

CHAPTER I

INTRODUCTION

A. Background of the Study

America still dominates the existences of popular culture over the world. The products of American popular culture, mainly films are in a great demand. Hollywood is an icon center of popular culture because of its image in creativity of films. Moreover, one of characteristics of popular culture is the product for mass to get big profits.

Popular culture is so easy to get because it is everywhere to be gotten. Culture, as has been suggested, particular concerns the ways in which people understand and relate to social situation. Therefore, culture must encompass the various means by which people communicate a sense of self and situation. Mass media are centrally involved and implicated in the production of modern popular culture, and their critical role of information distribution leads into communication that connects the sources and the readers (Nachbar and Lause 2).

Popular culture is mass produced commercial culture for consumption by mass. Mass of non-discriminating consumers is the audience (Storey 8). Mass produced cultures consist of the life elements which are generally, but not necessary, disseminated by the mass media. Thus, popular culture consists of cultural elements which are generally transmitted by the printed press, the electronic media, or by other form of mass communication, and therefore

generally shared standardized from the every large number of persons. The elements of popular culture deal with the printed media such as newspaper, books, comics, magazines, and electronics media (Kando 173).

Film furthermore, as a verbal, can be used to assert thought. It is utilized as media of education and tradition transferred by the ancestors to the next generations. Then, films can be developed along with the society's dynamics and technological growth. Films may provide thought and idea more clearly and more easily understandable than that proposed by people in daily life. Films' ability to integrate the power of picture and text is the key to deliver information in a popular way. Films ease the absorption of information. They make it easier to understand (Murwantono 2). Hence Walt Disney films are suitable ones to be chosen in discussion about popular culture dealing with children and adults. Here, America introduces the artifacts of film dedicated to children as a big business. The Walt Disney films are suitable ones as an artifact of popular culture.

Disney film is one form of films specifically made for children. There is a lot of interesting animations or pictures which the children are very interested. It is not only the animation art of the Disney film, but also the content of the story about the beautiful story and sometimes non-sense acts called as a folktale. In this case, children will be easily influenced by those interesting stories or folktales that they have never seen before in a real life. It can be seen from the *Sleeping Beauty* film which tells about the witch with her magic power to change something to be

other things. Hence the children will be curious to know more about the film content and to increase their knowledge.

Not only children but also adults are interested in Disney films because of the featuring of the main characters like animation film. *Mickey Mouse* film tends to entertain and *The Beauty and The Beast* film tells about the romantic story as well as *Mulan* film describes the woman hero. Based on those films, both children and adults are interested in the films because of the characterization of the main characters as heroes as well as role models.

In relation to the princess characters, this study takes account to woman characters reflected in the Walt Disney films. Recently Walt Disney presents the woman characters because of the representation woman in liberal contexts dealing with the woman emancipation in a society (Murwantono 5). Moreover women are often positioned in the film as princess, queen or homemaker (Maity 29).

Naturally, the duty of women is to be the person who only does the task as well as the women itself should be. As reflected in Disney films, the women characters are always presented as the charming and beautiful looks. Disney women character mostly have a stereotypical female roles like the housemaids in most instances they have no any role but supporting the male characters as their leader. Most of them are need to be saved from the wicked, witch, and then as the princess they fall in love with their prince charming (Maity 29).

Nowadays, Disney films introduce the concept that the role of woman is not merely as a household. A woman has also social status as well as a man has. In

some Walt Disney Princess, women are represented as heroes like men. They have strong power to fight and survive in any condition as the men have. One of those films is *Mulan*. This film portrays the representation of women's roles in a society, not only as feminism which always considered as weak figures, but women also can be as a masculine which considered as strong figures as men. Because of this interesting issue, the writer chooses the title as follow "*A Portrayal of Women Representation in the Main Character of Mulan Film by Walt Disney*".

B. Problem Formulation

Based on the background above, this study formulates the problems as follows:

1. How are women represented in the main character of *Mulan* film by Walt Disney?
2. How is the portrayal of the representation of women's role in society in *Mulan* film by Walt Disney?

C. Limitation of the study

The study limitation concerns on the portrayal of women representation in the Walt Disney film, mainly *Mulan*. This study only focuses on the description of women's roles in the film of Walt Disney. It also covers the portrayal of Women Representation in the main character of Walt Disney Princess Film *Mulan*.

D. Objectives of the study

This study has two main objectives stated in the following statements:

1. To describe women representation in the main character of *Mulan* film.
2. To represent the portrayal of women's role in society in *Mulan* film.

E. Significance of the study

The study is expected to give some benefits, such as the finding of this study can be used to teach Literature especially for Literature students of Sultan Agung Islamic University. It can also help the viewers to have a deep understanding about the portrayal of women roles of society as reflected in the film. The last it will motivate other students to appreciate literary work especially films.

F. Organization of the study

To ease the reader to understand, this research is presented in five chapters. Every chapter discusses about different matters as follows: the first chapter is contain introduction that consists of: Background of the study, problem formulation, limitation of the study, objectives of study, significance of the study and organization of the study. The second chapter is review of related Literature, including synopsis of the films and the discussion of women roles in the society as reflected on the film. The third chapter is research method that consists of types of

research, data organizing, data collecting method, types of the data, analyzing the data. The fourth chapter presents Discussion and Analysis contents. And the fifth chapter provides Conclusion and Suggestions.