

CHAPTER I

INTRODUCTION

A. Background of the Study

Literature is the imagination of the result of the taste and soul of the author. (Barnet, 1963) explains that literature is sometimes defined as something that is written, this definition is too broad and narrow. However, literature cannot be separated from human life or living creatures. Literature reveals and describes so many things about the various conflicts and problems that occur among humans on this earth. All these problems are then packaged by the author into a literary work that can ultimately be enjoyed by literary connoisseurs. Literature teaches life values such as courage, empathy, kindness, and other life lessons that can be applied in everyday life. Literature can represent all aspects of life as outlined in fiction, poetry, drama, and movies.

Movies are the visual art of storytelling (Mahmood, 2013). Movies usually contain various kinds of information, ranging from education, entertainment or others. The message to be conveyed in a movie itself depends on the director who wants to convey the message. As a medium of communication and information, movies are packaged in such a way by using moving images and combining various colors and sounds so that the information to be conveyed can be more easily accepted by the audience, as well as an attraction to attract the attention of the audience. The role of the movie itself is to open people's horizons, disseminate information and provide entertainment that generates enthusiasm, innovation, creativity, politics, capitalism, human rights and lifestyle. Movie has an important role as a medium of mass communication, namely as a tool to convey information to the audience. The information or message has both positive and negative effects on the audience. Many people can easily "catch" the message in the movie. But many also have difficulty in this regard. Especially those who only watch for entertainment purposes only. Everyone has the right to decide how to handle a movie in their own way, just like enjoying a film without having to care too much about the meaning of the information or the message behind it.

Nowadays, movies are entertainment that is in great demand by people from various worlds. (Barsam and Monahan, 2010) say movies are popular entertainment in

addition the movie is a product that is produced and marketed by large commercial companies. The movie being watched will affect one's feelings. The movie is also the main object of this analysis because it can provide opinions, provide moral values that can be taken, and also provide a variety of knowledge that can be used as topics in the community.

Manipulative attitudes are one of the topics that are quite interesting to discuss. A manipulative attitude is an attitude that can harm others just for the sake of achieving personal gain. Based on (Potter, 2006), people who have manipulative traits tend to think of fulfilling their desires with everything, and that is wrong because it will affect bad character in ethics. Manipulative behavior comes from people who like to attack the mental and emotional sides of others to get what they want. Manipulation can occur as an attempt to influence the actions of others indirectly. There are several factors that influence a person to carry out manipulation actions, including their personality or because of situations that encourage someone to manipulate in an effort to get what they want.

Manipulative can be used as an interesting topic if it is included in the story of a movie because this manipulative attitude is an attitude that is often encountered in everyday life. In fact, every human being has a manipulative nature in them. One of the directors from South Korea Bong Joon Ho, for example, He raised the theme of manipulation in his movie entitled *Parasite* which premiered on May 21 in France at the prestigious Cannes Film Festival 2019. *Parasite* became the first South Korean movie to win *the Palme d'Or* or Golden Palm which is the highest award at the Cannes Film Festival. The movie, directed by Bong Joon Ho, was quite surprising for movie lovers because it managed to bring home the Best Picture trophy at the 2020 Oscars. This became the history of Korean films for the first time to win the main award. Many reviews of *Parasite* movie mention a unique storyline, at the 2020 Oscars, this movie also won Best Original Screenplay and Best Director. Not only that, but it is also the first non-English movie in Oscar history and the first movie from South Korea to be nominated for an International Feature Film.

Parasite movie or in Korean called *Gisaengchung* is a movie whose storyline is inspired by the life story of the director himself. Bong Joon-ho said that he had also tutored rich children in college. Unfortunately, it is only been two weeks since Bong Joon-ho was fired. The movie stars Song Kang Ho as Mr. Kim (Mr. Kim), Choi Woo Shik as Ki Woo (Kevin), Park So Dam as Ki Jung (Jessica) and Chang Hye Jin as

Chung Sook (Mrs. Kim) tells about a realistic drama spiced with criminal stories, comedies, and terrible thrillers. Movies that present social reality about social and economic caste inequality.

The *Parasite* Movie tells the story of a poor family doing continuously manipulative behavior because of their desire to improve their quality of life and live comfortably in the environment. The characters in the movie are low-income families who have an important role in a movie that can show emotions and feelings. In the lowly family, the characters become dominant and perform perfect stunts in every scene in the movie.

Parasite movie itself tells about the life of the Kim family, where the head of the family, Mr. Kim, works as a pull-out driver who is married to his wife who is a former athlete and has two children. The four of them live in a semi-basement building that is unfit for habitation. This ironic situation is compounded when they all turn out to be unemployed. Folding pizza boxes is a way for the Kim family to survive, even though their income is very small. But one day, the Kim family's smart son gets a better job proposal from his friend, which is to become an English tutor from a rich family. After succeeding as a tutor in the rich family, the son of the Kim family looked for various ways so that the whole family could work there. All the tricks of the Kim family members succeeded in deceiving a rich family, namely the Park family, by becoming professional service providers who did not know each other.

Through the *Parasite* movie, we can see the social reality and the complexity of social problems that occur in South Korean society, where South Korea is famous for its glittering *Hallyu* world, the creators of famous artists in Asia. It turns out that behind that, there are many people whose economy is far above the word decent, where there are still many South Koreans living below the poverty line. And also, through this movie, it can be seen the magnitude of the social difference between the people whose economy is at the top and also the people whose economy is at the bottom. Through this condition, it triggers the poor to justify any means to earn money and support their families. Therefore, crimes that violate the rules and norms that can harm others arise, one of which is the manipulative attitude that has been described in this *Parasite* movie.

The manipulative attitude shown by the Kim family in the film is very interesting to analyze because every human attitude is usually influenced by several factors, both external and internal (psychic). Sigmund Freud's Psychoanalytic Theory

explains human behavior which is influenced by three aspects, namely: id, ego, and super-ego.

Based on the explanation above, the researcher is interested in conducting research on the deceptive attitude of the characters in the '*Parasite movie*' using the theory of Sigmund Freud, which is about three personality systems, namely the id, ego, and super-ego. Thus, the researchers decided to raise this phenomenon by taking the research title "**Manipulative Behavior for Social Vertical Mobility in Bong Joon Ho's *Parasite Movie***"

B. Problem Statements

Based on the background of the problem described above, the formulation of the problem is:

1. What indicates manipulative behavior in Bong Joon Ho's *Parasite movie*?
2. How was manipulative behavior depicted in Bong Joon Ho's *Parasite movie*?
3. Why was manipulative behavior addressed in Bong Joon Ho's *Parasite movie*?

C. Objectives

As stated in the research statement above, the researcher has the following research objectives:

1. Knowing the manipulative behavior indicators that appear in Bong Joon Ho's *Parasite movie*.
2. Describing manipulative behavior that shown in Bong Joon Ho's *Parasite movie*.
3. Knowing the reasons for manipulative behavior addressed in Bong Joon Ho's *Parasite movie*.

D. Significance

The results of this study are expected to provide benefits, including:

1. Theoretical benefits

It is hoped that this research can be a reference for further research related to literary works in *Parasite movie*.

2. Practical Benefits

Through the results of this study, it is hoped that it will add insight for researchers in their research related to literary works in the *Parasite movie* as well as psychological perspectives.