

CHAPTER 1

INTRODUCTION

A. Background of the Study

Garry Marshall's *Pretty Woman* is the romantic comedy movie produced in United States of America. The written by JF. Lawton and directed by Garry Marshall. It was released on March, 23th, 1990 by touchstone pictures in two discs which contained one hundred twenty five minutes duration. It uses English, Italian, Japanese language. In pretty woman, there are some locations in some cities in United States of America, such as New York, Los Angeles, San Francisco.

Pretty Woman movie tells about a prostitute, Vivian Ward (Julia Robert) who is hired by a wealthy businessman, Edward Lewis (Richard Gere) to be his escort function. This story begins when Edward Lewis has trouble driving his borrowed car; Lotus and stop for directions on Hollywood Boulevard. Then, Vivian Ward (Julia Robert), a hooker, walks over to his car. At first they debate why Edward must pay Vivian for asking a direction. Finally, Edward agrees to pay her for direction. After delivering Edward to the Beverly Wilshire Hotel, Vivian drops and waits bus for go home. When Edward sees her waiting at the bus stop, he offers to her for the night. In morning when Vivian takes a bath and prepares to back home, Edward gets a phone from his lawyer, Philip Stuckey (Jason Alexander). Philip tells him the

businessman, James Morse and his grandson, David wish to meet him; to discuss Edward's plan to buy their business. Edward decides to bring a date in order to keep the meeting social and hires Vivian to spend the week with him, offering to pay her \$ 3000.

During Vivian works as Edward's employee, she does a lot of new things and gets new experiences from it. Her new activities are very different with her activities as hooker. She goes for shopping, wearing good clothes, and learning about table manner from Bernard, attending higher social activities like polo game, and watching opera. Then, Vivian and Edward's business relationship quickly develops into friendship. Edward and Vivian date and spend several moments together. During their togetherness, Edward learns that Vivian only chooses her profession because she cannot pay her apartment rent and she feels so ashamed to go home and for Vivian, finally she finds out herself falling in love with Edward.

As the week starts to end and Edward prepares to return to New York. Edward tells Vivian that he wants to see her again and offering to supply her with everything she needs, but Vivian refuses it. She says that she only want the whole thing; a commitment or nothing. She assumes Edward's offering to her much the same treat her as prostitute, but Edward claims that he is never treat her like prostitute. Meeting with Vivian makes Edward change, for example in business. Edward finally cancels to buy Morse's

industry; he tells that he has another solution to Mr. Morse. This event makes Phil upset. So, he goes to Edward's penthouse to confirm this. In penthouse, he finds Vivian alone. He blames Vivian for all that change to Edward and he tries to rape her. Then, Edward arrives and fights with him. After that, Edward orders Phil to leave and breaks off their business and relationship and friend. After that, Vivian decides to go because that day is the day their work appointment is over.

The next day, Edward checks out to go to New York. Before leaving, he asks Bernard to return the diamond. This diamond is borrowed when he and Vivian watch the opera. Edward asks Bernard to return that diamond to the store. Nevertheless answer yes, even Bernard says that he knows where the diamond must be and he says the hotel's driver knows where the Vivian's apartment. Finally, Edward prefers ask Darryl, the hotel's driver to chauffeur him to Vivian's apartment rather than chauffeur to the air port. Before he meets with Vivian, Edward buys rose flower. Although nervous, Edward controls his fear of height and climbs the fire escape to Vivian's room. This is like what Vivian's dream; a fairy tale.

Pretty Woman movie invites controversy in society. It invites pro and contra from society. Many people are interested with this movie because it is a romantic drama. Roger Ebert of *Chicago Sun-Times* states that "this movie is the sweetest and most openhearted love fable since *The Prince Bride*".

Besides that, Janet Maslin of *The New York Times* state that “*Pretty Woman* manages to be giddy, lighthearted escapism much of the time” and that ““Ms. Roberts is complete knockout, and this performance will make her a major star””.

In the other hand, *Pretty Woman* also invites some contra, one of them comes Owen Gleiberman of *Entertainment Weekly* who give the movie a D, stating that the movie starts out as a neo-Pygmalion comedy and with “it’s tough-hooker heroine, it can work as a feminist version of an upscale princess fantasy”. He also said that “it pretends to be about how love transcends money” and it is really obsessed with status symbols”. (*Pretty Woman Movie*, 2010)

On *Metacritic*, *Pretty Woman* receives an average score of 57 out of 100 from the 17 review it collected while from *Rotten Tomatoes* gives *Pretty Woman* 61%, based o 54 reviews counted (33 fresh and 21 rotten0. Which has average rating 5, 7 from 10 score.

During the release, this movie got many nomination and awards. The nominations are nominated of *Oscar* for *Best Actress in a Leading Role*, *BAFTA Film Award* for *Best Actress*, *Best Film*, *Best Costume Design* and *Best Screenplay- Original*, *Cesar* for *Best Foreign Film (Meilluer film Entranger)*, *Golden Globe* for *Best Motion Picture – Comedy/ Musical*, *Best Performance by An Actor in a Motion Picture – Comedy/ Musical* and *Best*

Performance by An Actor in a Supporting Role in A Motion Picture, and WGA Award (Screen) for Best Screenplay Written Directly for the Screen. Pretty Woman is the winner of BMI Film Music Award for James Newton Howard and Most Performed Song from a Film for the song “It Must Have Been Love”, Golden Globe for Best Performance by an actress in a Motion Picture – Comedy/Musical, Golden Screen, Golden Screen with 1 Star, Blimp Award, People’s Choice Award for Favorite comedy Motion Picture. Those nominations and awards prove that this movie is a great movie and a box office movie.

Pretty Woman is an interesting movie. In this movie, the director; Garry Marshall wants to show how prostitute life in Los Angeles. It presents how the image of needs as reason the main character does the prostitute as her job. There are three points that make this movie interesting. First, this movie reflects the prostitution in Los Angeles in late 1980s/early 1990s. Through this movie Garry Marshall wants to show the real condition of Los Angeles society in late 1980s/early 1990s. In this movie, it can be found some scenes that describe the society life, such as a gang of teenagers, drunkards, scenes drug dealing, tobacco and alcohols use and scene how the prostitute attempts to attract their guest. Although all scenes above can assume as a dark drama about prostitution in Los Angeles, the director; Garry Marshall makes it be different. It does not feel taboo again, more fresh and not make boring. He

changes a taboo topic; a dark drama about prostitution becomes a nice movie combination of wit, charm, and romance.

Second, besides raising prostitution as the general topic, this movie also shows how the meaning of love reflected in Vivian. In this movie, Vivian as the main character works as a prostitute. Actually, the purpose she works is to get money to fulfill her life's needs, but this purpose changes when she meets with Edward. She falls in love with him and when Edward asks her to stay with him as his back and call girl, Vivian refuses his offering. She decides this because now she doesn't need Edward's money; she just needs Edward's love.

Third, in this movie also illustrates struggle of differences in social and values. This struggle relates with Vivian as a prostitute and Edward as a businessman. Although their relation began with business relation, during the time they spend together, their relation is change. They not only become friend but they fall in love with each other. We know that both of them come from different social status. However, in the end, Edward does not care about his status or Vivian's status. He chooses Vivian and ignores the society role and opinion.

Pretty Woman is a movie directed by Garry Marshall. This movie is produced by Laura Ziskin and written by J.F. Lawton. Its title comes from a name of a song that becomes the background music of this movie. It is taken from Roy Orbison's song "Pretty Woman". Actually, when director Garry

Marshall had finished shooting, this movie still did not have a title and it had many programmatic titles such as: *3000*, *Off the Boulevard* and *She's a Lady*. Then, someone at the movie studio, Touchstone Picture (Part of Walt Disney Studio) suggested using Roy Orbison's "Pretty Woman" as title of this movie. In this movie, "Pretty Woman" song is used as background music.

This movie is distributed by Touchstone Picture. *Pretty Woman* is an old movie which first release is at twenty years ago, at March 23, 1990 in Canada and USA. The next release in Australia, May 3, 1990, United Kingdom, June 1, 1990, Finland and Sweden, June 29, 1990, West Germany, July 5, 1990, Austria, July 6, 1990, Netherland, July 27, 1990, in Denmark, August 10, 1990, and in France, November 28, 1990.

This movie is starred by Julia Robert as Vivian Ward, Richard Gere as Edward Lewis, Jason Alexander as Philip Stuckey, Laura San Giacomo as Kit de Luca, Ralph Bellamy as James Morse and Hector Elizondo as Bernard Thompson. According to theatrical cut *Pretty Woman* has running times 119 minutes or 1 hour 59 minutes nearby 2 hours. This movie takes setting in Los Angeles, California and it categories as romantic comedy movie. The budget of this movie is \$ 14 million and during this movie released it got \$ 463 million Gross Avenue.

The theme in this movie is emphasized on financial and professional success at the expense of personal relationships. Actually, from personal relationship, an Edward and Vivian can develop good relationship like a new

family and it makes the relation better than just business relationship. Sometimes, people or group has differences in viewing this. For example, one thinks that personal relationship is better than just business relationship because personal relationship, based on this film, can bring someone to his personal success; other thinks that business relationship is better than personal relationship because it can give them much money; it is a quarrel condition which causes the humanistic side of prostitution.

Based on the explanation above, the writer is interested in analyzing Garry Marshall's *Pretty Woman* film based on a sociological literary criticism. The writer uses this sociological literary criticism in holding the research because this movie tells the social life in business and prostitute relationship is originally harbored controversial themes it was initially conceived to be a dark drama about prostitution and social life in which personal relationship is better than business relationship itself. To achieve these objectives, the writer chooses a title "THE HUMANISTIC SIDE OF PROSTITUTION IN GARRY MARSHALL'S PRETTY WOMAN MOVIE: A SOCIOLOGICAL LITERARY CRITICISM".

B. Literature Review

After holding the research in Muhammadiyah University of Surakarta, Sebelas Maret University and the State University of Semarang, the researcher found that there were no literary researchers relevant with Garry Marshall's

Pretty Woman film. Based on this statement, the researcher is interested in analyzing Garry Marshall's *Pretty Woman* film by using sociological literary criticism.

C. Problem Statement

Based on the title and the background of the research classified above, there is a single problem statement. The main problem in this research is how the humanistic side of prostitution is reflected in Garry Marshall's *Pretty Woman* movie.

D. Limitation of the study

The researcher focuses her discussion on the humanistic side of prostitution in Garry Marshall's *Pretty Woman* film by using sociological literary criticism.

E. Objective of the study

The objectives of the study can be formulated as follows:

1. to analyze the movie based on its structural element, and
2. to analyze the movie based on its sociological literary criticism.

F. Benefit of the study

The result of this research is expected to provide the following benefits :

1. Theoretical Benefit

This study is expected to give a contribution to other literary researchers especially in study of Garry Marshall's *Pretty Woman* film.

2. Practical Benefit

This study is expected to give benefit to the writer in comprehending JF. Lawton's *Pretty Woman* film that consists of structural elements viewed from sociological perspective.

G. Research method

Dealing with the research, there are five points that are needed to be involved as follows:

1. Type of the Study

In analyzing the conflict of interest in Garry Marshall's *Pretty Woman* film, the researcher uses qualitative research that expresses sociological literary criticism, it is a research that does not need a statistic to collect the data.

2. Object of the Study

The researcher takes *Pretty Woman* film as the object of the study, the movie is directed by Garry Marshall and released on March 23th, 1990.

3. Type of the Data and the Data Source

The data of this research is the form of text and image. While the data sources are divided into two kinds, they are:

a. Primary data source

The primary data source is the film JF. Lawton's *Pretty Woman*. The data are taken from the dialogue, scene, setting, and all of the statement related to the problem.

b. Secondary data source

The secondary data source are taken from other sources related to the primary data source such as website about the film, internet, books and another, related to this research.

4. Technique of the Data Collection

The following are the step of in collecting data:

- a. Watching the movie to understand about it,
- b. Combining the movie and the dialogue of the movie,
- c. Writing down the data related to the research, and
- d. Identifying the conflict of interests reflected in Garry Marshall's *Pretty Woman*.

5. Technique of the Data Analysis

In this case the researcher wants to describe the structural elements of the movie and to analyze the sociological aspect in it using descriptive analysis based on the underlying theories.

H. Research Paper Organization

To make it easy to understand, the researcher arranges the research paper into six chapters. The first chapter is introduction that consists of background of the study, literature review, problem statement, objective of the study, benefit of the study, research method, theoretical approach and research paper organization. The second chapter deals with underlying theory covering the sociology of literature, the principle of sociology of literature, the structural elements of the movie, and the theoretical application. The third chapter is the historical background. The fourth chapter is structural analysis. The fifth chapter is sociological analysis. The sixth chapter is the conclusion and suggestion.