

# CHAPTER I

## INTRODUCTION

### A. Background of The Study

Literature is reading material used in various intellectual and recreational activities (ALA Glossary of Library and Information Science, 1983). So, based on this understanding in general, literature is a discussion or reading material related to a research topic. The literature is used to identify the results of previous research, namely various findings that have been found or have not been found related to the particular phenomenon or situation to be studied. Literature is found in various types of scientific works such as scientific journals, books, to written works. The first step of research, which is generally carried out by a researcher on his research topic, is to begin by conducting a search and searching for various relevant literature related to the study to be studied. The research that will be done at this time is on a film.

The history of the invention of the film is quite long, this is because involves complex engineering problems such as optical problems, lenses, chemistry, projectors, cameras, film rolls, and even psychological problems. According to Canaragara that the historical development of the discovery of new films is seen after the 18<sup>th</sup>-century experiment with the combination of light with a solid lens. Although it is capable of projecting an image it is not yet in the form of moving pictures. Movies can be watched by anyone educated or uneducated. Movies don't need the ability to read or understand a foreign language, the message, and meaning of a language in the film can be understood by the movements and expressions of the artist in the film. Whereas language only explains the scene, with language also the film the meaning becomes clearer.

However, along with the rise of film and its development, appeared also elements that show scenes that are inappropriate for exemplification such as promiscuity, sex, crime, crime, violence, insults, and so on. One of the things that often happens in this era is that someone will not hesitate to say insulting words to other people, be it people they know or don't know. As for things What is often the subject of people's humiliation is the lack of physical somebody. Whether a person is too thin, too fat, or in shape other shortcomings. This form of humiliation is commonly known as Body Shaming. More specifically, body

shaming is known as criticism, ridicule, and comments that are negative about the physical (body shape and size) and appearance of a person.

Negative-sounding phrases aimed at someone will have a big impact on him. The tendency to mock physical form will make the victim feel uncomfortable and insecure. Reported to DetikHealth.com a psychologist from the University of Indonesia, Bona Sardo, M.Psi said the psychological impact was very broad, especially decreased self-esteem. When someone is given an utterance related to his physical condition and that physical condition was bad, one would feel bad psychologically. For example, say someone is fat, the person may feel inferior and feel worthless. Form physical body that becomes the focus of body shaming perpetrators will have a huge impact widespread and can make the victim feel stressed and depressed. Will feel imperfect because that part of the body is the focus of speech in this body shaming.

In scenes containing elements, we find a lot of body shaming in movies. Even sometimes, the theme of body-shaming can be one of the main topics for some movies ever produced, one of which was an American film released in 2017 with title *The Greatest Showman*. *The Greatest Showman* started a journey from the early days of Phineas Taylor (P.T.) Barnum .s like a young boy in the 19th century, a child of a poor tailor who was often belittled by rich people in the city. It's just that, P.T. Barnum even fell in love with a child people are, Charity. After years of work finally, Barnum managed to marry Charity, take her to the city, and live happily with her two children. Unfortunately, the office where he worked went bankrupt. P.T. Barnum not out of mind. With his slightly cunning tactic, he then got borrowing money from banks and started show business. It collects several people with strange physical appearances, ranging from pygmy men to bearded women. He also invited the black brothers and sisters who are good at trapeze, Anne Wheeler, and her sister. Business plan P.T. Barnum began to develop. He began to have a partner, Philips Carlyle, he even has a new star, the beautiful Swedish Nightingale melodious voice, Jenny Lind. But problems also began to confront him. Starting from the chastisement of art critics to opposition from society who judged that their show was just a collection of people strange. Meanwhile, his wife and children began to feel a distance from P.T. Barnum.

However, even though this film is included in the top 5 highest-grossing musical drama films of all time, it is undeniable that there are scenes in this film that make the audience saddened by how unfair it is felt by some people with special needs, who eventually become a victim of body shaming. In the film, there are various kinds of people with special needs who are used for the needs

circus. The surrounding community too sneered at their different forms from common people, thus making them withdraw from the crowd. Rejection occurs everywhere so that makes them a person who is not confident. One of the scenes that shows body shaming in this film is found at 00:28:32 when residents don't love the circus by making people with special needs live in their neighborhood, which causes them to attack those people. A few sentences that came out of the people's mouths during the attack were "you protect the bearded lady?" shown to the circus owner when the circus owner tries to protect one of his female employees who has a beard.

In the beginning, movies were entertainment for the lower class, quickly able to penetrate class boundaries and reach a wider class. The ability of films to reach many social segments, then make them aware communication experts especially that film has the potential to influence the audience. Therefore, began to spread the study that knows the impact of film on society. Research on films or Other forms of narrative stories that are audio-visual can be done by choosing one particular semiotic analysis model. In analyzing body shaming in this film, the researcher uses semiotics to analyze body shaming, which is semiotics used as an approach to analyzing media with assumptions that the media itself is communicated through a set of signs. Text media that is composed of a set of signs never carries meaning single.

Starting from this background, the researchers are interested in reviewing the film *The Greatest Showman* which has a body scene shaming with the research title **“Semiotics Analysis of Body-Shaming in “THE GREATEST SHOWMAN” Movie (2017) Directed by Michael Gracey”**

## **B. Problem Statement**

From the background description above, the subject will be considered in this study:

1. What of Body Shaming expression occurs in *The Greatest Showman* Movie?
2. What verbal and non-verbal expression can be analyzed in *The Greatest Showman* Movie?
3. What kind of denotative and connotative meanings can be analyzed in *The Greatest Showman* Movie?

## **C. Objectives of the Study**

By the problem formulated above, the purpose of this research is:

1. To find out of Body Shaming expression occurs in The Greatest Showman Movie.
2. To find out verbal and non-verbal expression can be analyzed in The Greatest Showman Movie.
3. To find out kind of denotative and connotative meanings can be analyzed in The Greatest Showman Movie.

#### **D. Benefits of the Study**

##### a) Theoretically

1. As a general education development especially in carrying out its activities, as well as training researchers in applying the accepted theories.
2. As a scientific contribution to special English writers and students.

##### b) Practically

1. Develops knowledge and research insights about the systemic analysis of body-shaming in one movie, as well as knowing the grammar of conducting research analysis according to the type (qualitative).
2. It is hoped that these results can be made into a reference to the audience (reader) seeking education in English.