

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the introduction of this research. It begins with the research background, problem, purpose, and significance and ends with the previous study related to the object of this study.

#### **1.1 Research Background**

Moana is depicted as a figure-child tough girl. Moana is a figure of a little girl who is independent and not depending on the male, which is contrary to women in society in general, and how that damages lower stereotypes about women in society's presence; this film seems to give a new perspective about role different woman from usually.

In the 103-minute film, Moana was nominated for two Oscars in 2017 in the category of Best Animated Feature Film of the Year and Best Achievement in Music Written for Motion Pictures (Original Song). Also, The Walt Disney Studios, through Studio Pixar and Disney Animation Studio, received recognition from various world film award organizations. Throughout 2016, Disney animated films, such as Moana. Moana also won an award in the Best Animated Feature category at the Nevada Film Critics Society, and Moana's voice actor, Auli'i Cravalho, also won an award at the Artios Awards from the Casting Society of America as Best Casting, Animation. There are several reviews from the audience when watching Walt Disney films with a different theme than usual. Many of them said that Beautiful in every way, Moana would soften even the hardest heart.

Moana is a return to the classic Disney formula, cliches, and characters draw from several other animated films. However, the pristine beauty and production skills elevate old stories to new heights.

Moana follows the traditional narrative we know and love; the princess, who wants something more, is taken on a supernatural adventure. We know this story all

too well, but Moana seems fresh and thrilling, as if the plot is innovative. For once, clichés make the film more enjoyable. The quality of the animation helps, too it is clear they have reached the pinnacle of mixing realistic textures with stylized designs, creating an aesthetic beauty that few other companies can match. Disney has mastered the water to the point that it looks even better animated than in real life. Even the music has been perfected here; the songs are made memorable but effective in accordance with our culture and adventurous atmosphere.

The Moana film is one of the most popular Disney films in 2016, which tells the story of a girl who is made chief of a tribe. This film presents a new understanding of women's self-image, shown by doing domestic and household chores and having other dreams. Anggraini (2018) states the character Moana is represented as a woman who is brave, active, energetic, and independent. Another construction that tries to build on Moana's character is that she is not a superwoman because expertise in the sea is not obtained through magic, but she continues to train with professionals. This film can open new insights for the audience, especially for children, that beautiful women are not only those who live in castles, are treated as princesses, and do things like women.

This film also brings a childish warmth that awakens many adult viewers as the film brings the ultimate Disney renaissance without the modern subversion of classic tropes. While Moana occasionally threatens this with pop culture references, thankfully, the film retains most of the traditional values and morals, a step above many animated children's films released today. Moana is good, old Disney magic; traditional narrative and morals are updated with effective animation and star awareness that are never strong enough to threaten the integrity of the Disney formula.

Walt Disney also tried to make an animated character that was different from usual, they made a princess who was strong and tough and liked adventure, and this was shown by the figure of Moana. Moana's character reflects a patient and firm nature. It can be seen when he does not accuse Maui of being a criminal even though he stole Te Fiti's heart. She restores Maui's identity as a hero.

A character is a participant, actor, or character in a story in a film, usually a person whose personal identity can originate in a work of fiction. Figures can be classified into two groups, namely, the main character or the main character and the supporting character. The main character plays an important role in a film or novel story. Minor characters or often called supporting plays, novels, and even films. They have no important role. Robert (2003), characters are people present in a narrative drama film that is interpreted by readers as endowed with moral qualities and character, which are expressed in what they say and what they do in action. From the statement above, it can be concluded that character is a way of human life. In this study, the authors only use elements of character and characteristics.

Movies are available information and messages communicated in a creative manner and in into wrong an art medium. Because the film is an audio-visual medium, then there is the most important aspect of a movie is the moving image on the screen, which creates results good and nice picture. The film is also one of the audio-visual communication media that conveys the message the filmmaker made to the audience. Message framed by art uses a number of elements and techniques of cinematography, whatever it is. This is profit that the film delivers a message more efficiently, effectively, and easily understood by the audience.

More over, film or movies verbally can be used for confirming thoughts. This, too, can be used as one of the traditional media passed down by the grandmother's ancestor to generation next generation. Then, movies can too be developed along with the dynamics of society and the growth of technology. Movies can give more thoughts and ideas that are clear and more many easy to understand in life every day. The ability of this film also integrate strength in showing images and text, and this is one key for conveying information in a manner method popular. Movies make it easy absorption information because it's the output movie from Walt Disney Moana fits and becomes chosen in a discussion about popular culture deals with children as well as adults. Here, America introduces dedicated film artifacts for children as a big business. Output films from Walt Disney fit as a film is quite

popular for explaining cultures outside there that are rarely known as people, and to be one learning for kid watching it.

Moana is a film that shows some parts of liberal Feminism which have not been seen in previous Disney movies. In the film, the figure of Maui is also told, who is a demigod who has an extraordinary character but has weaknesses such as a high sense of pessimism, an attitude of giving up easily, and the fear of failure. Apart from Maui, another character is Chief Tui, Moana's father, the chief who does not dare to take risks, which is very different from Moana's character, who has high spirits, is not afraid of failure and dares to take risks in making decisions. The interesting thing about this film is Moana's leadership attitude or leadership spirit, where a woman can become a leader, and a true leader will always put her people first. Moana proves that the soul of a leader is not only possessed by men.

Women in the psychological or gender context are defined as a trait inherent in a person to be feminine. Where as women, in a physical sense, are one of the sexes and are characterized by reproductive organs in the form of the uterus, egg cells, and breasts so that women can get pregnant, give birth and breastfeed. Scientists like Plato said that women, in terms of physical and spiritual strength, are mentally weaker than men, but these differences do not cause differences in their talents. According to Nugroho mentioned in his book entitled Gender and Its Mainstreaming Strategy in Indonesia, that: "Women are human beings who have reproductive organs, such as a uterus and canals for giving birth, have egg cells, have a vagina, and have tools for breastfeeding, all of which are indirectly permanent does not change and has a biological provision or is often said to be a nature that has become a provision from God.

Based on the understanding above, it can be concluded a woman who contains the attractiveness of beauty and has a motherly nature who has reached adulthood and has been able to have maturity emotionally and affection as well as

possessing female characteristics. Women are special figures that are interesting to study. Women can influence the views and opinions of those around them. Some people believe that women's privilege is a valuable asset that must be respected and protected. On the other hand, some people also take advantage of this condition to suppress the survival of women. Subordination of women can be formed by people who suppress or limit women's space for movement, which ultimately causes the role, status, and dignity of women to appear very low. Therefore, when women's subordinate status gradually becomes a deep-rooted social structure, the problem will become more serious.

Issues about women are discussed in feminist theory and are one of the reasons why feminist theory discusses women. Feminism, whose character is referred to as feminist, is a women's movement that demands emancipation or equal rights and justice with men. Feminism is not like any other view or understanding. Feminism does not originate from a theory or concept that is based on a theoretical formula. That's why there is no abstraction from a special understanding of the application of Feminism to all women throughout the ages. From the point of view of women's liberation, it can be said that they do not have the opportunity to vote or speak about their thoughts. They are feminists who theorize liberal Feminism; according to Mary Wollstonecraft and Betty Friedan (2009:16), they believe that women and men are equal and have the same capacity. Therefore, women here can be said to be given the same rights and opportunities as men. Liberal feminists also emphasize the importance of individual rights.

Rosemarie Tong is one of the philosopher American feminists who spread and created a book titled *Thinking Feminists: More Introductions Comprehensive* in 1998. Tong, in the book, mentions there are eight types of Feminism. These are liberal Feminism, feminism radicalism, Marxism, feminism socialism, feminism psychoanalytic, care-focused feminism, multicultural global and postcolonial Feminism, ecofeminism, and postmodern and third wave Feminism (Tong, 2009, p.11). Tong also said that "liberal feminism is equality opportunity, which where

will require and lead to both" (Tong, 2009, pp. 12-13). This means this woman has the same opportunity as a man. Based on fill inside his book, Tong also defines there are many types of equality Among boys and girls, like equal education and freedom.

## **1.2 Research Problem**

From the background of this research above, the researcher concludes that two questions will be the main focus of this research, they are:

1. How does the characteristics Moana in Moana (2016) film?
2. How is liberal feminism represented in Moana's (2016) film?

## **1.3 Research Purposes**

1. To analyze the characteristics Moana in Moana's (2016) film.
2. To find out the liberal feminism represented in Moana's (2016) film.

## **1.4 Research Significances**

In essence, this research was conducted to obtain benefits. It is hoped that this research can provide benefits both theoretically and practically. It is hoped that this Moana film research can add to knowledge in studying the analysis of English Literature, especially about liberal Feminism. In addition, the results of this study are also expected to broaden the scope of knowledge in terms of film as a literary work, to prove that film is not only an entertainment material but can also give new value to literature. This research is expected to be able to compare with previous research, especially this research related to film as a literary work. Finally, this research can also be considered by students to provide new ideas and can also provide knowledge about English.

## 1.5 Previous Study

The first research is by Gunawati, Tantra, and Krishna; the title is AN ANALYSIS OF LIBERAL FEMINISM IN THE NOTEBOOK NOVEL (1996) BY NICHOLAS SPARKS. This research is about liberal Feminism, and it contains an analysis of liberal Feminism about the characteristics of the main character as a liberal feminist in *The Notebook* by Nicholas Sparks. From the results of the research in the previous discussion, conclusions were drawn regarding the problem and research objectives. There are eleven characteristics of Allison Nelson and Noah Calhoun as liberal feminists, namely appreciation, coercion, strength, devotion, firmness, sensitivity, confidence, patience, joy, responsibility, and independence. Allison and Noah are confident in their own way. They believe in their abilities and are trusted their instincts.

Next, the second research is by Kusuma, Panji Ari; the title is LIBERAL FEMINISM VALUES IN KATE CHOPIN'S STORY OF AN HOUR. This research is about liberal Feminism, and Based on an analysis of *Kate Chopin's Story of an Hour*, it could be concluded that the main character, Louise Mallard, is a dynamic character. The values of liberal Feminism are seen when Mrs. Mallard wants to get freedom because she is very oppressed by her marriage. When her husband died, it was her awakening moment.

The third research is by Chofifah Nadidah. The title is REPRESENTASI FEMINISME DALAM FILM ENOLA HOLMES ANALISIS SEMIOTIKA. This research stated that the represented feminist values represent the flow of liberal Feminism where discrimination against women is treated unfairly against the character Enola Holmes. Women should have the same opportunities as men to succeed in society. According to liberal Feminism, gender justice can start with ourselves.

## 1.6. Definition of Key Terms

These definitions of key terms are made intent to avoid misperception form the terms used in this research.

**Characteristics:** According to Oxford's Learner's Dictionaries, characteristics are a typical feature or quality that something has characteristics. For example, it can be tall, short hair, long hair, or it can be smart, brave, and friendly.

**Representation:** According to the dictionary, representation is the description or portrayal of someone or something in a particular way or as being of a certain nature. It is can be defined as something that reflect another similar thing

**Liberal Feminism:** According to Maggie Humm, liberal Feminism is the "theory of individual freedom for women" (1990, p.105). Tong stated in Feminist Thought, "Our entire system of individual rights is justified because these rights constitute a framework within which we can all choose our separate goods, provided we do not deprive others of theirs." (2009, p. 11). It means that the aim of liberal Feminism is equality, and women can freely choose what they want.

