

CHAPTER I

INTRODUCTION

This chapter consists of Background of Research, statement of problem, purposes and significances of research, definition of key terms, and organization of writing.

1.1 Background of Research

Every individual has their own perspective of the attitude considered right or wrong. The standard of this perspective is different from one region to another. Sometimes a person judges other person from her or his cover, and then this person assumed that everyone living in this region is the same. It called stereotype. Stereotype based on other people belief of particular characteristic. Robbins (1996: 308) explains that stereotype is assessment towards someone based on perception towards some group that people come from. Stereotype is the ways of short thinking; do with intuitively by man to simplify complex things.

Stereotypes are divided as two part, positive stereotype and negative stereotype. According to Robbins (1996: 136) positive stereotypes is an allegation or a portrait of the positive nature of the condition of a particular group. Whereas negative stereotype is an allegation or negative portrait of the distinguished charged to a particular group which has a difference that cannot be accepted by the other groups. The negative stereotype of men and women can be viewed clearly from many aspect of life. But this research focused on negative stereotype of women.

Many writers choose women as its object since the issue of women has many aspects to discuss such as, the issue of beauty. Women are always associated with beauty. According to Wolf (2002: 264) the beauty of women is mostly described by having tall and shape body, white skin, sharp nose, and so on.

Stereotype is one of negative labeling towards women. This prompts the negative stereotypes of blonde women. Women are suppressed a lot by stereotype, because the women are treated unfair in many aspect of life. One of social study which becomes controversy is study of differences gender in sex and gender context. Wood (2009: 33) explains that stereotype is the process of generalizing a whole class of phenomena based on little knowledge gained from the class members. From the statement above, it can be inferred that women are always put in problem without a man and women are always put in the impotence. Therefore the women's stereotypes are needed to explain equality of women through the movie to be studied. According to Wolf (2002: 14): "Culture stereotypes women to fit the myth by flattening the feminine into beauty-without-intelligence or intelligence-without-beauty; women are allowed a mind or a body but not both."

The perspective above explains that beauty and intelligence of women could not be united because the beauty itself depends on the perspective of men. After explanation about women stereotype above would be much better to know about movie and its relation to popular literature. Movie gives the freedom to convey information or messages from moviemaker to audience. Jinks in Adi (2011: 54) argues that movies and literature are same medium or even the same kind of experience. As explained above even movies and novel are different kind because

the power of movie is audio visual and the power of literature is linguistic. Therefore, the method used to analyze novel also apply in analyzing the movie. Adi (2011: 54) explains that variety types of popular literature could be written in the form of essays and fiction which means fiction is invented story that could be novel or movie.

In relation to the time of popular literature is literature that exists at the present time or appears in modern times. This movie as a work of popular literature because based on popular novel of Amanda Brown's *Legally Blonde*. The *Legally Blonde* movie is popular because nominee in Golden Globe U.S.A as Best Motion Picture category Comedy or Musical, Best performance by an actress in a Motion Picture, one of their actress win BMI Film Music Awards 2002, nominee as Best Casting for Picture Film in Casting Society of America 2002, nominee as Best Comedy Film in British Comedy Awards, and nominee as Excellence in Contemporary Film in Costume Designers Guild Awards 2002. The directors of *Legally Blonde* are Karen McCullah Lutz & Kirsten Smith, this movie adaptation from popular novel by Amanda Brown published in 2001 and the movie released in the same year. Because Karen McCullah writes most of the published screenplays with her screenwriting partner Kirsten Smith.

Everyone love to watch movie, either kids or adult they both love to watch movie, and whether the storyline or the characters it takes great influence for the audience. According to Adi (2011: 54) movie is media communication which develop in everywhere. It can be inferred that movie is quickly get reach for people population in everywhere. It is also the reason researcher choose movie as

the media of research. The object of this research is a movie titled *Legally Blonde*. The story of *Legally Blonde* movie tells about Elle who like to spend her time in beauty salon. She is always dress well and has a beauty appearance that is the reason why many men want to date her. She has a boyfriend named Warner, but Elle and Warner break up because he wants to study at Harvard University. Elle follow him to Harvard University and she take a law study, but many people think she cannot pass it. Until she proves that she is not just beauty but she is smart enough and can get her boyfriend back.

The research by Imrona (2015) analyzes the characterization and stereotype of women. This study focused on the representation of women stereotype and how women stereotype represented in *Brave* and *Frozen* movies. The result of research is women are not depending on men; women could be strong and rational. The researcher also analyzes the characterization of princess based on physical appearance such as beautiful perfect hair, flawless skin, and skinny body also based on the characteristic of beauty and elegant. Then, the second study by Asmara (2016) focused on that is Afghanistan still follows patriarchal system. The researcher divides it as five things; education, marriages, violence, women discrimination, and the honor of family. The result of this study, women stereotype as the effect of patriarchy and it is a cause of the character personality.

This research has different object and theory from researches above. It has been obtained some informative inputs as reference to improve the comprehension of literary study about women stereotype in literary work.

Connected to the women stereotype issues, it is interesting matter to discuss about beauty stereotype of blonde women that was presented by the main female character named Elle through the struggle to prove her intelligence to society. It is the underlying desire to discuss how the blonde women stereotype in literature, which in this study is the *Legally Blonde* script.

1.2 Statement of Problem

The problem of this research is that the proves of women stereotype in society is not always true. In this case women could be beauty and intellegents. The questions of research are:

1. How are the stereotypes of blonde women portrayed in *Legally Blonde*?
2. How are blonde women characterized in *Legally Blonde*?

1.3 Research Objective

In the research that must have a clear purpose and must to know the stereotype of blonde women in literature work that has chosen and the researcher has two purposes of this research as follow:

1. To analyze the stereotype of blonde women in *Legally Blonde*.
2. To describe the character of blonde women portrayed in *Legally Blonde*.

1.4 Research Significance

Theoretically, this research could be a reference to further study of literature, especially in knowing the form of stereotype and stereotype of blonde women become a reference for the scientific Development of English Language and Literature or literature research further.

Practically, the results of this research can give an idea to the reader that *Legally Blonde* researched and studied as understanding or learning in accordance with the interests of the understanding of the literary works in knowing the stereotype of blonde women in *Legally Blonde* especially. And for the people that's an increase of knowledge and insight regarding the stereotype of blonde women in *Legally Blonde*.

1.5 Definition of Key Terms

Movie: It is series of still image when shown on screen creates the illusion of moving images due to phenomenon.

Stereotype: It is process of generalizing a whole class of phenomena based on little knowledge gain from class members.

Blonde: It is a flaxen, golden, light auburn or pale yellowish-brown color mostly use of girl or woman hair.

Women: It is plural form of adult female.

1.6 Organization of Writing

In this paper, the researcher had divided this paper into five chapters. They are:

1. The first chapter is Introduction. This chapter deals with the background of research, statements of problem, purposes and significances of research, definition of key term, and organization of writing.
2. The second chapter is Literary Review. This chapter reviews theories underlying and supporting the research including: a) Character theory, b)

women stereotype theory, and c) The Description of *Legally Blonde* movie Include; about *Legally Blonde*, and Synopsis Of *Legally Blonde*.

3. The third chapter is Methodology. This chapter elaborates methodology of this research. It begins with the method of research, the data, and sources of data, the technique of collecting data, and ends with the technique of analyzing data.

4. The fourth chapter is Analysis of Stereotype of Blonde Women in *Legally Blonde*. This chapter provides data expression of stereotype, its content, and its relation between the expression and content to the story of *Legally Blonde*.

5. The fifth chapter is Conclusion and Suggestion. This final chapter provides the conclusion of the whole analysis and suggestion for better understanding.

