

## CHAPTER I

Chapter one is the introduction containing background of the study, limitation of the study, problem of the study, objectives of the study, significance of the study, and organization of the study.

### A. Background of the Study

Films have their own meanings and messages to be delivered, no exception for animated films. There are many ways to deliver it, such as by the plot, the action of the characters, the conflict, etc. Those all include the types of symbolism. In the journal of Fadaee, it said that symbols can be in the form of objects, persons, actions, situations, and others. It also states that symbol has other meaning besides the literal meaning (Fadaee 20). On the other hand, Dr. S.B. Radhika Bai also says that symbolism is a technique that is commonly used in literary works to tell some things which are not taken literally (1). From those references, it can be concluded that symbols always have more than one meaning that proposes to explain something else.

All the components of films as well as how Fadaee mentions above can be symbols that bring messages or moral values. Animal is also a kind of symbol that is often used in films, either in live-action films or in animated films. As the global media village, Disney Films also have many symbols that often presented in its films, especially by the animal characters that also purposes to increasing homogeneity of its idea or perspective about animals. "Disney cartoons as a 'global media village' perhaps due to the increasing homogeneity of ideas spread by these

movies" (Eidt 5). Moreover, the animal's character in Disney Films affects their viewers because it becomes an ideal outlet to study animal representation (Eidt 4).

Disney makes the animal characters like human traits, they can speak, feel, have the same behavior and motivation. It is usually called as anthropomorphism. According to the Oxford Dictionary, "Anthropomorphism is the attribution of human characteristics or behavior to a god, animal, or object" (54). Disney anthropomorphizes the animals' characters to be symbols that emphasize the stereotype of the main characters or the characteristics of the main characters itself. However, this proposal finds that stereotyping becomes the effect of animal characters that are repeatedly anthropomorphized by Disney Animated Films. It is doing repetition to illustrate animals which always beside evil characters, they have ugly faces, black, and have bad behaviors whereas cute animals always accompany the main character who is physically beautiful, kind heart such as the Princess. It makes curious about what does it mean and how it can cause stereotype to the viewers.

Stereotype is a negative effect of media, even though media has been described as a teaching machine.

The growing impact of the media cannot be overstated. It has been described as a 'teaching machine' on level or greater footing than the traditional outlets of family, school, and church. Media can become particularly salient with repeate

d exposure. Developing strong attachments to media, particularly movies, is common in young children, resulting in a desire to experience the chosen media over and over (Eidt 1).

Films, as a content of the media, indirectly influence children's minds and behavior because of its function as a teaching machine. However, it does not always teach positively, stereotype becomes a negative effect to them. Intentionally or not, the media may perpetuate stereotypes surrounding animals, people assumed it a certainty. Even though these arguments or expressions may be rooted from the facts that have not perfect yet, they create implications that radically can affect the way people outlook and respond to animals consequently (Eidt 4).

Oxford Dictionary defines stereotype as "widely held but fixed and oversimplified image or idea of a particular type of person or thing" (1483). When people talk about stereotypes, they cannot separate them from American society. Stereotypes are a feature that closes to American society and an integral part of their socialization process. Moreover, the way to transmit images and clichés that traditionally inaccurate is from generation to another (Wei 1). Thus, from the way to transmit it, children as a part of its viewers, who are still such as blank paper can believe it easily even though it is often inaccurate. Disney, as an American movie producer that is common to children, does not fully give positive impact and stereotype becomes evidence of a negative effect on them. There are many analyzes which shows us how they build stereotypes such as gender stereotype in *Sleeping Beauty*, *Beauty and the Beast*, *Snow White and the Seven Dwarfs* and stereotype of

skin color as reflected in *Mulan*. In some films, those stereotypes are explained by animal symbolism.

The stereotype appears because children know about the appearances and characteristics of the good and bad, wild or tame animals from the animated film or the storybooks first and then they know them in reality. "Oftentimes, children are experiencing wild animals in storybooks and movies long before they encounter them in the forest" (Eidt 2). The stereotyping that Disney animated film creates, such as crow, often becomes the partner of the evil characters as well as in *Sleeping Beauty and Snow White and The Seven Dwarfs*. This stereotyping makes children think that a crow is an evil animal, even if they see it in reality. Meanwhile, the kind characters like Princess Aurora and Snow White are surrounded by cute animals, such as pigeon, rabbit, etc. On the other hand, King who has authority and power is always presented as male animals such as in *Little Mermaid and Lion King*. It builds stereotyping about those animals to children. Thus, this paper will discuss about symbols and stereotyping of animals as reflected in Disney's animated films.

### **B. Limitation of The Study**

This study will analyze about animal symbolism that is reflected in Disney Animated Films that are *Sleeping Beauty, Snow White and The Seven Dwarfs, Little Mermaid, and Lion King*. It also focuses on stereotyping as the effect to Disney's viewers.

### **C. Problem of the Study**

1. What are the literal and literary meaning of the animals symbolism?
2. How are the animal stereotypes illustrated in Disney Animated films ?

### **D. Objectives of the Study**

1. To explain the symbols of the animal characters in Disney Animated Films, whether by literal or literary meaning.
2. To explain the types of animal stereotyping symbols as portrayed in Disney Animated Films.

### **E. Significance of the Study**

There are some benefits of this research method writing as the following:

1. This study hopefully can be beneficial as one of references for English Department students in order to know more about symbols and stereotypes of animals in animated films.
2. For other scholars or even researchers, the result of this study can be helpful as a reference dealing with similar topic.

### **F. Organization of the study**

This final project is divided into five chapters. Chapter one consists of the introduction which explains background of the study in general, problem formulation objectives of the study, limitation of the study, significance of the study, and organization of the study. Chapter two is review of related literature that

consists of synopsis of four Disney Animated Films which are *Sleeping Beauty*, *Snow White and The Seven Dwarfs*, *Little Mermaid* and *Lion King*. It also consists the explanation of anthropomorphism, symbols, stereotype, and animal stereotyping. Chapter three is the research methodology that contains type of research, data organizing, and analyzing the data. Chapter four is findings and discussion. It is the symbol of animals and stereotyping as the effect. Chapter five is conclusion and suggestion.

