East culture through the main characters.
2. to evaluate the representation of East culture through the main characters.
3. to give reasons why cultural values are represented in the way they are.

## **D. The Scope of the Study**

This study may be focused on moral values by using Linda and Eyre (1993) especially in the representation of East culture through the main characters within the movie Shang-Chi and the Legend of the Ten Rings. The limitation of this research is East culture that appeared through the main characters.

### **E. The Significance of the Study**

Theoretically, this study will provide information about East culture that is represented in the movie. Practically, it will be useful as the insight for those who are interested in the differences between East and West culture. This study also provides information that can be used to other related studies in the futures.

