

CHAPTER I

INTRODUCTION

The first chapter is an introduction explains that general description of the research. This chapter contains the introduction of research. It contains of the background of research, the statement of problem, research purposes, significances of research, previous studies, and definition of key terms.

1.1. Background of Research

Literary works became important role in people's life, because literary works reflect the social conditions that occur in the world, therefore literary works are usually formed from the anxiety of an artist with what is happening around him. According to semi (via Endraswara, 2008: 7) literary works are the product of a mental state and the author's thoughts are in a semi-conscious state after getting a clear form and then poured into certain forms conscious in the form of creating literary works. However, not all literary works have realistic properties or are in accordance with real life. Although literary works are inspired by the real world, they must have been processed by the author through his own imagination, so it cannot be expected that the reality of literary works is the same as the reality of real world life (Noor, 2009:11).

Humans need a media to convey their messages, information, and feelings to other humans, and the media that is always used is language, therefore language is a very important part of human life. Literature is a product of language that is an important part of human life and indirectly literary works also become an important media for conveying messages to other people, and literary works are also a product of language that has undergone many changes, such as poetry into musical poetry, poetry into a kind of dance, a short story into a short movie, and a novel adapted into a movie script.

There are many existing literary works such as short stories, novels, poem, poetry, rhymes, romances, dramas and others. Drama is a literary work that always uses motion and dialogue to convey its message (Endraswara, 2011:11).

Drama in the form of movies is also included in one of the literary works. Movie is an audio-visual communication media to convey a message to the audience. Generally, movies have various messages, be it messages about education, entertainment, or even information (Effendy, 1986:134).

According to Abraham in Nurgiyantoro (2013: 57), the structure of literary works can be interpreted as an arrangement, affirmation and description of all materials and parts that are components together to form a beautiful circle. Film is a literary work composed of themes, plots, settings, and characterizations just like literary works such as novels, short stories and dramas. It's just that the film uses visual media to convey it, but the structure of the film is not much different from other literary works, there are even some literary works in the form of novels that are adapted into a film, and become a new literary work in the form of a film.

From many literary works which exist, the researcher will discuss more deeply about the movie. The researcher prefers movies over dramas because even though movies and dramas are both very suitable media to convey messages of social criticism, movies have a much wider reach than dramas so that the effect on society is greater, and that is the reason researchers prefers interested in researching movies.

Essentially and substantially, movie has the power that is have implications for many people, and movie is an artistic media that is a means for artists and movie makers to express ideas and story ideas, and movie is also one of the audio-visual communication media that is widely enjoyed by people from all walks of life. Age and background, of course the various messages contained in a movie also have a considerable impact on society. Movie is a means of delivering various messages to the audience through a media story (Wibowo, 2006 p.196). As previously stated, literary works are a reflection of the condition of the community, therefore there are not a few movies that contain social criticism because the environmental conditions of society are not good.

Social criticism is a means of communication that functions as a control over the course of a social system and social process. Social criticism is actually more accurately called literature as a reflection of the society that surrounds the

time the work was written (Endraswara, 2013:112). This context indicates that the sociology of literature needs to be firmly held by the critics, because literature is a means of delivering social criticism, therefore there is a literary criticism. With the existence of social criticism, the community will always be aware of the problems that must be resolved immediately in the community, that is the function of social criticism as control of the course of a social system and social process.

Critical literature is literature that contains critical messages and is usually packaged into a literary work such as a drama, poetry, short story, and novel. Critical literature is usually born in the midst of society that is experiencing problems or events that can at least be felt by some people, and writers of critical literature are certainly present from members of the community, which means the researcher writes critical literature based on his anxiety as a community in the environment, at least in terms of this can be felt by some people and writers of critical literature who have a sense of sensitivity, who can feel social problems in people's lives. This author with the power of imagination can be said to be a person who has a sixth sense (Nurgiyantoro, 2010: 331).

It is natural for literary works to be used as a media for delivering social criticism because in general the elements contained in literary works are social, this is in accordance with the opinion of Rene Wellek and Austin Warren or familiar with the names Wellek and Warren, they say that literary works are an institution. Society has a media of language, while language itself is a creation of society, therefore most elements in literary works are social, in the form of norms that can grow in society. Literary works also represent life, while life is a social reality which in a writer can become the object of the creation of literary works (Noor, 2009: 48-49).

The researcher discussed social criticism because social criticism is very important to control a system of society, besides researching social criticism can make us more sensitive to what is happening in society. Based on the theory of wellek and warren, the researcher took the object of research from the Avatar, because in this movie there are many messages of social criticism that are very worthy of further research and discussion. The reason to choose the avatar movie

as the object of research is because the researcher is interested in examining many messages of social criticism that currently occur in real life, for example humans destroying forests greedily as if forests are not important for modern life as it is now. And in the avatar film there are a lot of critical messages that are worthy of further investigation.

Avatar is an American science fiction movie that was released in 2009. The movie is directed by James Cameron and produced by James Cameron and Jon Landau, James Cameron is also the screen writer of the Avatar movie. The movie stars Sam Worthington as Jake Sully who is the main character of this movie, then Zeo Saldana as Neytiri, Stephen Lang as Colonel Miles Quaritch, Sigourney Weaver as Dr. Grace Austin, Michelle Rodrigues as Trudy Chacon, Laz Alonso as tsu'tey, C.C.H Pounder as Mo'at or Neytiri's mother, Wes Studi as Eytukan or neytiti's father.

Avatar movie told the story of jake sully as a former mariner who lived on earth in 2154, at that time the state of the planet earth experienced a very severe crisis because it had run out of all its natural resources, in short, jake sully was chosen to be one of the volunteers at the company's Resources Development Administration or commonly referred to by the abbreviation RDA. Jake Sully was given the task of spying on the Na'vi tribe, a tribe that lives on the planet Pandora, a planet with very abundant natural resources. Jake Sully became a spy for the RDA with the mission of seeking information from the Na'vi tribe so that RDA could extract the natural resources found under the settlements of the Na'vi tribe. But after so long Jake Sully spying on the Na'vi tribe, little by little Jake Sully began to sympathize with the Na'vi tribe which eventually became an obstacle to RDA's plan to take natural resources and destroy forests as well as the thoughts of the Na'vi tribe.

1.2. Statements of Problem

Based on the research background, this research consists of two research questions as follows:

1. What types of social criticism are contained in the *Avatar* movie?

2. How is the overview of social criticism in the *Avatar* movie?

1.3. Research Purposes

1. To identify the types of social criticism in *Avatar* movie.
2. To discover the overview of social criticism in *Avatar* movie.

1.4. Significances of Research

This research has two significance of research, the first one is theoretical significance and the second one is practical research, as follows:

1. Theoretical Significance

In this research, the researcher used the theory of Rene Wellek and Austin Warren (1990: 110) which states that the sociology of literature relates literature to certain situations, or to the political system, or also to certain economic and social aspects. Rene Wellek and Austin Warren classify the sociology of literature as the sociology of the author, the sociology of literature, and the sociology of the reader.

2. Practical Significance

The researcher hope this research can increase the knowledge of many people about the correlation between literary works and the current situation of society. Based on the object of this research and the theory of Rene Wellek and Austin Warren which has been explained a little, the researcher will examine the correlation between *Avatar* movie and today's society.

1.5. Previous Study

Researcher should take further steps to support this research. This kind of step is to review the social criticism contained in a film other than the *Avatar* film and previous research that is relevant to the problem and object of the current research. The aim is to emphasize research, research positions and as a supporting theory in order to develop research concepts. Several studies related to the analysis of social criticism on film have contributed to enrich the process in this research.

For this research, the researcher was inspired and took a lot of lessons from several previous studies to complete this research, namely Delvi Faisal Arfi (2016) with the title "social criticism in the Kuldesak movie". In this research, Delvi Faisal Arfi analyzes and describes the social criticism contained in the movie Kuldesak, Delvi tries to analyze the meaning of the relationship between social aspects through social criticism.

The second previous research that the researcher studied was research from Novita Lestari (2017) which was previously mentioned in this research. This research is entitled "Social criticism in the movie Di Timur Matahari". In this research, Novita Lestari tries to analyze the social criticism contained in the movie and correlates it with the real conflicts experienced by the community regarding education.

Then the last is the research conducted by Agung Cahyadi (2019) entitled "social criticism in the movie Battle Royale I", the movie is a movie that tells about the protests of the Japanese people to the government. In this research, Agung Cahyadi analyzed the conflict that occurred in the movie, namely public lies created by the Japanese government, and Agung Cahyadi correlated it to the conflict between the government and the people today.

These previous studies really helped researcher in analyzing the thesis entitled "Analysis Of Social Criticism In Avatar Movie". In contrast to the above, the researcher will discuss and examine social criticism and the description of social criticism contained in the avatar movie based on Wellek and Warren's theory.

1.6. Definition of Key Terms

1. Social Criticism

Social criticism is a means of communication that functions as a control over the course of a social system and social process. Social criticism is actually more accurately called literature as a reflection of the society that surrounds the time the work was written (Endraswara, 2013:112).

2. Critical Literature

Critical literature is literature that contains critical messages and is usually packaged into a literary work such as a drama, poetry, short story, and novel. Critical literature is usually born in the midst of society that is experiencing problems.

3. Sociology Of Literature

Sociology of literature is an approach in literary studies that understands and evaluates literary works by considering social or societal aspects (Damono in Wiyatmi, 2013).

4. Avatar Movies

Avatar is an American science fiction movie that was released in 2009. The movie is directed by James Cameron and produced by James Cameron and Jon Landau, James Cameron is also the screenwriter of the Avatar movie.

