

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Movie is a cultural product and a means of artistic expression. Movie here is considered as mass communication which is a combination of various technologies such as photography and sound recording, fine arts and theater arts, literature and architecture as well as musical arts. Movie is a moving picture (Effendy, 1986; 239). Many films contain representations of gender inequality. One of them is Disney movies. Disney movies have come under increasing criticism from feminists because they represent a passive Princess relying on the Prince's help. Responding to these criticisms, Disney finally presented a different and tougher Princess. In the process of responding to this, Disney finally produced an animated film that contains feminist values . One of them was Beauty and the Beast in 1991, which featured independent female characters, fond of reading, and brave against men. In 2017, Disney returned to making Beauty and the Beast with the same packaging but with a different Belle from 1991. Linda Woolverton, screenwriter of 1991's Beauty and the Beast (First animated feature to be nominated for Best Picture Oscar) is in charge of the characterization of Beauty and the Beast in 2017 now. Woolverton stated that in her film, she inserted the ethos of the women's liberation movement through the script she made to make women's roles

more advanced. She intends to create a screenplay that provides a character portrayal that can reflect true integrity.

Feminism is a movement and ideology that fights for equality for women in politics, economy, culture, private and public spheres. Feminism criticism or analysis is to take a piece of media or literature and analyze the way it portrays women through various stereotypes. Representation of feminism reflected in Belle's figure was postmodern feminism because Belle was more focused on showing her existence as a woman by being herself. Belle's postmodern feminism is reflected in her smart characteristics, courage in opposing men's views, tough and brave attitudes, decisive figures, and the presence of gender equality in a movie. Postmodern feminism emphasizes that women and men are indeed different, but women do not question the differences, but demand the right to be as free as men, to construct themselves apart and not against men, and also can be themselves.

This study explores the independence of a woman named Belle, the main character of the story, who shows that she is a woman who can do various situations or things without depending on others, is forward-thinking, and wants to change conservative circumstances.

The spirit of feminism reflected in this movie is no longer a question of gender equality in society, but on how women can show their existence by being themselves. This form of feminism is by the concept of postmodern feminism which allows women to fight for their rights in their way.

1.2 Statement of the Problem

Based on the background of the study above, several problems can be arranged as follows :

1. What kind of discrimination acts were portrayed in “Beauty and The Beast” movie?
2. What social conflicts were faced by the main character?
3. How did the main character solve the conflicts that reflected feminist ideology in “Beauty and The Beast” movie?

1.3 Objective of the Study

Relating to the statement of the problem, there are the objective of the study as follows :

1. To analyze the kind of discrimination acts portrayed in “Beauty and The Beast” movie.
2. To analyze social conflicts were faced by the main character.
3. To analyze how the main character solves the conflict that reflected feminist ideology in “Beauty And The Beast” movie.

1.4 Scope of the Study

This study focuses on what is done by the main characters as a result of the functioning of feminist ideology in "Beauty And The Beast" movie. It also discusses the occurrence of patriarchal society to the main character.

1.5 Significance of the Study

The study of feminism reflected in Beauty and The Beast movie can be a lesson for women and society as a whole that the highlighted character of women no longer concerns the patriarchal system, but emphasizes a tough and brave attitude as an effort to struggle for the deconstruction of women's culture. This can be a reference for students to conduct literary research that addresses women's problems.

1.6 Approach to the Study

This study uses Kate Millet's theory, the approach is feminism approach (second-wave feminism). The second wave of feminism is a period of feminist activity and thought that began in the United States in the early 1960s and lasted for about two decades. It quickly spread throughout the Western world, to increase equality for women by getting more than just giving rights.

1.7 Research Method

The research method used in research is the qualitative research method. The qualitative research method used in this study is the documentation method. This is the process of identifying the data source used in this paper. The data source in this paper is taken from the movie Beauty and the Beast which lasts 130 minutes and can be accessed via the internet. The movie is downloaded in the .mp4 format. However, for a more complete understanding and analysis of the movie, the subtitle

script is used as a primary data source, downloaded in the .srt format, and also the .pdf softcopy script.

1.8 Organization of the Paper

This paper is divided into five chapters. The first chapter is the introduction includes the background of the study, statement of the problem, the objective of the study, the scope of the study, the significance of the study, the approach of the study, the research method. The second chapter is the object study includes a synopsis of the movie and biography of the author. The third chapter is review of related literature includes previous studies, movie, movie, and literature, and theory of Sexual Politics by Kate Millet. The fourth chapter consists of an analysis. Finally, the last chapter is the conclusion of the analysis.