

# CHAPTER I

## INTRODUCTION

This chapter consist on introduction as the basic problem to analysis process and the several theories that support sexism and narrative analyses. The researcher divided to three parts there are background of problem, statement of problem, and purpose and significance of research.

### 1.1 Background of Research

Feminism still becomes a hot topic to talk. It can be seen from literary work, websites until social movement still exist until now. Along with the development of increasingly sophisticated technology and internet access is easy as cause the emergence of online media. Through posts was published in *Magdalene.co* voicing women's struggle. Nowadays women's struggle is not only a campaign but with argumentative and instructive narratives that can influence their reader. Not voice the oppression only but also sexism that has been entrenched in the society. Although simple, this sexism affects gender equality not only women who become victims but also men. Then, the reason of take sexism so that it does not spread and begin inculcate gender equality from oneself. While, the narrative structure to parse the articles in *Magdalene.com* which fighting sexism.

One that remains a focus of feminism is sexism that is still developing, consciously or unconsciously even often found in everyday life. Sexist language

represents an unjust gender identity especially in diction selection. Such injustice occurs in terms of Language where the use of masculine Language has a strong and high dominance in social life. Sexist language arrives because of the inaccurate choice of vocabulary ie the use of words whose meaning is not inclusive (not representative of both sexes: male and female) with such inaccuracies will potentially lead to words that further heighten the male dominance of women.

This attitude of gender injustice (sex stereotypes) cannot be separated from the influence of patriarchal culture that is rooted in the order of a society's social life. This patriarchal value system is considered as the root cause of the fertile dominance of language sexism towards women. The stereotypical discrimination of sex and image of women resulted in women experiencing lame imagery.

Women have got an unfair attitude in the context of politics, culture, social and language attitude. The concept of imaging women by positioning them as subordination to form sexism. The concept of imaging women in a subordinate position has shaped the concept of sexism.

According to Twhaites, Davis, and Mules in Prifatania there are three ways of narrative structures integrate the text. They are depicting, the sequences of events or ideas in a story by foregrounding movement through the passing of time, emphasizing a network of social meaning by transforming events into actions performed by characters and offering the types of pleasure and enjoyment to the reader. Nash (1994) explained that narrative in one form or another permeate virtually all aspects of our

society and social experience. He also says narrative forms are found not only in context of literature but also in the recollection of life events in historical documents and textbooks, in scientific explanation of data, in political speeches and in daily conversation.

Narratology is the study of narrative based on Fludernik(2009) narrative theory- or to use the internationally accepted term narratology. It is determined to explore the structure of narrative as well as to provide relation between some narrative characteristic and framework of theoretical models. Further, narratology examines structure of the narrative as the aim to understand the concept of theory. Ratna(2015) considers narratology as a concept of narrative and narration. The structure of fictional is a part of events consist of elements, such as characters, settings, point of view and soon. In another word narratology is a study of narrative structure.

There are several elements of literature, in the (Rosen Educational Services, 2012) One of the principal ways to analyze is by examining the myriad devices of which it is build. At the very least, these consist of plot, character, scene (or setting), narrative method and point of view, scope (or dimension), and myth, symbol, and significance. Narrative is a form of discourse that seeks to tell an event as if the reader saw or experienced the event itself. What happens is nothing but the actions of the people in a series of times.

In this study, the researcher will examine the narratives that exist in a media online *Magdalene.co* by narrative analyses theory, how much influence narration in

text. Because there is nothing without goals including article postings that campaign about feminism. They have information not just feminism but also sexism, cat calling or gender inequality not focus on patriarchy.

There are many websites who talk feminism or gender equality. *Magdalene.co* is an online media who ambitious to voice equality, feminism, pluralism and progressiveness through gender and cultural boundaries. So there are many writings in the form of diversity, against stigma and social constructs and other women's struggles. The researcher choose it because, it has productive content seen from the articles posted and consistent to issues which became focus by them.

In official statement from *Magdalene.co* is a slanted guide to women and issues. Magdalene is the fruit of our vision of an online publication that offers fresh perspectives beyond the typical gender and cultural confines. We channel the voices of feminists, pluralists and progressives, or just those who are not afraid to be different, regardless of their genders, colors, or sexual preferences. We aim to engage, not alienate. Magdalene is based in Jakarta, Indonesia (*Magdalene.co*).

They also open for anyone who want contribute for writing, photos and videos (or links to videos) from anyone on issues related to women, LGBT, empowerment, tolerance, pluralism and other aspects of a progressive society. They appreciate clear, engaging writing; and they prefer self-deprecating wit and understated sophistication to stuffy, patronizing and moralistic rants. Read their articles to see what sort of stuff

published. We accept both English and Indonesian content, and may translate the piece.

Reading through the Internet or Digital is also quite high. According to Nielsen Consumer and Media View data, up to the third quarter of 2017, the number of digital version readers reached 6 million people with a penetration of 11%. This is also evident from the high penetration of digital reading in several cities on the island of Java, such as the Bandung area and its surroundings (25%), Surakarta (22%), Yogyakarta and its surroundings (19%), Semarang and surrounding areas (12%) and Jakarta and surrounding (11%). Meanwhile, outside of Java, most readers still read more in print. Another interesting thing is, the digital version is able to reach readers of Generation Z with an age range of 10-19 years (17%). They are future media consumers. (<http://www.nielsen.com/id/en/press-room/2017/MEDIA-CETAK-MAMPU-MEMPERTAHANKAN-POSISINYA.print.html>).

### **B. Research Question**

Based on background of research above the researcher determines the problem that investigates an online media *Magdalene.co* criticize and fight sexist. In this research, the researcher takes the articles by that website. The reader might have the several assumptions about their understanding, because the researcher interested in ask the students about their understanding in sexism at *Magdalene.co* as follow:

- a. How feminism sees in the articles of *Magdalene.co*?
- b. How does narrative structure of the articles of *Magdalene.co* construct the sexism fight?

## 1.2 Research Purposes

Based on questions above the researcher has problem of thus research

- a. To prevent developing and anticipate of sexism
- b. To explain and educate that against for sexism through media online

## 1.3 Research Significance

This study is expected to be a reference to further study in literature become a reference for the scientific development of English Literature. First for readers the result of this research can give an idea on “Fighting Sexism through Narrative in Online Media “Magdalene.co.” In this research, the researcher wishes that the research could give a significant benefit of the reader and the researcher.

The researcher hopes this study is useful for the next researcher as a reference to help in comprehending the literary work. Then, the researcher expected this research can give new knowledge for the readers to understand about sexism and narrative in the articles as an effort to shape gender quality.