CHAPTER I
INTRODUCTION

A. Background of the study

Culture is a character and knowledge with a way of life developed owned by a group of people. Culture has been attached and is even present in everyday life so it is an integral part of humans. Therefore, many of the group of people consider that it is a form of inheritance in genetics. Culture is a character or knowledge with a developing way of life that is owned by a group of people (Spencer-oatey, 2012). Culture has been inherent and even present in everyday life so it is an inseparable part of humans.

Therefore, many people consider it a form of genetic inheritance. Culture is like a comprehensive pattern of life that is complex, abstract, and broad. Many aspects of culture that determine communicative behavior tend to lead to human thinking. Thus, there are several reasons why someone is constrained when communicating with people from other cultures who have a complex set of values created by an image that contains a view of privilege (Whiten et al., 2011). This coercive cultural image provides its members with guidance on appropriate behavior and decides on logical meanings and values. Thus, it is a culture that provides a related framework for organizing one's activities and the attitudes of others.
There is a system of social norms that allows cooperation between community members to adjust to something around them, economic organization, tools, and institutions or officers for education (the family is the main educational institution), organization of power (politics). However not infrequently a culture does not have a problem, because adjusting to the surrounding environment is not easy and sometimes causes disputes between an understanding related to something.

The factors that can lead to differences in cultures among others: are customs, religion, environment, traditions, and tribe. The struggle of culture that arises because of environmental circumstances (place of residence), where a person's life can alter the culture they live in, is particularly prominent in this movie. The film “Hillbilly Elegy” begins with a three-generation family conflict with its deep personal struggles from family dysfunction and poverty. It also makes implicit and explicit arguments about the cultural roots of social and economic marginalization. Perhaps the most symbolic of these is the "hamlet" trope in the film. Although the film is set in an urban, post-industrial Midwest and a generation or more displaced from rural Kentucky and West Virginia, J.D. Vance (played in Hillbilly Elegy) plays the historical connection between Scottish-Irish Appalachian heritage and the cultural dysfunction to paint a portrait that is not withdrawn from the unworthy.
In this study, the researcher is interested in discussing Hillbilly Elegy because of several reasons. There are characterization, theme, and moral values. The first reason is about the characterization cast in the film “Hillbilly Elegy” who can play his role very riveting. Furthermore, J.D Vance, who plays Hillbilly Elegy, is a Yale student who considers achieving his goals while dealing with a family crisis that forces him to return home.

The second reason is that the theme of this film is very interesting. The theme of this film is a cultural struggle during a time of crisis, as the main character tries to prove that J.D Vance's family has a culture, especially his mother, which is hated by the outside world because of the point of view of culture and the generation of his family.

The third reason is that we will gain moral worth after viewing this film. This film shows us that we don't have to be afraid of fighting for our family's culture. This film also emphasizes that a person's excellence is not determined by his gender and that one should never underestimate someone because of their gender.

Based on the background above, researchers are interested in conducting further research on the film Hillbilly Elegy, directed by Ron Howard. To discuss the problem above, the authors raise it in the form of a thesis entitled, “CULTURAL STRUGGLE DURING TIME OF CRISIS REFLECTED IN RON HOWARD HILLBILLY ELEGY (2020): A FEMINIST APPROACH”
B. Problem Statement
Based on the previous statement, the writer formulates the research problem as follows:

1. What are the indicators of cultural struggle during the time of crisis reflected in *Hillbilly Elegy* (2020)?
2. How is cultural struggle during the time of crisis depicted in *Hillbilly Elegy* (2020)?

C. Objectives of the Study
Based on the problem formulation above, the research objectives are as follows:

1. To identify the indicators of cultural struggle during the time crisis reflected in *Hillbilly Elegy* (2020).
2. To describe the depiction of cultural struggle during a time of crisis in *Hillbilly Elegy* (2020).

D. Significance of the Study
1. Theoretical Significance
   The study contributes to developing the body of knowledge to give a particularly for the literary studies on *Hillbilly Elegy* by Ron Howard.

2. Practical Significance
   The study enriches the writer’s understanding of the struggle of *Hillbilly Elegy* for culture in crisis.