

CHAPTER I

INTRODUCTION

In this chapter, the researcher will explain the background of the research, statement of research problem, objective of the research, significance of the research, scope and limitation of the research and definition of the key terms.

A. Background of the study

Movie as one of literary works has been made due to visual enjoyment's importance. The reason why movies become one of literary works is simply because they came from narrative texts' interpretation, which is also called as literary adaptation and it has visualized in different corridors with a novel. Formerly, the movie was based on prose or poetry. This adaptation from literary works helps the movie to find its space in the literary corridor until it is able to stand for itself so that it is considered visual literacy.

There is a lot for audiences to learn from everything shown through movies, thus it makes the movie classified as visual literacy, as opposed to the verbal one. A movie is adapted from writers' idea literacy, so the movie is not a 'movie' if it is not adapted from written text. It is acceptable for a movie to be put in the same box as drama or play. Apart from the connection between movies and literature, a lot of movies are made by the forms of expression, especially from the moviemakers as well as the ones

who write the scripts. The expressions towards ideologies, stereotypes, or certain thoughts can be delivered easily through the movie. Some previously mentioned thoughts and ideologies are only some of the examples of “hidden things” which often can be found in a movie. Therefore, the audiences are expecting to give criticism or even counterbalance it through movie reviews they make after watching it.

One of the movie reviews is a gender stereotype. Gender stereotype sets women should act feminine and not to do masculine action. In fact, being feminine is not always identical to women, and masculine is not always with a man. In female masculinity, Halberstam (1998:7) stated, “it is crucial that masculinity does not belong to men, and has not been produced by masculine women”. Based on the statement, we can see that masculine characters are not only possessed by men but also women. Masculinity and femininity are images that are constructed by society not based on identity. Denying the rights, opportunities, or resources of a certain gender are examples of this kind of discrimination. Differential treatment is then given to males and females based on stereotypic roles prevailing towards their gender, and that is the negative side of the wrongly taken gender stereotypes. Beforehand, gender stereotyping is more like discharging women especially, to be able to freely express because of the ‘bump’ created by society for female roles. The bump that is discussed here is some feminine stereotypes believed by many people and agreed by society.

Once a woman acts oppositely, society will judge it wrong resulting in her being alienated. Most women become victims of these stereotypes. According to Lippa (2005:111), 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 the characteristics of men, whereas other kinds of traits (e.g., gentle, aware of the feelings of others, and easily expresses tender feelings) were more the characteristics of women. As can be seen, clearly enough, women are limited in several personality traits, domestic behaviors, occupations, and physical appearances.

The writer analyzing the gender roles presented in children's films is particularly important because viewing the stereotypical depictions of gender presented in these movies can have a truly negative impact on children. According to Smith, Peiper "Children who watch skewed portrayals of males and females while they are developing cognitively may organize their views on gender into schemas driven by these stereotypes". Encouraging gender stereotypes in children can have very harmful consequences. If the children do not have the opportunity to view female or male characters, they can relate to, it may leave them feel being rejected by society and make them feel like they must conform to the limited, subservient examples of femininity they see being supported by the media. Furthermore, movies with stereotypical depictions of gender prevent society

from moving away from patriarchy and toward freedom of choice for both genders. A film like *Brave* is needed to challenge the social status and provide role models of strong, progressive females. Besides, this movie provides lessons about culture in royal time.

To find the gender stereotypes, the researcher use movie animation. To deliver the alienation of a person for acting differently with her or his gender stereotypes that can be found in many movies these days, including the one, which is analyzed in this study, *Brave animation* movie produced by Pixar Animation Studios and released by Walt Disney Pictures. In this film, there is a new concept of a Disney princess through Merida, not only from the appearances of the main character in this movie but also from her characteristics and the story of hers as a princess. Merida has different physical appearances than other princesses. She spends her days by practicing archery, riding her horse, and exploring the world around her. She is brave, boyish, rebellious, and reckless. The description of Merida as a Disney princess in this movie is far different from other Disney princesses, such as Snow White and Belle, as the proper royal women. Gender should be seen as a fluid kind of thing, which can reform under circumstances like time and situations.

Based on previous studies which already discussed gender stereotypes was conducted by Diane Elizabeth Nuhamara (2013), this study used Disney's movies as the object (*Brave and Tangled*), and this study used qualitative research design, the result of this study was gender

stereotype has been deeply rooted in the society that affects the development of oppressed people especially women. The second was conducted by Yogi Zanuady Ramadhan (2016), this study used qualitative research, this study aimed to analyze how the main character was portrayed in the film and analyzed the gender stereotypes attached to her. The object of this study was the Moana movie and the result was the movie showed that Disney tried to avoid perpetuating gender stereotype. Last previous study was conducted by Lianne Blankestjin (2015), this study would be on gender and race in the Disney Princess Line. It was worth examining which stereotypes Disney used in portraying Native Americans. It showed the differences object and focuses on the studies and the result is women have been in the spotlight since the introduction of photography and film and people have been to stereotypes of women that filmmakers want them to see, ever since.

What makes this study worth analyzing is because of the facts found in the movie; Merida has a boyish personality and she thanks her father who gives her a bow, instead of dolls as her first birthday since Merida is a girl. Merida is keen on archery; horsing and more adventures, while her mother Queen Elinor forces her to follow the rules of Princess prevail at the time. This movie reveals a lot of masculine performances that have been represented and done by Merida as well as how the personality breaks off the gender stereotypes phenomena, which is appeared in the movie. Here also has a different thing about the theory, focuses on the research and technique. Based on those previous studies above, the researcher realizes if

many writers researched the same topic and same theory but the analysis is a different object.

Based on the explanation presented above, the researcher is interested in conducting a research entitled “*An Analysis of Gender Stereotype in Brave Movie*”. This movie is selected because apparent last, Disney has broken off the traditional roles of its Princesses’ franchise, especially when recalling back to the very first princess movie ever launched; Snow White & Dwarves and the followed by other anti-feminist Princess Movies like Cinderella or Beauty and the beast.

B. Statement of Research Problems

Based on the background problem, the researcher formulated the research problems as follow:

1. What are kinds of gender stereotypes phenomena found in Brave animation movies?
2. How are the gender stereotypes presented in Brave animation movie?

C. Objective of the Research

The objective of the research is to answer questions stated in research questions; to find out the kinds of gender stereotypes in the movie and to explain how gender stereotypes are presented in the movie.

D. Significance of the Research

This research is expected to contribute some significant, the benefits of the study are the result of the study can be used for:

1. To contribute to the development of the literary study, particularly among the people who are interested in literary study. This study can be one of the related studies which discuss gender stereotypes.
2. To motivate the readers about the importance of gender stereotypes in daily life and in order to understand those masculine performances represented by the main female character are eventually resulting in the conclusion; Brave movie indeed a flawlessly feminist movie.

E. Scope and Limitation of the Research

This study only discusses gender stereotypes in Brave movie and to ensure the study is more focused, the topics only in the analysis of characters' Merida in Brave Movie and gender stereotypes that appeared and found in the script and in the movie.

F. Definition of Key Terms

1. Movie

The movie is a type of visual communication which uses moving pictures and sound to tell stories or teach people something and they can be shown on the big screen at movie theaters, television, and several other media.

2. Gender

Gender refers to the roles, behaviors, activities, attributes, and opportunities that any society considers appropriate for girls and boys, and women and men.

3. Stereotypes

An over-generalized belief about a particular category of people, it is an expectation that people might have about every person of a particular group.

4. Gender Stereotypes

An overgeneralization of characteristics differences and attributes of a certain group based on their gender and create biases about certain characteristics or traits and perpetuate the notion that each gender and associated behaviors.