CHAPTER I
INTRODUCTION

A. Background of the Study

Every human being in this world has a necessity. As Maslow said, there are a lot of the kinds of needs, such as physiological needs, safety and security needs, love and belonging needs, esteem needs, and needs of self-actualization. One of the important needs is love and belonging needs. Love and belonging needs are needed and appeared after physiological needs and safety and security needs are fulfilled.

Everyone in this world needs for love and belongingness from the other. Because everyone is a social human being so they need others to share and could not live without somebody else’s help. Love and belonging needs are needed to have interaction with family, opposite gender, friendship, and society. To fulfill love and belonging needs, everyone must have strong motivation in that way, even if they have to sacrifice to get their wants. Motivation is someone’s effort to reach their aspiration become true, because without motivation they will fall down in their effort.

The motivation of the major character in Memoirs of a Geisha movie is interesting to be analyzed. The desire of the main character, Sayuri is so strong. She tries hard to get her love. The setting of this movie is during the World War II in Japan. This movie had attention from many people. They were upset that central characters in the movie were not played by native Japanese
actresses. Indeed, the main character is played by Chinese actress Zhang Ziyi. In China, however, the casting caused a stir in the Chinese Internet community where some users were unhappy due to rising nationalist sentiment, especially because some mistook geisha for prostitutes.

There has long been a misunderstanding in western society that Geisha are prostitutes. There are two main reasons for these misconceptions. After world war II when Japan was occupied by USA and Australian soldiers many Japanese prostitutes referred to themselves as Geisha. This was probably done to make them seem more exotic to the soldiers who would have not known the difference.

In the past right to take the virginity of a Geisha (an event called a mizuage) was sold by the Geisha house. This right was sold many years earlier when a Geisha had just started as Maiko (a trainee Geisha). In reality this was more the sponsorship for all the Maiko training which was very expensive. Only a very wealthy man could afford to pay for this right. After the mizuage, the Geisha were not obliged to have sex with any customers, even the men who paid dearly for their virginity. (http://www.rollingstone.com/reviews/movie/6169909/review/8878368/memories_of_a_geisha_movie_review)

This story is based on the novel by Arthur Golden entitled The Memoirs of a Geisha. The novel was published in 1997 and becomes one of the best selling novels. The movie is directed by Rob Marshall, with Robin Swicord and Doug Wright as the screenwriters. It is produced by the best producer,
Steven Spielberg, Roger Birnbaum, Lucy Fisher, and also Douglas Wick. This movie released on 23 December 2005, and starring by some famous Chinese actress, like Zhang Ziyi as Sayuri, Gong Li as Hatsumomo, Michelle Yeoh as Mameha, and many other best actors and actress.

The story tells about two nine years old sisters, Chiyo and Satsu. They are sold by their troubled father to people who place Chiyo in a classy geisha house known as an Okiya in Gion, and Satsu in a much more vulgar and dangerous district. Chiyo becomes a maid to Hatsumomo, a cold, controlling, and calculating geisha. Hatsumomo is a famous geisha in Okiya. Chiyo is friended by Pumpkin, another maid in Okiya. But both of them are soon driven apart. Chiyo is shown compassion by the Chairman and another, more successful geisha in Okiya, Mameha, who takes her under her wing as her "little sister.". She adopts Chiyo as her apprentice and trains Chiyo to rival Hatsumomo. Her entrance into apprenticeship is marked by being given a new name, Sayuri. Sayuri is trained in the art of being a geisha, learning how to walk, talk, dance, and serve in order to please and honor her distinguished male clients. It make Hatsumomo feel jealous with the popularity of Sayuri. Hatsumomo cannot stand competition and recognizes that Sayuri will be her rival if she becomes a geisha. Sayuri and Mameha destroy Hatsumomo's reputation entirely thereafter and Hatsumomo is thrown out of The Okiya.

With her success and her virginity sold, Sayuri not only becomes a highly successful geisha, but also she manages to pay off all the debts that bound her to the Nitta Okiya when she was a servant and also is adopted by the mistress
of The Okiya. While Sayuri's fortunes seem to soar, even now that she has finally broken free of Hatsumomo's abuse, everything collapses in 1942 because of war. (http://www.imdb.com/title/tt0397535/)

During her time as a geisha before the war, she encountered the Chairman again, but found it was impossible to get close to him as she wanted. Instead, she found herself constantly being pushed to be with Nobu, the Chairman's most trusted friend. It was Nobu that saved Sayuri from the harsh labour of the war until Gion was able to open again on the condition that she would allow him to become her patron, despite the fact that it was the Chairman she wanted and loved.

Based on the review above, the researcher is interested in analyzing the main character that is trying hard to get love from the one she loves much, even if she has to sacrifice herself. The researcher proposed Maslow's humanistic psychology to analyze the hierarchy needs of the main character and entitled this study “LOVE AND BELONGING NEEDS OF SAYURI IN MEMOIRS OF A GEISHA MOVIE: A HUMANISTIC PSYCHOLOGICAL APPROACH”

B. Literature Review

In this study the researcher analyze the movie of Memoirs of a Geisha, but there are two researchers who conducted to study the novel. They are Restumardi Oktavia on 2003 and Indri Wahyu Amarwati on 2005. Restumardi studied the novel for his research paper entitled “An Analysis of English-Indonesian Translation in Novel Memoirs of a Geisha By Arthur Golden into

While Indri Wahyu Amarwati entitled her study “Woman’s Position and Role in Arthur Golden’s *Memoirs of a Geisha*: A Feminist Approach”. The major problem of her study is to reveal how women’s position and role are reflected in Arthur Golden’s *Memoirs of a Geisha*.

From the literary review above, the researcher has no found another researcher who studies about the hierarchy needs of major character in *Memoirs of a Geisha* using humanistic psychology.

**C. Problem Statement**

The problem statement of this research is, “How are love and belonging needs reflected by Sayuri in *Memoirs of a Geisha* movie?”

**D. Limitation of the Study**

To carry out the study, the researcher needs to limit the study. The limitation of the study is how love and belonging needs are reflected in Sayuri Nita as one of the major characters in *Memoirs of a Geisha* movie is viewed from Humanistic Psychological Theory by Abraham Maslow.

**E. Objective of the Study**

Based on the problem statement above, the objectives of the research are:

1. To analyze the movie based on its structural element.
2. To analyze the hierarchy needs of Sayuri based on Humanistic Psychological perspective.

F. Benefits of the Study

The result of this research is expected to give some benefits as follows:

1. Theoretical Benefit

This research can give information and knowledge particularly study on Rob Marshall’s *Memoirs of a Geisha* movie.

2. Practical Benefit

This research can give better understanding in literary field as references to other researchers in analyzing the movie especially based on humanistic psychological approach.

G. Research Method

In analyzing the study, the researcher will apply qualitative method. The research methods are as follows:

1. Object of the Study

Object of the study is *Memoirs of a Geisha* movie, directed by Rob Marshall that is released on 23 December 2005.

2. Type of the Data and The Data Source

The writer obtains the data from some books that have relation to the study. The type are classified into two categories, as follows:
a. **Primary Data Source**

The primary data source in this study is the movie entitled *Memoirs of a Geisha* directed by Rob Marshall and the script.

b. **Secondary Data Source**

The secondary data sources are psychology theory, reviews of the movie, comments, critics, homepage, previous study and other relevance source.

3. **Type of the Study**

Based on the problem statement and the discussion, the researcher will use qualitative method. The qualitative method is used to describe the needs for love and belongingness of Sayuri Nita in *Memoirs of a Geisha* movie using humanistic psychological approach.

4. **Technique of the Data Collection**

In collecting data, researcher uses a library research, by selecting and collecting from both primary and secondary data source which is relevant with the problem statement and objectives of the study. The steps are as follows:

a. Watching the movie several times, until gets an adequate information or data to be analyze.

b. Taking notes of important information from the movie.

c. Reading the script, the review, and the other source.

d. Marking the point in the script and other to make easy in analyzing it.

e. Classifying the data into some relevance categories.
f. Analyzing the data.

g. Make conclusion based on the analyzed data.

5. **Technique of the Data Analysis**

   The technique that will be used to analyze the data is descriptive analysis. The researcher will make some interpretations from the collected data and will be analyzed in detail through humanistic psychological theory, then drawing the conclusion.

H. **Research Paper Organization**

   This research report will be divided into five chapters. Chapter I is introduction. This chapter involves background of the study, literary review, problem statement, limitation of the study, objectives of the study, benefits of the study, research method, and research paper organization. Chapter II is underlying theory. It covers the notion of humanistic psychology, the basic principle of humanistic psychology, and theoretical application. Chapter III is the structural analysis of the movie, including narrative and technical elements. Chapter IV is data analysis. It is dealing with the analysis of the major character using humanistic psychology. Chapter V is conclusion and suggestion.