

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Gender differences give birth to gender inequality in society. Like that we all know based on human sex can be divided into two namely men and women. So that in living life- more specifically the division of labor between men and women has certainly different roles, although both of them still play their respective roles. The definition of women in KBBI (Big Indonesian Dictionary) has a meaning people (humans) who have the characteristics of being able to menstruate, get pregnant, give birth, and breastfeeding. It is very clear that so far women have only been identified with things that are sexual in nature and it seems as if they have turned a blind eye that women also have the ability/competence to do things other than those mentioned above. Because they are identified with sexual matters, women are very prone to experiencing acts of violence, both physical and psychological.

Currently, film is a medium for conveying messages to a wide audience through one of the mass media instruments. The messages conveyed varied according to the film produced. Recreational, educative, persuasive or non-Informative is the picture of the message of a film. In the context of mass media, film is not merely interpreted as a mere work of art. Movies too become one of the mass communication media in conveying messages that are be in society. In mass communication, the media is a tool that can connect between sources and recipients that are open in nature, where people can see, read, and hear it. The mass media as a source of information has become an important part of life in the technological era. People live with the media and at the same time the media bombards things and information. Mass media can offer many new things to its users, even

in some media phenomena can change and direct the social situation of its users.

One of the modern mass media channels is film. Movies are one of the forms of works of art that has become a phenomenon in today's society. Film is a means of entertainment that has great appeal quite high in various circles of society, from the middleclass economy to the upper economy, from children to adults. Movies are not just attempts to display “moving images”, but sometimes they are stored moral responsibility, opening up people's insights, disseminating information and contains elements of entertainment that generate enthusiasm, innovation, creation, political elements, capitalism, human rights and lifestyle.

Movies have a certain effect on the viewer; In many studies on the social impact of film, the relationship between film and society is always understood in a linear way. This means that films, both on TV and in cinemas, always influence and shape society according to the content behind it, not the other way around. In addition, the power and ability of film to reach many social segments allows film professionals to influence the public.

The presence of female characters in films can be assessed negatively and positively. Like what is in films or soap operas in Indonesia that causes the overlap between womanhood and oldness, which is within several films in Indonesia give negative roles to old women as "witches". Older female character in the film described as bossy or frightening. In horror films in Indonesia can never be separated from the figure of a woman. The role of the old woman perhaps can no longer be given a place based on his sexuality, but rather sexually debilitated. They have nothing to offer to men, apart from childbearing and other usual demands borne by young women.

In addition, women are also constructed based on emotional reading. In its representation women are considered bitch, passionate, jealous, seeking revenge, affectionate and many more. A wide range of emotions ascribed to women, seen as a habit and associated with the assumption that

women purely emotional (more emotional than men). Most films show women as otherwise fussy, mean, whiny, unsteady, and not smart. Female image which like this we mostly find in Indonesian soap operas, also in movies. Not all films feature female figures like above. There are several films that show struggle and hard work a woman so that she can change the public's mind like the movie *Herbie Fully Loaded*. The reasons why the researcher choose *Herbie Fully Loaded* movie because it shows the struggle of a woman and gender inequality. The other reason is this movie contained the element of feminism.

Feminist literary criticism is defined as the type of literary criticism that developed in the 1960s and emerged as a response to feminism. The word "criticism" refers to the idea of criticism. Feminist literary criticism is therefore primarily focused on criticism of the portrayal of women in all kinds of literature, especially prose, drama, and poetry. The development of feminists in the world is getting better, this has the impact of women's attention on this movement starting to be seen throughout the world. Feminism is a new perspective that becomes a bright spot in the search for justice for women.

*Herbie Fully Loaded* movie tells about a girl named Maggie Payton who wants to be a NASCAR driver, but her overprotective father, Ray Payton Sr. doesn't want to hear about it. Former racing girlfriend Ray wants Maggie to take up a lucrative TV sportscasting job. When Ray Sr. takes Maggie to her junkyard to pick out her car, little does she know that she is bringing home a tiny Volkswagen Beetle that will change her life. It was named Herbie. Maggie has a racing bloodline, but her father is afraid of her after her car crashed into a tree many years ago. Herbie has been racing on his oil and trying to put Maggie on a great ride. Maggie discovers that Herbie is not just a VW bug, but a fast raced car in disguise, when she races Trip Murphy, a top NASCAR driver. Herbie will be in his NASCAR event with Maggie as the driver.

In this movie, the main character was described as a person who didn't get the equal right to men and she tried to fight that inequality. Gender inequality is discrimination based on sex or gender that routinely results in the privilege or preference of one sex or gender over another. In this modern era, women are trying to dispel the stereotype that women are weak and irrational. Women demand gender equality and start fighting for their human rights to live as dignified and independent creatures, free from oppression by men and society. Some activists have launched a movement against gender inequality against women called feminism.

This movie contains element of feminism where the main character fight for her right and keep pursuing her dream. She struggled to show that she has the same power like men. Women often treated differently to men. Seeing that feminism theory is the theory come from gender inequality. There is relationship between the theory of feminism with the main character in *Herbie Fully Loaded* movie. The main topic that will be discussed about woman's struggle to get woman equality. Maggie, the main character, do that. The struggle of woman character is to get recognition of equality.

Based on the explanation above, the researcher is interested in reviewing of woman character in the movie *Herbie Fully Loaded* because of the opinions that women are powerless, Women are seen as weak when it comes to expressing their desires, making life choices, and gaining rights. In *Herbie Fully Loaded*, women are portrayed as strong characters struggling to make their dreams come true.

## **1.2 PROBLEM STATEMENT**

1. What shows Struggle Against Gender Inequality in *Herbie Fully Loaded* Movie?
2. How was Struggle Against Gender Inequality described in *Herbie Fully Loaded* Movie?

3. Why was Struggle Against Gender Inequality in *Herbie Fully Loaded* Movie?

### **1.3 OBJECTIVE OF THE STUDY**

In line with the problem of study, the objectives formulated as follows:

1. To show what Struggle Against Gender Inequality in *Herbie Fully Loaded* Movie
2. To explain Struggle Against Gender Inequality in *Herbie Fully Loaded* Movie
3. To explore the gender inequality in *Herbie Fully Loaded* Movie

### **1.4 LIMITATION OF THIS STUDY**

This research was based on qualitative research method with feminist approach. The researcher makes boundaries for researching boundaries. Researcher wants to focus on female characters in the film *Herbie Fully Loaded*. Researchers will limit their analysis to discussing the problems they face, their struggles, and also the results of their struggles. The finding leads this study to specific result which is the struggle against gender inequality and draw it in conclusion.