CHAPTER I

INTRODUCTION

1.1   Background of the Study

Nowadays, In the modern era, there are many film industries are competing to release new stories. Many of them present drama, fiction, superhero, animation, and others aimed to entertain the audience and being successful in the market. The competition in presenting these stories makes the film industry think hard about how they can continuously exist and become most wanted. Of course, they have to give something new and different. (Joseph, 2019) states that the main rivals of competitors in the film entertainment industry are the production of Warner Bros, Disney, Paramount Pictures, and 20th Century Fox. These businesses fight aggressively for the market and gain the attention of the audience, besides that many new companies are constantly emerging and trying to get the market despite the many obstacles to entry for major film production.

One example of a successful filmmaker or industry is Disney, which often presents fairy tales by portraying the character of a princess in almost all stories. Disney has been shattering one box office record for the previous several years after *'The Avengers'* published in 2012. Disney has continuously been the most successful company in Hollywood, despite producing both animated and live-action films (Dunn, 2020). Disney presents a story aimed not only to entertain people but also gradually they realize that merely just entertaining is not enough and

potentially loses the market. Therefore, Disney did remake some of the original stories such as *Aladdin* that have different goals and focuses from the original.

In the *'Aladdin remake live-action 2019'* film, one thing that becomes the public's attention is the role of princess jasmine who is portrayed as a feminist politician (Pal, 2019). Jasmine is an ambitious princess who always strives for what is right and shows strength against any obstacle she faced. She is not only fighting for the right to make her own choices but also tries to make a greater impact by leading as a Sultan or a queen in the kingdom. Jasmine is tired of being unseen and unheard during her life, even has to follow the rules of the royal law that she must marry a prince and will not be able to become a future leader. To oppose this destiny, she states her ambition through a live song lyric entitled *'Speechless'* which she expresses implied the message of empowerment and freedom (Charles, 2019).

Based on the film's story above and by looking into the culture in the past, women were placed in the lower classes, who had to respect men and did not have any freedom in their lives. (Mungkasa, 2007) states that nowadays, the world is a better place for women than it was in the early 20th century. It is true today that feminism has become an important component of society. It also makes people or society realize that patriarchy is not applicable in this 20th century as (Tong, 2009) says that patriarchy must be destroyed so that women can fully live according to radical-cultural feminists.

Feminism is a noble concept that opposes the despicable notion of discrimination on sex categories. This is the advocacy for women's rights based on gender equality (Ranjan, 2019). Feminism is among the most recent concepts to

develop that emerges and tries to analyze the stand of women in the social lives, explain their appearances of a secondary role in history, and provide a foundation for change and growth for women in general. In second-wave feminism, women needed dramatic social transformation and political liberation if they were to be *'liberated'* from male tyranny for thousands of years (Harrison & Boyd, 2018). Communication is how the hearer perceives the meaning of what the speaker says (Cameron, 2013). In communication, the language used has an essential role in exposing feminism. It might be claimed that feminism's forces raise women's awareness of language and its issues. This is because the language used stands as the main core of feminist political activity. The analysis of a '*genuine'* female speech or writing to reflect the different female subcultures in individual civilizations is one of the major motivations for investigating sex or gender variations in language. The second motivation is more concerned with recognizing the sexual power dynamic in the language used. The sex disparities in language are associated with the men's power and the women's powerlessness, and even our speech behavior reflects and perpetuates patriarchal standard norms that lead to the main political points made.

The finding studies of feminism in the story entitled *'The Resistance Toward Patriarchal Performed By Anne Boleyn In The Other Boleyn Girl Film By Justin Chadwick'* that discusses gender stereotype, women as the second sex, and women struggle against the patriarchal system (Husnia, 2002). Another similar analysis entitled '*Gender Discrimination in Mimi Leder's on The Basis of Sex Movie'* done that focuses on gender discrimination that occurs in America which

has a bad impact on women in education, work, and social lives (Sitepu & Diandora, 2019). Hannah in 2019 also reviewed purposeful feminists in '*Aladdin'* about the message of female empowerment focusses on the plot story compared with the original one in 1992 (Forsdike, 2019). Although most of the reviewers or similar studies in the same genre films explained feminism and patriarchy, still there are unclear on describing how the roles and the expressions in the language used can be interpreted feminism. With this phenomenon, further analysis is needed to ascertain how the expressions in the language used are interpreted as feminism because there is no explanation and description on what words and clauses are found in the language used in conversation and how those words and clauses used by some characters of the story can reveal and accentuate feminism. Considering this concern and situation, the research is encouraged to describe feminism from the role and action that can be captured in the expressions of the language used from the words and clauses in the utterances and conversation.

1.2   Statement of the Problems

The researcher formulated the problems as follows:

1.   What words and clauses are found in the language used in conversation that portrayed feminism?

2.   How do the words and clauses in the language used describe feminism?

1.3   Objective of the Study

This study is conducted to respond to the research question stated in the statement of the problems. The objectives are formulated as follows:

1.   To identify the words and clauses found in the language used in conversation that is portrayed as feminism.

2.   To describe feminism from the role and action that can be captured in the words and clauses of the language used in the conversation.

1.4   Scope of the Study

This study focuses on words, clauses, and utterances in the language used or expressions captured in the conversation of the *'Aladdin remake live-action 2019'* film. A clause is the smallest grammatical element that can express a full statement or proposition. It is typically made up of a subject and a predicate, where the predicate is typically a verb phrase that is along with any objects and other modifiers (Haque, 2017).

According to Levinson's influential textbook (1983: 284), outside of certain institutional settings, the conversation is a type of prominent discussion in which two or more individuals freely alternate speaking (Caires & Vieira, 2010). Types of conversation in this research refer to (Angel, 2018). The conversation is divided into four categories based on the direction and tone: debate, dialogue, discourse, and diatribe. Based on conversation's type, debate and dialogue is a two-way conversation. Debate is competitive, aimed to win an argument or persuade someone. While Dialogue is cooperative, aimed to share information and build

bond relationships with each other. Discourse and Diatribe is a one-way conversation. Discourse is cooperative, aimed to convey information from the speaker or writer to the listeners or readers. While Diatribe is competitive, aimed to express emotions or feelings, bluff those who disagree, and inspires those who have the same perspective of point of view.

1.5 Significance of The Study

The researcher admitted that this study was conducted by capturing words and clauses in the utterances used by the actors in the conversation. This study could not exhibit the role of feminists and the visual expression portraying feminism in the *'Aladdin remake live-action 2019'* film. Nevertheless, the researcher still expects that this study may give practical academic contributions, especially for the researcher, fellow students, and other researchers. For the researcher and student, this study may provide bits of knowledge about feminism that captured in the film from a linguistics perspective. It may also be used as a reference for teaching advanced writing. Finally, the researcher expects that the results of the study may inspire future researchers to conduct further research.

1.6 Organization of the Research Paper

The systematics of writing in this research paper consists of five chapters. Chapter one consists of the background of the study, statement of the problems, objectives of the study, scope of the study, and significance of the study. Chapter two consists of the review of related literature that explains the previous studies and

theoretical framework. Chapter three consists of the research method that explains the method of the study, research design, unit of analysis, method of the data collection, and method of data analysis. Chapter four discusses the findings and discussion that explains the results of the research and is the basis for defining the conclusions. Chapter five is the conclusion of the research conducted to answers general and specific research questions.