

CHAPTER I

INTRODUCTION

Every research begins with the emergence of the problem that attractively made the researcher want to discuss it. Nevertheless, this problem must have a concrete background with the aim of the writer is able to identify all the chain sequence of the problem. As the result, the writer afforded to presented several points of discussion that belongs to this chapter as the introduction of this research. It consists of; background of study, statement of problem, research objective, research significance, frame of thinking until reviewing the previous studies that related to the problem of this research.

1.1 Background of Study

As the growth of interests in human lifestyle continues, it changes the understanding of popular culture to becoming more complex, and the demand for the production of said discourse related to the results of popular culture itself is increasing through this era. Even Adorno and Horkheimer (in Chaniago, 93: 2011) stated that today's culture is fully interlinked with political economy and cultural production controlled by the capitalists. For the example, in the arts and literature at this time there are many people who are interested in the world of film, especially the packaging system from the producers can invite many interested people to watch their work. But it is not uncommon for us to find that people often lose their first essence of understanding their main purpose and benefits in watching a film.

It is really necessary for people to know and remember that film is one of many existing literary works. Basically, film is a form of visualization of literary works. Besides that, in its understanding and function film has the same role as literature. Wahyudi (2017: 34) revealed that, film is a concretization of human experience, hopes and imagination in the form of visual media. Then it can be imagined directly in mind, how a literary work become lives with visualization then become a film. This will add to the essence of film as a literary work that has its own artistic value, benefits and uniqueness. This statement, then implify by Imron in the following quote:

“Sebagaimana karya sastra yang memiliki fungsi berguna dan menghibur (dulce and utile), film merupakan karya artistik. Namun film juga merupakan karya sintetik (perpaduan berbagai cabang seni) dan karya kolektif.” (Imron, 2003: 3)

Therefore, in the making certain it will involve many parties such as the experts in the fields of art, music, literature, dance, or even cinematography itself in showing action scenes and other attractive scenes to produce stunning tricks. Then it is not excessive if films and other types of cinema are called as the most complex artistic media.

Effendi (in Imron, 2003: 3) explain that film, as one of the mass media, has three main functions that is; (1) giving information (to inform), (2) in educating (to educate), and (3) entertaining (to entertain). In addition, there are three other functions of the mass media namely: (4) to influence, (5) to guide, and (6) to criticize. Seeing the six functions of the film, as a smart and wise audience it would be better if they could get the benefit from watching films as a media of cultural education. Because, with its artistic power and high technology, films not only provide entertainment to the audiences. It also provided information to the society as well as educate persuasively. So that like literary works, without forcing to know otherwise spoiling, the film invites viewers to obtain a cultural education without asking to the teacher.

But in fact, most of the today's society only consider film as a media to comfort them without focusing on finding important values to be taken as a lesson for their life. Even as time goes by, the fact of today's film is produced by the capital only to meet human needs. For the example, during this time most people will go out together to watching their favorite movie when it is shown in cinemas. It will make sense when the first thing that will be obtained from watching in the cinema is a different sense of entertainment from what is usually seen on television, and that is the real power of the mass media that can influence society.

Film production then affects people's mindsets and their habits. The film is produced as if it is a tool to meet human needs because of the increased interest and the number of people of a particular film. Whereas Sindhunata (2019: xxv) argues

that actually production (in this context the film) is not intended to meet human needs, but rather human needs are created, manipulated for production. This need started from the influences that came from the film which acted as the mass media. This influence then creates habits in society and forms a culture. Then it can be said if the film is actually one of the cultural products. This point is also confirmed in the quote below:

“... *film dianalisis berdasarkan perubahan teknologi produksi film; film dikutuk sebagai industri budaya; dan film didiskusikan sebagai situs penting bagi produksi subjektivitas individu.*” (Parmadie, 2015: 53)

This pattern is actually related to what Soebadio explained (in Imron, 2003: 4) that films will always be related to the culture. Same in the case with literature, film basically involves two types of expressions, social and cultural. On one side, the film will give the evidence about the state of society (social life) in its day, and on the other side the film also will gives the evidence to the thoughts and feelings that live in the community that is interrelated (cultural life). Therefore, many films are found that tell about the condition of society. Because some of stories in the world of film actually represent the lives of people in certain conditions and periods of time. But most of them today are attracted to the film because they can be entertained, and therefore a condition which is quite irony to be met in the society today is their interest in a film without producing the critical thinking that they can bring up to the film's work.

Talking about social condition in a film there is one of it that truly represent the condition of humans live in this era. *Crazy Rich Asians* is an American romantic comedy film directed by Jon M. Chu in 2018. Based on its sales this film successfully grossed over \$238 million worldwide, certainly making it the highest-grossing romantic comedy in a decade. This film sells well, in the society considering the story line is so interesting. Tells about the love story of Nick Young, a very rich man with his girlfriend, an economist professor at New York University, named Rachel Chu.

The problem is packaged in a complex way to attract the interest of the audience. It does not rule out the possibility, if there are some other things from this film that makes so many viewers interested in watching it. Apart from the story, or even the actors and actresses, to the part of the production of the film itself. This is the reason why the researcher chose this film to be analyze. In addition to returning to the point before that talk about film and culture, researcher chose this film as a benchmark to look for important values that can be taken which are then will analyzed again the influence of these values on the reality of society's lives. The analysis will also be juxtaposed with some data taken from responses of several viewers of the film.

1.2 Statement of Problem

In the essence of watching film there should be some important values that can be taken. Moreover, to the work which is product of popular culture such as *Crazy Rich Asians* film. And the assessment can raise through the perspective of the viewers.

That is the reason why, based on the statement above, the audiences' perception toward the film as one of the products of popular culture become an important topic to be discussed. The approach presented will be The Readers' Perspective, so it can help the writer to identify problems related to the topic, such as what people are interest in and what they are looking for when they watch it. And the following are the problem of the research raised by the writer:

1. What types of response are found in respondents' responses?
2. What is the main interest of the audience towards *Crazy Rich Asians* film?
3. What are the important messages that can be taken by the audience from *Crazy Rich Asians* film?

1.3 Research Objective

Every research has a purpose. Based on the statement of problem above, the purposes of this study are:

1. To elucidate types of response in respondents' responses.
2. To find out the main points of the audience's interest towards *Crazy Rich Asians Film*.

3. To discover the important messages that can be taken from *Crazy Rich Asians* Film based on the audience's perspective.

1.4 Significance of Study

Regarding to the background and the research objective, the writer hopefully able to bring significance through this study. There are two types of significance that are appear in a research, they are Theoretical Significance and Practical Significance.

1. Theoretical Significance

The understanding that arise in people's minds at this time is that the presence of the film world is as a media of entertainment to provide their spiritual needs. Even though it is important for them to also remember that the film producer wants to insert an important message that he wants to convey to all of the audiences. But most of them did not catch something that important.

Through this research, the researcher hopes to contribute theoretically and comprehension to achieve new knowledge for the society. Especially for the student, this theory can be used as an additional material in conducting the analysis in the field of literature regarding to the connection between film and literature itself.

2. Practical Significance

This research is expected to be able to add as reference in analytical analysis toward literary work, especially for students who will take focus in this field. Besides that, this research is also expected to provide readers with an understanding that the movie has an important value that can be taken as a lesson rather than amusement, in addition it will attract many people to enjoy the movie as the media of learning.

1.5 Previous Study

To support the research, the researcher has to do the further step. This kind of step is reviewing the various literature and previous research which is relevant to the problem and the object of current research. In addition, that is an absolute requirement that in scientific research reject the name of plagiarism or cheat in full the work of other people. Therefore, to fulfill the code of ethics in scientific research

it is necessary to explore the relevant previous studies. The aim is to emphasize research, research position and as a supporting theory in order to develop the concept of thinking in research. Few studies that related to the reader response theory has contributed to enrich the process in this research. These studies will be pointed out as follows:

First, the study that the researcher found related to this research is from Arsi and Sobur (2019) with their journal entitled *Makna Identitas Budaya dan Konflik Antaretnis dalam Film "Crazy Rich Asians"*. They discussed the culture and conflict in Asia-America through the narration in the film, with the aim to find out the meaning of Asian-American cultural identity and the conflict hidden behind the narrative of the film itself. The method used in this research is a qualitative method. In addition they also use Greimas's narrative semiotics, which is a theory as well as a method that can be used to look for signs in narrative texts. The sign can be an explicit sign on the structure of storytelling, or that is implied in the inner structure of the text.

Ani Nur Aeniah (2011), one of the bachelor's from State Islamic University Sunan Gunung Djati Bandung, in her study "*Readers' Perspective on Joke Sentences Spongebob Comics Book*", she discussed about the perspective of the readers to which part in Spongebob Comics Book that seems to be joke. She described that the readers of the Spongebob Comic rate that this comic is a joke because of the many sentences that appear between the dialogues in the story. This research also used qualitative method. Furthermore, this study used the reader response theories by Louis Rosenblatt and jokes theories from Rakin's *Semantics Script Theory of Humor* (SSTH) in the process of the analysis.

Putri Ramadhita (2011), also the bachelor from State Islamic University Sunan Gunung Djati Bandung, with her study entitled "*Readers' Perspective on Mrs. Piggie-Wiggle's Character on Macdonal's Novel, Mrs. Piggie-Wiggle's Magic*" that discuss about the perspective of the reader toward the character of Mrs. Piggie-Wiggle and all of the readers seem to be like the character because of their good judgements. In addition, to the process of the response, this research described in detail about that process and classifying the type of response until make an evaluation of readers' response.

Again, still the bachelor from State Islamic University Sunan Gunung Djati Bandung. Shalwa Elia Rahmawati graduate in 2010, with her thesis "*Readers' Perspective Toward Love Conflict Between Bella Swan and Edward Cullen's Character in Stephanie Meyer's Novel Twilight*", she discussed about the perspective of the reader toward love conflict in the novel. The first step she took is identifying kind of love such as, brotherly love, family love, erotic love, self-love and love of God. She also described the perspective of love literary perspective. As the result, she used the theory of reader response by Hans Robert Jauss to analyze the data.

The last is from Surya Indahyani (2017), bachelor from Alauddin State Islamic University of Makassar, with her study about "*The Interpretation of Fashion Hijab by Muslimah Groups in Makassar*", this study is discuss about the interpretation of the audiences about the hijab that has a function as fashion that often appeared in a magazine. In analyzing the data, the writer used the qualitative method and bring the theory of reader response from Hans Robert Jauss.

Those previous studies above, are taken by the researcher cause have slight similarity to this research. However, the researcher wants to try to dedicate this research as a bridge and challenge to the relation between the understanding of the background problem to the response or interpretation that may occur among the respondents.

The thing that must be underlined here are several things that differentiate between this research from the previous studies listed above. The first gap the researcher found in the previous studies and this research is the role of the term "participants". For the previous studies, most of the participants are the readers of the book (novel and comic). In this research, the role of the participants is as the audience who have watched Crazy Rich Asians Film. The second gap, is related to the topic of the research. The previous studies, more focused in analyzing the respondents' responses by putting all of the comments (responses) in their discussion. And that is because the term they are used is "Reader Perspective". For this research, the researcher more focus in analyzing the sense of aesthetic pleasure in respondents' reception process, so the researcher only took important points which are required from their responses to answer the research question based on

the analysis in the chapter four. And because the term used here is “the Aesthetic of Reception”.

These gaps is the basis of the researcher to discuss this topic and made it into a research. In addition, related to the topic, researcher also have not found many other studies that focus on the aesthetic of reception process both from the film audience either the reader of the book. Therefore, the researcher believes this research is important and interesting to be discuss because the topic and the object have not researched before.

1.6 Definition of Key Term

It is obviously to know that there are many terms arise in human’s life. Each term will have a different meaning. This condition will depend on the situation, context, and in what field the term will be used. Even in the education world, especially in languages, some of the same terms are often appear with different meanings depending on the context of the problem at hand. Therefore, in order to avoid misunderstanding the writer try to clarify some of the key terms used in this study. And the definitions are put forward:

1. Aesthetic Reception

Aesthetic reception, an aesthetic process. How "aesthetic" is to be understood here is not self-evident. For Mukafovsky, the aesthetic quality of the work of literature, like its historical quality, is a function of its sign-structure. Can also mean a process of reception and production that takes place in the realization of literary texts on the part of the receptive reader, the reflective critic, and the author in his continuing productivity. (Jauss, 1982: xviii-21)

2. Popular Culture

Traditional practices and beliefs or way of life of a specific group; and, finally, the most wide-ranging definition of all, popular culture is simply the practices of everyday life. (Szeman, 2013: 2).

3. Pop Culture's Product

Popular culture consists of those things such as products, texts, practices, and any other things that are enjoyed by lots of people. And then developed as a result of the reproductive facilities provided by technology such as printing, photography, sound recording, and so on. Popular discussion here is inseparable from the behavior of consumption and the determination of the mass media on the public who act as consumers. (Strinati, 2007: 40)

4. Reader Response Theory

Devotes considerable attention to the act of reading, particularly in terms of the many different ways in which readers respond to literary texts. (Jauss, 1982: 32)

5. The Reader

An active agent who imparts real existence to the work and completes its meaning through the interpretation. (Rosenblatt, 1969: 43)