

CHAPTER I

INTRODUCTION

This chapter the introduction to the research. This chapter consists of five sections. The first section contains an explanation of the background of the research, previous research, and differences from previous research. The second section is the problem formulation, which includes the questions that underline this research. The third section is the purpose of the research, which includes the main objectives of this research. The fourth section is the significance of the research, containing the benefits or advantages of this research. And the last section is the definition of key term, which contains the main key in this research.

1.1 Background of the Research

Literature is divided into high literature and popular literature. Williams and Strinatt argue that popular literature means literary works seen from the perspective of society, not from the perspective of those who seek power over them. Hamilton and Brian further argue that popular literary works are only popular, while high literary works are artistic. This means that the distinction between high literature and popular literary works lies in their purpose. MacDonald in Strinati argues that high level literature is created as a source of society, while popular literature is used as an attempt to attract consumers. Apparently popular literature invites readers to choose which works they will read. According to (Nurgianto, 1981: 18) popular literature is literary work that is popular in its time and has many readers, especially readers among teenagers.

Popular literature does not present life's problems intensely. Popular literature is included in class society based on social context and ideology, along with modern literature, mass literature and folk literature. Similar to the literary elite, popular literature emerged from the intellectual environment according to Hauser (in Sumardjo 1995: 105). Furthermore, Faruk and Sayuti (1997: 132) also stated that they found popular literature created by a limited group of people to be sold and enjoyed by the public as much as possible or unlimitedly. Therefore, popular literature prioritizes interesting and entertaining story elements rather than the author's personal intellectual disclosure.

Men show his masculinity in their life. The masculinity side constructed by the environment since their childhood as mentioned by Connell (2005) that masculinity are quite easily interpreted sex roles, the products of social learning or socialization. The masculinity side of someone sometimes is not shown when they were a kid, but as the time passed of someone sometimes will show an attitude which portraying their masculinity side.

According to Adi, it was also stated that popular literature is related to popular culture. Popular culture can be anything, including various forms of cultural communication, television, pop music. Adi further stated that popular literature can be accepted by society. The characteristics of literature are always changing, and most popular literature appears in urban areas (2011: 24). Apart from that, generally the use of language in popular literature is light and easy for readers to understand. One of the popular literary genres is film, as part of the mass media film has as stated by Charles R. Wright, namely: supervision

(dissemination of information), correlation (editorial or propaganda function), transmission (educational function) and entertainment (providing entertainment). (in Wiryanto 2000, ha. 11-12). Likewise, animated films have important educational value by teaching certain social norms and values, as well as sending diverse cultural messages to children of all ages (Fischer, 2010). But now children are bombarded by animated films with mixed messages, images and representations about gender, and this has created an innocent childhood dream world (Fischer, 2010). The physical appearance of the characters in animated films, their role and social position in society and their behavior subconsciously shape children's perceptions of men and women. There are lots of animated films that are liked not only by children but also by adults, namely the film *Sleeping Beauty*.

Sleeping Beauty is one of the popular literary works that is often sought after by the public. *Sleeping Beauty* is an animated film by Les Clark, Eric Larson and Wolfgang Reitherman, telling the story of a princess who suffers from the influence of a curse from Maleficent, an evil woman who is angry because she was not invited to Aurora's birth party. This film was released on January 29, 1959. Disney is one of the largest animated and entertainment film production companies in the world. Disney was first founded by Walt Disney and Roy Oliver Disney in 1923. Disney always presents female characters in Disney Princess Fairy Tales as strong figures and main characters in films. There is a lot of research that discusses that the Disney Princess Fairy Tale film carries the theme of masculinity in women and men, namely the struggle of the main character. As

seen in every Disney Princess Fairy Tale, female characters are always depicted as rebellious characters. In the film *Sleeping Beauty*, Disney also shows the struggle of the male character played by the character Prince Philip.

Sleeping Beauty won many awards, one of which was in the field of film and television, there was "The World Famous Fairy Tale Series (1975-1983) which was adapted for 9 minutes, then reused in the US edition of My Favorite Fairy Tales." The Legend of Sleeping Brittany (1989), an episode of Alvin & the Chipmunks based on the fairy tale", and "The Legend of the Sleeping Beauty (La leggenda della bella addormentata) (1998), an Italian television series with 26 episodes, distributed by Mondo TV" . Then in the field of literature, there are, "Sleeping Beauty (1830) and The DayDream (1842), two poems based on Sleeping Beauty by Alfred, Lord Tennyson", "Sleeping Beauty Quartet (1983-2015), four erotic novels written by Anne Rice An illustration of Tennyson's 1830 poem Sleeping Beauty under the pen name AN Roquelaure, set in a medieval fantasy world and based on a fairy tale", and "The Sleepless Beauty (2019), a novel by Rajesh Talwar set in a small kingdom in the Himalayas". And Then in Music, there is "La Belle au Bois Dormant (1825), an opera by Michele Carafa", "La Belle au Bois Dormant (1829), a ballet for performance with a book by Eugene Scribe, composed by Ferdinand Herold and choreographed by Jean -Louis Aumer".

In this study, the researchers chose to analyze this film because no one had ever researched it and this film is worthy of research because it already has many extraordinary awards. Even though there have been many studies using the same

research to analyze both films and series, it is still different from other studies in terms of title, author and film content in *Sleeping Beauty* by Les Clark. Another basis for this researcher that should be developed is from a review of literature that the author has read and no one has read it that has discussed masculinity in the main character of the film *Sleeping Beauty*. It is hoped that this research will have a positive impact on everyone.

In this research, researchers focus on the main character who has a masculinity side in the film *Sleeping Beauty*. The reason the researcher chose this discussion is because researchers have never before discussed masculinity in the main character, especially masculinity in the female and male characters in this film, and understand that the main character's character can also be strong and fight in his life. Based on this explanation, the researcher chose the title of this research "Representation of Masculinity in Les Clark's *Sleeping Beauty* Movie". According to IMDB, this film contains masculinity which can be seen when the evil wizard tries to knock Prince Philip down with a lightning strike but Prince Philip can fend it off with his shield. And Prince Philip fights through a forest of thorns created by the evil witch, Maleficent.

1.2 Statement of the Problem

Based on the background above, the researcher formulated the following questions for analysis:

1. How is the stereotypes of characters in *sleeping beauty* movie?
2. How is the representation of Masculinity shown in the *Sleeping Beauty* Movie ?

1.3 Research Objective

Based on the problem, have two purposes as follow :

1. To explore stereotypes of characters in *Sleeping Beauty* Movie?
2. To explore the representation of masculinity shown in the *Sleeping Beauty* movie?

1.4 Research Significance

The theoretical benefits of this research are: Increasing the number of qualitative research is expected to be useful as a basis for thinking in literature on masculinity. This research can be used as a reference for future research with a similar theme. The understanding in the scientific world is that film as a communication medium can be understood differently according to each individual's point of view and cultural context. The practical benefits of this research are: Can increase people's awareness in understanding the concept of gender and its development in this era of globalization. Provides an understanding of the representation of masculinity in men in the film *Sleeping Beauty*.

1.4 Definition of Key Terms

1. Masculinity : Masculinity in general is close to the existence of men. However, masculinity itself is basically a value that develops in a culture and becomes an index of certain traits (Sasmita, 2017: 131). There is a development in the construction of masculinity values from time to time. creating the emergence of more diverse masculinity values. The concept of masculinity has evolved over time. The concept of masculinity in each culture is different. Eastern

cultural masculinity is formed and influenced by cultural factors through various rules and obligations that are taught. In Syulhajji S, (2017) argues that various cultural rules and attributes can be accepted through various media, such as traditional rituals, religion, parenting patterns, types of games.

2. Representation : means using language to say something meaningful about, or to represent, the world meaningfully, to other people. In this context is how film produced concept of masculinity.
3. Stereotypes : Andrea L.Rich in Muhtar suggests that stereotypes do not arise by themselves through instinct but stereotypes exist in a person's consciousness through inter-ethnic experiences. This experience is obtained in various ways, namely: Through personal experience after interacting with people of different ethnicities, interacting with members of other races, ethnicities, religions, or different social groups, Through the experiences of “relevant others” for example learn the language, values and attitudes and beliefs of family members, teachers and friends who provide information about certain ethnicities, experiences obtained from mass media such as newspapers, magazines, films, radio and television that provide an overview about ethnicity
4. Gender : individuals born biologically as male or female who then acquire social characteristics as male or female through the attributes or masculinity and femininity which are often supported by the values or systems and symbols in the society concerned.
5. Film : an entertainment medium for increasingly popular society As time goes

by, more and more people are interested in it. However, A good film does not only act as a medium of entertainment but also must provide education to the audience and there are also various information that is important in the storyline of the film.

6. Sleeping Beauty : Sleeping Beauty is a story about growth. A fairy tale about good and bad, about parents and children, about old and new, and most importantly - a story with a happy ending. Sleeping Beauty teaches us that there is a time for everything and that even waiting (doing nothing) can play an important role in some stages of life. With stunning illustrations from one of the greatest masters of illustration.

1.5 Previous Studies

There has been some previous research on masculine representation. The first is entitled masculine representation in the character Matt in the film Magang who is a national development student made by Eryca Septiya Ningrum and Kusnarto in 2022. This research uses a qualitative research method that focuses on the concept of masculinity with the rationale of breaking negative stereotypes about housefathers. This concept is present through how Matt as a man has the freedom to choose to be a housewife and determine his identity, as well as the freedom to be able to do work that is generally done by women, such as caring for children and cooking, cleaning the house and being a loving father. and the husband of his daughter and wife.

The second is a journal written by Ulin Susmita entitled “Representation of Masculinity in the Disney Film Moana” which was published in 2017. This

journal uses the theory put forward by Charles Sanders Pierce as the basis for the research. The research was carried out by examining each look that was considered to show masculine behaviour from the main character, namely Princess Moana. Researchers found a total of 6 scenes that showed representation of masculine traits in the characters, namely courage, never give up, self-confident, independence, leadership, and having strength, the researcher also stated that although there are quite a lot of masculine traits shown by the main characters, the feminine traits of a woman are still shown in the film.

The third is Zahroh Hasna Sabila's research which uses a qualitative descriptive method (2022) with the title representation of male masculinity in the drama series *My Lecturer, My Husband*. This research represents the masculinity of metrosexual men today. The masculine characteristics represented by Arya in the *My Lecturer My Husband* web series include mature men, strong men, established, brave, caring, protective of women, responsible, patient, affectionate, considerate and aggressive. Arya masculine characteristics are demonstrated in the domestic realm in the form of men as the head of the family, backbone of the family, and leader of the family.

The fourth is a thesis written by Ratnaningtyas Yuni Puspita entitled "The Representation of Gracula and Hotel Transylvania Movie". This research focuses on comparing the representation of Dracula's masculinity in the novel *Dracula* and the *Transylvania Film* using Janet Saltzman Chafetz's theory of masculinity. This research uses comparative theory to compare the two works, and for the methods used in the research. This research also uses a structuralist approach because this

research applies structuralist activities in analyzing data.

The fifth is a thesis written by Trigan, Riska (2018) entitled "Representation of Masculinity in Marlboro Cigarette Advertisements: Gender Analysis" the aim of this research is to identify signs of masculinity contained in Marlboro cigarette advertisements. The theory used is the semiotic theory put forward by Charles Sanders Peirce. The method used is a qualitative descriptive method and the data analysis method for this research is Interactive Miles, Huberman and Saldana.

The six is a journal written by Kurniawan, Afif sukma (2018) entitled "Representation of Masculinity in the Film John Wick: Chapter 2" this research aims to analyze the representation of masculinity in the film John Wick: Chapter 2. This aspect of the sociological approach is used in this research because the data taken from the film relates to values and beliefs in society.

The seven is a thesis written by Monika Ellana Vila (2023) entitled "Representation of Masculinity in the Film The Breadwinner", this research discusses the masculinity of the main character Parvana in the film The Breadwinner by Nora Twomey. The researcher adheres to Sandra L. Bem's theory of masculinity, known as Bem's Sex Role Inventory. This research aims to analyze the main character Parvana with the masculinity presented through her character. This research uses qualitative descriptive data detailed by sentences, dialogue and actions.

The eight is a thesis by Aminnatun Sa'diyah (2021) entitled "Masculinity Characteristics and its type represented in the character Edward Cullen in

Stephene Meyer's Novel", this research aims to analyze the personal characteristics of the character Edward Cullen in the Novel New Moon using Masculinity theory. This research focuses on explaining and analyzing the characteristics of masculinity and its types found in Edward as the main character in this novel. This study used descriptive qualitative method. Data was taken from reading novels such as dialogue, narrative and monologue. There are several steps used to collect data, such as reading novels, identifying data, clarifying data, and reducing data. This research finds characteristics of masculinity in the main character based on Janet Saltzman Chafetz's theory.

