

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background to the Study**

Despite the fact that our contemporary world faces a multitude of environmental issues, the Earth is the sole known habitat for all known forms of life. Environmental problems can occur for a variety of reasons, including those generated by nature and those caused by human activities on our planet. Critical environmental difficulties can relate to a variety of concerns, including climate change, pollution (air, land, and water), environmental degradation, depletion of natural resources, and global warming. There are plenty further examples of such problems.

The nations of the world have begun to establish a number of government organizations to address the broader environmental challenges that have arisen in recent years. One of them is the World Wide Fund for Nature (WWF). The World Wide Fund for Nature (WWF) is a 1961-founded multinational non-governmental organization. Its purpose is to work toward the preservation of natural areas and the reduction of human impact on the environment. In 1962, the World Wildlife Fund (WWF) began operate in Indonesia, but it wasn't until 1996 that the country's laws acknowledged it as a legal enterprise in its own right. The WWF Indonesia National Secretariat is located in Jakarta, and the organization now has 25 branch offices around the nation. They began their

endeavor to save the Javan rhino population in 1962 by conducting studies in Ujung Kulon. Their objective was to prevent the species from becoming extinct.

The impact that humans have on their surrounding environment is becoming more and more significant. Because of our activities, we contribute to the destruction of ecosystems and jeopardize future generations' lives. At this moment, there is no way to avoid acknowledging that the state of our environment is shifting. Numerous studies, numbering in the hundreds, have been carried out to demonstrate that this is occurring and that it has an effect on life all around us. According to WWF, the harm to the environment that is caused by people is an issue that will persist on a worldwide scale. It is anticipated that the global human population would increase by 2 billion people by the year 2050, increasing the total number of people on the planet to 9.6 billion (WWF, 2015).

Things that are connected to issues with the environment are things that should not be taken lightly since they may have a very negative effect and even cause death. Other negative phenomena pose an equal or greater threat to the continued existence of humans on earth. As a result, concerns connected to environmental difficulties have been extensively addressed, and they are often the focus of public debate; moreover, nations around the globe have also discussed this.

To forming a global response agency, the international community also hires environmental activists to work on finding solutions to environmental problems. There will also be ladies taking part in this activity. Some ladies are participating in there, such as

Tasya Kamila, Rara Sekar, Ira Wibowo, and Pevita Pearce. These women are named in the article. Pevita, who claims to have ceased using air conditioning in her bedroom to promote an ecologically friendly lifestyle, is one of many who participate in the activities and treatments they perform to safeguard the environment; they are quite different (Pramesti, 2021)

Aside from them, we have been surrounded by figures of great women who have broken through gender limits and hushed the world to proclaim that women can also be as wonderful as men. They have done this by cutting down on gender constraints. This is what is known as the feminist movement, and feminism is a collection of social movements, political movements, and ideologies that all have the same objective: to define, construct and achieve gender equality in the political sphere, the economic sphere, and personal sphere, and social sphere. Macedo asserts that feminism encompasses the viewpoint that cultures promote the male point of view and that as a result, women are treated unfairly within such communities (Macedo, 2006)

It is quite intriguing for the media, such as movies, to include feminism in literary works. There are feminist themes present in a significant number of films, both overt and subtle. *Moana* (2016), which was directed by Ron Clements and John Musker, is one example of a film that not only brings attention to the importance of feminism but also provides a substantial amount of educational material for viewers. Before they made *Moana* in 2016, both filmmakers had previously helmed two other critically acclaimed films that

were released around the same time: *The Little Mermaid* (1989) and *Aladdin* (1992). Seeing the movie *Moana* is something that is highly recommended.

*Moana* is a movie that in and of itself brings attention to women's and environmental problems. *Moana* is the strong-willed daughter of a chief of a Polynesian community, and the movie relates the narrative of how she is selected by the ocean itself to reunite a magical relic with the goddess Te Fiti. The movie is based on the Disney animated film of the same name. When a plague befalls *Moana's* island, she sets off in quest of Maui, a famous demigod, in the hopes of rescuing her people and bringing the relic back to Te Fiti.

## **1.2 Statement of the Problem**

According to the background of the study above, this study draws up three problems statement as follows:

1.2.1 How does *Moana* show her leadership spirit?

1.2.2 What is the discrimination against women in the *Moana* movie (2016)?

1.2.3 How is Feminism portrayed in *Moana's* character?

## **1.3 Objective of the Study**

Based on those questions and the statement above, the research will focus on:

1.3.1 To find out how leadership spirit showed in *Moana's* characters.

1.3.2 To reveal the discrimination against women in the *Moana* movie (2016).

1.3.3 To find out how feminism is portrayed in Moana's characters.

#### **1.4 Scope of the Study**

The study would be too broad, without limitation, more focused research. This study limits the discussion on Moana's leadership spirit, discrimination against women, and feminism found in the movie *Moana* (2016) from script analysis.

#### **1.5 Significance of the Study**

Following the completion of this research, the author expected that the reader would be able to comprehend all of the messages, both overt and covert, included in Moana's (2016) film. It is believed that this thesis will be able to give descriptions, examples, and sources of inspiration for future generations of researchers who will carry out this study. The reader's understanding of feminism may be improved as a result of this study. In addition, the purpose of this study is to be able to supplement the research that has been done in the past and to urge readers to be aware of the importance of safeguarding nature and all of the elements that it contains.

#### **1.6 Approach to the Study**

The method used is the most important consideration when assessing research. While feminist theory serves as the basis for this study's methodology. The feminist approach is a movement for women's rights that creates openings for women to reimagine the

environment in which they live and provides hope for the expansion of their liberties in the near and distant future.

The notion presented by Naomi Wolf in her book "*Fire With Fire*" is used in this study. In her book, Naomi Wolf asserts that women have the right to pursue success and power. According to his point of view, for women to ascend to positions of power, they first need to traverse two distinct feminist traditions: the feminism of victims and the feminism of power. According to Wolf, the ideology of victim feminism might impede the development of women and cast them in the role of a victim. It is no longer possible to pretend that urges to dominate, attack, usurp, or exploit others is a 'brand' men's trade only because mental conditions have changed quite a bit and women's living conditions have changed quite a bit as well. Therefore, victim feminism can be considered obsolete due to these factors (Muslimin, 2019)

Power feminism the principle is (1) Women and men both have different roles big in life, (2) girl have the right to self-determination, (3) meaningful female experience, not just nonsense important, (4) women have the right to reveal the truth about the experience, and (5) decent woman receive respect from others, self-respect, education, safety, health, representation, and finance (Muslimin, 2019)

Because the theory was relevant to the issues that will be explored in the next chapter, the idea of power feminism that Naomi Wolf presented to the foundation in evaluating the movie *Moana* (2016) was used because it was the basis of the analysis.

This study uses the qualitative research approach for both the data collection and the analysis phases. The creation of qualitative research is a notion that helps us to comprehend social phenomena in natural settings by paying adequate emphasis to the experiences, meanings, and the participant's opinions. This kind of study is known as qualitative research. Note-taking, interviews, focus groups (group interviews), papers, and even physical artifacts may all be used by qualitative researchers to compile information (Shipman, 2021)

The study is carried out by categorizing the discourses and the situations mentioned in the screenplay that is relevant to the claims made about the issue. After that, the researcher analyzes by putting the feminist methodology to use on the data that was acquired. The researcher concludes and makes some recommendations based on the results of the investigation once they have completed the analysis. Because of this, the study in question does not call for any numerical data.

### **1.7 Organization of the Paper**

The findings of this study will be presented in five separate chapters. The following is a rundown of the chapter's contents:

The first chapter offers an overview of the study in its entirety. In this section, the researcher details the history of the investigation, the statements that pertain to the issue,

the purpose of the study, the scope of the study, the importance of the study, the methodology that was used for the study, and the organizational structure of the papers.

The second chapter provides a summary of several things, including a film titled *Moana* (2016). After it was finished, there was a biography of the person who wrote the screenplay, Jared Bush.

A discussion of the relevant previous research may be found in Chapter III. Within this chapter is a sub-section that provides research that explains feminism in general and according to Naomi Wolf.

The results and discussion are presented in Chapter IV, which is an object of study using the feminist theory. In this chapter, the discoveries, and discussions that were conducted to offer solutions to the issue statement that was stated in the previous chapter are discussed.

The results of the study that has been done are analyzed and discussed in Chapter V, along with some recommendations.