CHAPTER I
INTRODUCTION

1.1 Background of Study

From media such as televison, radio, or social media we can find a lot of news about sexual harassment and domestic violence. According to vice chairman of Indonesian Woman's National Commission, Yuniyanti Chuzaifah, these cases which cause women as the victims are influenced by the patriarchy culture (Erdianto in Compas.com, 2017). This culture sees men are the center and the main control of society (Sakina, 2017). As the result, our society sees women becoming the subordinate of men whether in economic participation, educational attainment, health and survival, and political empowerment. It is supported by the world rank of The Global Gender Gap Index 2018 by World Economic Forum that shows Indonesia is in the 85th position out of 149 countries (World Economic Forum, 2018). Seeing this phenomenon, gender equality is important to be taught to young generation. One of the ways to teach gender equality is through literature.

Literature is a collection of language works which a community defines it through its history that involve artistic and aesthetic unsure (McFadden in Meyer, 1997). People read literature for information and amusement. As it has the aesthetic unsure, literature is also used for entertainment. People can entertain themselves and find information in which can enrich their knowledge. As literature has many purposes, Wedan in Galla (2018) divided literature into two categories namely adult's literature and children's literature.

Children's literature is a literature for children which has roles as academic discipline, educational and social tools, it is also an international business and a cultural phenomenon (Hunt, 2004). As an academic discipline, children literature rooted in education and librarianship and has developed for 40 years into departments of literature and childhood studies (Hunt, 2004). As an educational and social tool, children's literature is usually made to educate children. Further Lynch-brown & Tomlinson (2011) state that children's literature have great roles as it help children to understand moral by enjoying the stories. As it serves moral value, children can learn and develop their knowledge about social. Further, children also can learn language through literature, because language cannot be separated from literature (Öztürk 2017). It provides the opportunity for children to connect with a wider variety of meaningful text that make them more imaginative and allows them to contact with the target language (Hill and Lazar in Xerri & Agius, 2013). As an international business and cultural phenomenon, children's literature has become business field, getting popular, and become a culture. For example, films by Walt Disney Studios under Walt Disney Company.

Through the development of technology that makes children's literature no longer just a book, Walt Disney appeared to be a well-known giant company that has great role in making children's literature development. Disney has adapted some children's literature into film since 1923 (Sanmartin & Cajamarca, 2010). Through film, people see stories from around the world, and experience something by seeing (Rasul, Bukhsh, & Batool, 2011). Disney has made children's literature more engaging to children through film. Chang (2007) stated that children like and need picture for textual interpretation. Therefore, children's

literature in form of film becomes more interesting and interactive for children as it shows more picture than in book. Started with 2D cartoon production, Disney's studio has developed and made 3D and live action films. One of the well known 3D animated films from Disney is *Tangled* (2010).

Tangled (2010) has brought the sense of classic cartoon into next level (Carter, 2013). *Tangled* (2010) is telling about a magic long golden haired girl named Rapunzel who spent her life in a tower. Then a runaway thief made her explore the world for the very first time, and knowing who she really is (IMDb, n.d.). The character of Rapunzel was first written by The Grimms Brothers which later, their story adapted to some versions. The study from Diaz (2014), Sigurjónsdóttir (2014), and Nelson (2014) found that character Rapunzel become braver and more intelligent in each version. As gender inequality becoming a popular issue that often come up in media, Disney's *Tangled* comes and gives different perspective of gender role. It is supported by some researches which analyzed the gender role portrayal in some Disney Princesses films, such as from England, Descartes, and Collier Meek (2011); Kessler, Dennes, and Wendland (n.d); Garcia,2014; Guizerix,2013; Krouwels,2016; Palupi, 2019; and Ísleifsdóttir, 2013. Due to the previous researches, Rapunzel's characterization is suitable to be studied using feminism approach especially liberal feminism.

Feminism can be defined as women's movement in order to struggle on their liberation (Gao, 2013). Through its development, Feminism thought has developed in many labels, such as liberal feminism, radical feminism, Marxist or socialist feminism, psychoanalytic feminism, care-focused feminism, global feminism, eco-feminism, and post modern feminism (Tong, 2009). Liberal

feminism can be said as the beginning of all feminism thought which affected by classic formulation of Mary Wollstonecraft's *A Vindication of Rights of Woman* in 1729 (Tong, 2009). Her theory came up since the society hold the false belief that women are less intellectual and less physically capable than men (Tong, 2009). Later, Friedan in Tong (2009) stated that to be men's equal woman should have both desirable feminine and masculine traits.

The study focused on the representation of liberal feminism presented by Rapunzel's characterization. Regardless of children and adolescents, Disney's *Tangled* (2010) especially Rapunzel takes a part in strengthening the concept of gender equality in our society. Gender equality is an important value as it teaches humans to be tolerant and appreciate each other. Further, Graves & Martin in England, Descartes, and Meek (2011) stated the portrayal of gender equality in media exposure is important for children's understanding of gender as it helps them to develop their social behavior. As Rapunzel in *Tangled* (2010) found broke some traditional gender stereotypes, this research needs to be conducted.

1.2 Problem Identification

The gender inequality issue in our country may be caused by the strongly maintained patriarchy culture. This makes women becoming man's subordinates. Thus gender equality should be taught to our generation in order to support positive social behavior by appreciating others. Children's literature can be an effective tool to deliver such value. Through the development of technology, children's literature develops into film. Walt Disney Studio is a giant company that produces a lot of films both animated and live-action. Disney's *Tangled* (2010) is one of the 3D animated films which involve Disney Princess. *Tangled*

(2010) found broke some traditional gender role of the former Disney Princess as the female protagonist, Rapunzel appeared to be as strong as the male protagonist. Therefore this research analyzed how the feminism value especially the liberal feminism value portrayed through Rapunzel's characterization.

1.3 Limitation of Study

This study focused on analyzing Rapunzel's characterization. The data was gained from the film itself by focusing on the film's elements namely narrative and stylistic. Those aspects were used in finding Rapunzel's characterization in *Tangled* (2010). Using Miles and Huberman (1994) qualitative research model, the gained data reduced for data display and conclusion drawing. Meanwhile, the data was analyzed using Tong's theory of liberal feminism.

1.4 Statement of Problem

From the research background, some problems are drawn, those are:

1   What are the characterization of Rapunzel in *Tangled* (2010) ?

2   What characterization of liberal feminism are reflected from the characterization of Rapunzel in Disney's *Tangled* (2010)?

1.5 Purpose of Study

Based on the aforementioned problem statement, the purposes of this study are:

1   To analyze Rapunzel's characterization.

2   To analyze the characterization of liberal feminist which are reflected through the characterization of Rapunzel in Disney's *Tangled* (2010).

1.6 Definition of Key Terms

1   Character: All of the human beings or the people in a story (Card, 1988; Gill, 1995).

2   Characterization: The way in which a character is created (Gill, 1995)

3   Feminism: A movement to end discrimination toward woman and fight for gender equality.

4   Liberal feminism: The first development of feminism which leads to the independence of woman in making their own decision.

1.7 Significances of Study

The significances of this study is involving theoretical and practical significances.

1.7.1 Theoretical Significance

1   English Language Teaching (ELT)

This study hopefully can open society's mind that through film, people can get both moral education and language learning, especially English Language Learning. Thus, film provides moving pictures and interesting sound which can attract children's attention and make them get used of the language.

2   Children's Literature

As it describes the characterizations of Rapunzel, one of well-known character in children's literature, this study is expected to give some information on children's literature, especially about film and character analysis.

3   Feminism

This study is expected to make society know more about feminism. Through this film and the analysis of the main character's characterization,

hopefully, people will know and make a new point of view of feminism that delivered in this film.

1.7.2 Practical Significance

1.   EFL Lecturer and Teacher

This study is expected to give some reference in using film as learning media. As it shows attractive pictures and sound, students can get amusement, moral education, and learning the language. As film can be an attractive learning media, this study gives some information about Disney's Tangled and the main characters in it.

2.   Parents and Society

This study is expected to open parents' and society's mind about watching the film, because film is not only about amusement. Films can both educate and entertain their audience. This research expected to give useful information about feminism, especially feminism in children's literature.

3.   EFL Learners

This study hopefully can give some information about the character and how the character shows the values of feminism, especially liberal feminism.

4.   Other Researchers

This research expected to give benefits for those researchers who conducted the similar study. This study can be source of reference for film analysis and character analysis especially with feminism approach.