

CHAPTER I

INTRODUCTION

This chapter contains the structure of research as follows: research background, statement of problem, research purpose, research significance, previous studies and definition of key terms.

1.1 Research Background

Stereotypes are part of a culture that is carried on and believed in by a particular society (Perdana, 2014). This refers to the definition which stereotypes are a belief that is inherent and recognized by many people who are directed at an individual and group, which these beliefs involve gender, religion, race and other backgrounds. As part of culture, stereotypes can be influenced by cultural factors that can be encountered in everyday life. Such as the influence of the surrounding environment due to social interaction, mass media, education and even the same personal experiences that many people go through. In addition, stereotypes can also be defined as unfair judgment in a group of people (Murdianto, 2018), it can occur because of the habit of the community to generalize without doing a process of distinguishing things. In the context of gender stereotype, since the beginning, women are subordinated as if they do not have the right to have freedom in all matters. Because of these pressures, there are many individual personalities that become stereotypes which are negative.

Stereotypes on women are also inherent in many societies, as understood above, stereotypes are often inaccurate and overgeneralize an individual and society which creates injustice in it, including on women. Stereotypes of women can vary according to culture, context and social background. This can lead to an overall unfair or superficial view of women's personalities and abilities.

Black women face similar case, to understand the stereotype of this race, “One needs to understand the historical context of the relationship between blacks and whites in general.” (Iliášová, 2019). Which signifies that must look back to when Europeans first came into contact with black people. This led to negative

stereotypes that arose as a result of slavery as the main thing that has left an impact on black women that continues to be portrayed today.

Although black women are more recognized today than ever before in American history, with more achievements in popular culture and recognition, black women have historically been treated unfairly in all contexts, including education, popular culture, the law and even in everyday life, this refers to "This has led them to be stereotyped as a race that carries a double burden, where they act as dark skin people and as women if you look at their history" (Terry, 2018), this refers to the marginalization of black women who are considered inferior to black men themselves and the white race, considered an inferior figure is a legacy of slavery because of their stereotype as blacks who look different from other races that give rise to racism.

From slavery in history, there are many negative stereotypes portrayed on black women that are attached to them (Mgadmi, 2009). As during the time of slavery, it was believed by many people, especially the white race, that black women during slavery trying to gain freedom for themselves and their children in a negative way by having sex and becoming temptresses for white colonizers. A significant view emerges "black women are just perverted women who will voluntarily prostitute themselves to white men" (Iliášová, 2019). Black women are generally considered attractive in a sexual context, intelligence is not a consideration. Because from the beginning, they are always humiliated, underestimated, treated inadequately which makes them feel oppressed and have no power including to have the right to an education. There are a lot of women who are not educated or literate. To get their rights to daily life alone cannot let alone about education and science. Therefore, in any context, their intelligence is not seen and considered because they are not smart enough in any field. Then a new stereotype emerges, "black women are not suitable for marriage because the intelligence that is considered missing or even non-existent, is not taken into account." (Iliášová, 2019).

In the context of historical background and inherent stereotypes, a lot of films have portrayed black women as subservient to whites, so they have the role of servants, maids, housewives who get patriarchal treatment as if they are demeaning

black women. These new stereotypes served as white perceptions of blacks who at the time “knew their place” (Terry, 2018). Their appearance with stereotypes in the films makes them considered to appear as entertainment for the existing social limitations.

It cannot be denied that film as the medium used to convey messages as well as entertainment. The message content of the film is believed to have an effect and influence its audience (Kartikawati, 2020). Many of the messages used usually portray stereotypes that are generalized images of the wider society that can influence the way one understands and see groups. Film has big role in how perceptions are viewed through the representations that have been aired.

Some films will choose to use characters to portray certain stereotypes, but many films are also criticized and inform about injustice and equality in society. Films that bring out the strength of women as a representation that women are not that weak, and try to reject stereotypes that already exist in society.

Film as the medium to portray stereotypes also as a medium for rejecting stereotypes because film have a role to represent an event and opinions that exist in society. Film plays an important role in conveying representations that raise various themes in everyday life. It acts as a medium that depicts everyday life through characters, settings and plots in a visual form to provide understanding through different realities between individuals. Often film is also used to convey social issues that exist in society. And very relevant to society, such as discrimination, racism, economic inequality.

Black Panther (2018) and *Black Panther: Wakanda Forever* (2022) a superhero films based on the Marvel Comics characters created by Stan Lee and Jack Kirby. These films are directed by Ryan Coogler and is part of the Marvel Cinematic Universe (MCU). In contrast to some previous films in Marvel, most of them raised a man to be a hero, although there are some that use women characters but not comparable to existing male characters and have been used. In addition, *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) is a fictional film, which means that it depicts stories and characters that are imaginatively created and not based on reality. In this sense, analyzing the rejection of female stereotypes in

the context of fictional films can be an interesting topic, as fictional films are often used to convey messages and ideas about society and gender in a creative narrative form.

This is the reason for the researcher to use the films *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) as films that positively portray how negative stereotypes are rejected and portray women as strong figures who can carry out their roles as men do. The empowerment and involvement of women characters is also highlighted in both films. Because many women characters are portrayed as strong, fearless, intelligent, able to survive from enemy attacks, save each other and their enthusiasm in fighting against the enemy. That emerges makes this film interesting to study.

1.2 Statements of the Problem

Based on the background above, the researcher found rejection of stereotypes in the films *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022). Women stereotypes inherent in society as well as stereotypes commonly depicted through media and literary works. To be more specific in this study, the researcher will formulate the research with the following questions below:

1. How does the women's character in *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) portray the resilience as the means of rejection of women stereotypes?
2. How does the women's character in *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) portray the intelligence as the means of rejection of women stereotypes?

1.3 Research Purpose

The research purpose is to find and describe the answer to the statement of problem above. Readers will find the purpose of this research based on the questions above:

1. To analyze how the rejection of women stereotypes portrayed in the *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) through their resilience.

2. To analyze how the rejection of women stereotypes portrayed in the *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022) through their intelligence.

1.4 Research Significance

The research objects that chose were the films *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022). Therefore, the research problem is in the field of literature, as films are part of popular literature. The researcher hopes that this research can gives useful insights and knowledge about literature, especially regarding the issues analyzed in this study. Because basically the social issues discussed is relevant in daily lives which will always be relevant from time to time. The following is the significance of the research described theoretically and practically. The researcher believes that the results of this research can provide an important understanding of the theory used in this study which will provide broad insights and useful knowledge. This analysis can help understand the gender stereotypes that appear in the objects through the power feminism that appears, and can help how the role and character of women depicted in the context of the objects. And for practical significance, the researcher hopes that this research will be useful for students majoring in English literature, as a reference for their research including for researcher who will analyze the same topic and theory. And also, the researcher hopes that this research will help readers in general to comprehend literary analysis of popular culture, which has important issues that play a role in raising public awareness of feminism issues, because these objects have a wide audience that can influence the perception and thinking of the audience. In conclusion is the researcher hopes that this research can be useful for future researcher who will analyze the same topic and use this research for previous research and compare it better in future studies.

1.5 Previous Studies

Previous studies can be used as a comparison for research conducted by researcher. The function of previous studies is as a reference and guideline that provides deficiencies that must be developed. References that can be used in the

form of topics, objects and the same theory. References taken can be from journal articles, theses or books. Previous studies are very important in this research, because the results of previous studies will be developed through this research. Previous studies that will be used in this research is:

1. The first research, in the form of a journal article entitled *The women's rejection toward stereotypes in the Little Women (2019) movie*. written by Widia Nadipa Zahra (2021). The topic of this research is about rejection of women's stereotypes appear in in film Little Women (2019). This research analyzes the stereotypes that arise and the rejection of stereotypes using Simone de Beauvoir's theory of feminism.
2. The second research, researcher used a journal article entitled *Stereotypes and the Significance of Black Women Self-Representation Contextualizing Contemporary Portrayals of Black Women in Popular Culture and Visual Arts* written by Bc. Patrícia Iliášová (2019). The result of the research is the finding of stereotypes of black women in America, especially the image of black women who are overly sexualized.
3. The third research is that researcher took a journal article entitled *The Empowerment of Black Women Characters in Ryan Coogler's Black Panther (2018): An Intersectional Analysis* by Maria Juan Martorell (2021). The result of this research is the finding of black women empowerment as something new in the world of superheroes.
4. The fourth research is a thesis, entitled *The Impact of Stereotypes on The Portrayal of Asian Characters in The Film Everything Everywhere All At Once (2022)* by Adella Rizkia (2023). The result of this research is the finding of stereotypes and the impact of it.

This research has differences with the previous studies above. In the first research, *The women's rejection toward stereotypes in the Little Women (2019) movie*. written by Widia Nadipa Zahra (2021). The topic of this research is about rejection of women's stereotypes appear in in film Little Women (2019). The difference between previous studies and this research is the object of research, using different films. The difference between these researchs is the use of feminist theory,

in the first previous study it used Simone de Beauvoir. theory, while in this study it used Wollstonecraft's and Bell Hooks's feminist theory.

The second research, a journal article entitled *Stereotypes and the Significance of Black Women Self-Representation Contextualizing Contemporary Portrayals of Black Women in Popular Culture and Visual Arts* written by Bc. Patrícia Iliášová (2019) The difference in objects is between visual art and film, the result of the research is the discovery of negative stereotypes against black women, which are then contradicted through visual art depicting famous black people as depicting new stereotypes that black people are talented. And in this study, the rejection will be analyzed through a film whose power feminism is more than a talent, namely how the rejection is depicted in accordance with Wollstonecraft and Bell Hooks

The third research, a journal article entitled *The Empowerment of Black Women Characters in Ryan Coogler's Black Panther* (2018): An Intersectional Analysis by Maria Juan Martorell (2021), This research will be different from the previous research because this research will not only focus on the stereotypes that appear but will identify the form of rejection of stereotypes.

And the fourth research is a thesis, entitled *The Impact of Stereotypes on The Portrayal of Asian Characters in The Film Everything Everywhere All At Once* (2022), this research will be different from the previous research because this research will identify the rejection of women stereotypes and the before is research is the finding of stereotypes and the impact of it.

This research will be different from previous research because this research will not only focus on the stereotypes that arise but will identify the form of rejection. In other words, stereotypes that have been attached to women will be rejected through power feminism in the films *Black Panther* (2018) and *Black Panther: Wakanda Forever* (2022).

1.6 Definition of Key Terms

In this research, there are some key terms used. To clarify the key terms, the researcher provides some definition of terms that very important to describe

1. Feminism. Feminism is a movement that involves women to be equal in all aspect of life.

2. Stereotypes. Stereotypes is label or standard image that given by society that inherent and recognized by many people who are directed at an individual and group, where these labels involve gender, religion, race and other backgrounds.
3. Women Stereotypes. Women stereotypes as the part of gender stereotype is the label or standard image of women that recognize by society.
4. Women Characters. Refers to the representation or portrayal of characters who are female in the context of literary works. It includes the physical, emotional, and behavioral attributes of characters who are conventionally identified or perceived as female.

Film. Film is a form of visual media that uses moving images to communicate a story, idea, or experience to an audience. Film involves combining various elements such as moving images, sound, music, and special effects to create an audio-visual experience.

