

# **CHAPTER I**

## **INTRODUCTION**

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

### **1.1. Background of Study**

Language is a fundamental need for communication. Every person uses language in everyday life to do something such as instructing, sharing information, telling their feeling, etc. By using language, people can do communication so that people can not be separated from the language of their daily activities.

As we use language to deliver a message, it can not separate the language from the culture of its speakers. Most experts agree that language is a cultural reflection of social community. Moreover, the fact that difference between Eastern and Western culture is so big might create misinterpretation. That is why the language learning must involve the learning of related culture with the language being learnt, since each culture has its own characteristics which vary from one to another. Even if there are 2 communities speak the same language, it is very possible that they will seem different in some ways, it can be the accent, the pronunciation, the spelling, the gesture, the body language, and many more.

Culture can be stated deeply linked with language, because language reflects culture and culture should be expressed in language. Culture itself is defined as the values, traditions, customs, art, and institutions shared by a group of people who are unified by nationality, ethnicity, religion, or language (Roell, 2010). As a foreigner who learns English, however it is not easy to learn western culture by reading a book only, since we miss the direct experience to feel the society. This uncertainty creates stereotypes of a certain country, for instance British people still live a posh life in castle or cottage, just because the country is royal, as showed in many Disney movies.

Stereotype itself is a shared image of a social category or group that is applied and generalised to members of the group as a whole regardless of their individual qualities. It may or may not be accurate. The stereotype stated before is the example of false stereotype. As other countries, we will still be able to find homeless people in the UK.

Fortunately, the development of technology eases us in learning not only the language, but also the culture through various interactive media which are more interesting, such as movie. Movie is one of media that become major sources of entertainment, education and knowledge. It processes and extracts the form of real society and life. Cultures, historical backgrounds and social surroundings of English-language countries are vividly demonstrated through artistic means of movies. English movies provide English learners with a platform to understand vividly and profoundly English culture. In short, movie is a good solution of troubles and

problems in learning a language, particularly when it comes to understanding the culture.

Many kinds of movie have been released in this entertainment industry, one of the famous ones is from Disney. The Walt Disney Company, known well as Disney, is an American diversified multinational mass media and entertainment which has produced many Disney tales known around the world, one of them is called Cinderella. Cinderella Movie is a romance movie from Disney pictures which is directed by Kenneth Branagh in the years of 2015. This movie has a good moral value about to be patient and be kind with every people who have been making our life so hard, because there is a magic for good people.

In order to learn stereotypes in depth, the researcher chooses this movie as the object of study. The reason why this movie is chosen because this movie has a good moral value that can be taken after watching the movie. Moreover, this fairy-tale has been popular for years, so it eases to interest the reader or EFL learners when it comes to the topic of the study, since they can relate to what is explained by the researcher more easily. Other than that, there are many more that we can still learn after watching the movie, especially when it comes to English learning.

Even though many studies related to stereotypes through movies have been conducted by previous researchers, however those studies only focused on a certain type of stereotypes only. Meanwhile, here the researcher would like to show that there is not only one kind of stereotypes showed in a movie, especially the Disney ones, which is still full of kingdom culture.

However, the researcher's interest here is to know what stereotypes can be found in the Cinderella movie. The result that possibly will be showed in this study is kinds of the stereotypes found in the Cinderella movie. Based on the explanation above, the researcher is interested to conduct a study entitled *"The Analysis of Stereotypes Found in the Cinderella Movie."*

### **1.1. Statement of the Research Problem**

Based on the background stated above, this study is conducted in order to answer the following questions: (1) "What are stereotypes presented in the Cinderella movie?" (2) "What are the evidences of the stereotypes presented in the Cinderella movie?"

### **1.2. Objectives of the Study**

Based on the research problem above, here the researcher states the aim of the study, as follows: (1) "To know what kinds of stereotypes found in the Cinderella movie." (2) "To describe the evidences of the stereotypes found in the Cinderella movie."

### **1.3. Significance of the Study**

The result of the study is expected to be useful to the relevant parties, as follows:

#### **1.3.1. The English teachers**

This study hopefully can be reference and fundamental of teaching English, especially in the term of culture and stereotypes. By reading this study, the teachers are also expected to be more active and enthusiastic about teaching English, not only teaching the theory, but also introducing the culture, in order to introduce the EFL learners about the importance of cultural awareness.

### **1.3.2. The students**

For the ESL/EFL students who are interested in learning English further, especially the culture, this paper is expected to be able to give more information and knowledge related to the culture of English country. Through this study, students are also expected to realise the importance of cultural awareness.

### **1.3.3. The other researchers**

The result of the study is expected to be beneficial and helpful for the other researcher who needs a prior knowledge and related reference for the next further similar research topic.

## **1.4. Scope and Limitation of the Study**

In order to achieve the expected goal mentioned before, the study is focused on: (1) The object used for the study is movie entitled “Cinderella”. (2) The focus of the study is to know what kinds of stereotypes found in the Cinderella movie. (3) The next focus of the study is to describe the evidences of the stereotypes found in the Cinderella movie.

## **1.5. Definition of the Key Terms**

In order to avoid misunderstanding the researcher's meaning and purpose of the study confusing the readers, it is essential to define the following key terms:

### **1.5.1. Stereotypes**

The definition of stereotype is any commonly known public belief about a certain social group or a type of individual. Stereotypes are particularly consequential because they are socially shared across large groups of people. That is, people in the same context (i.e., within the same [sub-] cultures) appear to hold similar beliefs and expectancies about social categories (Hogg & Reid, 2006; Oakes, Haslam, & Turner, 1993). Stereotypes are believed playing a fundamental role in many pressing societal problems relating to racism, sexism, ageism and intergroup tensions. Here is kinds of stereotypes commonly known, namely racial stereotypes, gender stereotypes, cultural stereotypes, group of individual stereotypes, and sexual stereotypes.

### **1.5.2. Movie**

Movie is a story or event recorded by a camera as set of moving images and shown in a theater or on television a motion picture (Evision, Alan :1983). Most of the movies are adapted from real story in the world and the other adapted from books or novels. Movie will give us a message such as moral, motivation, believe, science, etc. Literature is a

media to deliver creative ideas. In movie as a literature creation has interesting media to communicate with audiences so that they can catch the message of the movie.

### **1.5.3. Cinderella Movie**

Cinderella Movie is a romance movie from Disney pictures which is directed by Kenneth Branagh in the years of 2015. This movie tells about a girl, her name is Ella who lives with her lovely father after her mother passed away. For a years later, Ella's father decides to remarried Lady Tremaine, a widow who has two daughters. Ella welcomes her new family even though her stepsisters have an unpleasant attitude. Someday, Ella's father has a trip to do his business but unexpectedly Ella's father dies during the trip. After losing her father, her stepmother reveals her cruel and jealous nature. She treats Ella as a housekeeper who has to do all the chores every day. The climax is when Ella wants to attend the party but the stepmother does not allow her. Suddenly a fairy godmother appears to help her but with one condition, she has to back home in midnight because the spell will break at that time. The ending of this story is, finally, Ella married with a prince and living happily ever after.