

CHAPTER I

INTRODUCTION

A. Background of the Study

There are so many cultures in this world. Each culture shares different characteristic, norm, believe, habit and value. One culture may be vastly different from the other culture. Sometimes a good habit in one culture is considered as a bad habit or even forbidden to another cultures. It leads bad impression arise on societies that do not know or understand how the norm, believe, habit, value in the specific culture is.

Bad impression is an unpleasant idea or opinion of what something is like (Digital Cambridge Advanced Learner Dictionary – 3rd edition). This bad impression makes people judge certain culture to be at lower level than other cultures especially his own culture. Eventually there is a culture that consistently stereotyped, dismissed and condemned. This culture is called heavy metal culture.

Heavy metal (often referred to simply as metal) is a genre of rock music that developed in the late 1960s and early 1970s, largely in the Midlands of the United Kingdom and in the United States. With roots in blues rock and psychedelic rock, the bands that create heavy metal developed a thick, massive sound, characterized by highly amplified distortion, extended guitar solos, emphatic beats, and overall loudness. Heavy metal lyrics and performance styles are generally associated with

masculinity and machismo. While, heavy metal culture is a Culture created by Fans of heavy metal music or often called Metalhead which encompasses more than just appreciation of the style of heavy metal music. Heavy metal becomes a world phenomenon since 1986. Led by many early metal bands such as DIO, Black Sabbath, Blue cheers. It becomes popular among teenagers and suddenly changes norms, behavior, and habit among them.

In heavy metal culture, metalheads are acting or behaving unusual or different from people in common. They are wearing clothes, accessories that define them as a metalhead or metal fan. It can be oversized t-shirts with horrible art works on it, skin tight jeans, boots, nickel spikes, perching, leathers, army pants etc. Their appearance sometimes makes other people judge them badly. They sometimes grow their hair, mustache and beard long. According to Duncan (in Weinstein, 2000: 1), heavy metal music is made by slack – jawed, alpaca-haired, downy mustachioed imbeciles in cheap, too large t- shirt with pictures of comic-book Armageddon ironed on the front.

Not only their appearance but also their attitude is also considered as an unusual behavior such as screaming, beating their chest, head banging, and sometimes they beat each other, making a circle pit in a moshpit at a metal concert. Their music is also very different with common music which is slow, soft, catchy and easy listening but metal music is fast, strong, hard, loud and full of distortion. Stuessy (in Weinstein, 2000: 1) states that today's heavy metal music is categorically different from previous form of popular music.

Heavy Metal culture and its unusual characteristics made an anthropologist named Sam Dunn direct a documentary movie about Metal culture; this movie entitled *Metal: A Headbanger's Journey*. Sam and his friends Scot McFadyen and Jessica Wise make this movie together. This movie tells a story of 31 years old Sam Dunn who has been a Metalhead since 12 years old. Sam Dunn travels across the world to uncover opinion about the origin of heavy metal, culture, controversy, and reason why people love Heavy metal etc. In doing so he interviews anthropologists, fans of heavy metal, record producer, sociologist, musicologist, journalist, writer, tour manager, groupie, and assistant minister of church.

The film is distributed by Seville Pictures and Warner Home Video. The film was officially released in 2008 at Toronto International film festival and then released again as a two-disc special edition DVD US. The duration originally is 1 hour 36 minutes, but in Australia the duration is 1 hour 38 minutes.

Sam Dunn is a Canadian Anthropologist. Since 12 years old he likes metal.. He is so wanted to be a musician like Iron Maiden but by age 13 he discovers another subgenre called Extreme metal. His childhood is very influenced by Metal music. In the narration of the film he considers himself as a “die-hard” metal fan. He dedicates himself to metal; he plays metal music, broadcasting a metal show at his own radio and go to every metal gigs in his town. At 19th he went to university. Since there is no Metal study in curriculum so he decides to study anthropology. As an anthropologist he studies so many cultures in the world

including Metal culture. Some of film that he directs *Metal: A Headbanger's Journey*, *Global Metal*, *Flight 666* and *Rush: Beyond the Lighted Stage*.

Metal: A Headbanger's Journey is not a popular movie in Indonesia this film is never being played in cinema. But there are several things that fascinate the writer to analyze this movie.

The first is this movie portrays an issue that rarely portrayed in movies. This movie portrays a heavy metal culture and its controversy. When other directors take theme about, love, superheroes, fiction, vampires, secret agents etc, but Sam takes heavy metal culture as the theme and of course only a little people that interested in it. In other word, this is an idealistic movie or it can be called as a cutting edge movie.

The second thing that makes the writer wants to study this movie is because the writer himself is a metal fan. Actually this movie is not so interesting and entertaining to common people, that don't know about heavy metal, but as a metalhead or metal fan like the writer do, this movie is very interesting because the writer can understand a lot of things about metal, the writer can know metal society in other country.

The third reason is as long as the writer concern there is no research paper about Heavy metal music or Heavy metal culture. The writer as a metal head wants to dedicate himself to heavy metal culture by making this research paper.

Based on the reasons above the writer will observe *Metal: A Headbanger's Journey* movie by using Sociological theory. So, the writer proposed this study

entitled **BAD IMPRESSION OF HEAVY METAL CULTURE REFLECTED IN *METAL: A HEADBANGER'S JOURNEY* DIRECTED BY SAM DUNN (2008): A SOCIOLOGICAL APPROACH.**

B. Literature Review

This movie is not popular and also the director. As far as the writer searches another study which has relation with his study, he cannot find a study about this movie. It means that there are no previous study in *Metal: A Headbanger's Journey* movie at least among the students of Muhammadiyah University of Surakarta, Sebelas Maret University and Satya Wacana University and also the other University. But there are many researches about Heavy metal music and heavy metal culture in Internet. This is the reason why the researcher is confident to analyze this movie using sociological perspective.

C. Problem Statement

The problem statement of this study is “How is bad impression of heavy metal culture reflected in Sam Dunn’s *Metal: A Headbanger’s Journey* movie?”

D. Limitation of the Study

To make this study focus the writer limits the study on the bad impression of heavy metal culture in Sam Dunn’s *Metal: A Headbanger’s Journey*.

E. Objective of the Study

The objectives of this study are:

1. To analyze the structural elements in the movie of *Metal: A Headbanger's Journey*.
2. To analyze the Bad impression of heavy metal culture in Sam Dunn's *Metal: A Headbanger's Journey* movie based on sociological approach.

F. Benefits of the Study

By conducting this research, the research is expected to give benefits as follows:

1. Theoretical Benefit:

- a. To encourage the students to analyze Heavy Metal whether it's Music, Culture or Influence
- b. To give contribution to the body of knowledge particularly the aspect of sociological literary study.

2. Practical Benefit :

- a. To give reference to the student who wants to analyze Heavy Metal
- b. To improve the writer's and the reader's knowledge of Heavy Metal culture and sociologic approach.

G. Research Method

1. Type of the Study

In conducting this research the writer uses descriptive qualitative research in the form of literary work. It is a type of research which produces descriptive data in the form of written or oral words from the observed object in this case a movie.

2. Type of the Data and Data Source

The type of data used in the study is text consisting of primary data source and secondary data source.

a. Primary Data Source

The data of this study are scenes, narrations, dialogues and interviews in *Metal: A Headbanger's Journey* movie which are relevant to subject of matter of this study.

b. Secondary Data Source

The secondary data sources are references and materials consists of the other data taken from E-books, E-journals, articles and websites which are related to this study

3. Object of the Study

The Object of the study is *Metal: A Headbanger's Journey* movie directed by Sam Dunn.

4. Technique of the Data Collection

The procedures of collecting data are as follows:

- a. Watching the movie repeatedly,
- b. Taking notes of the information both primary and secondary data,
- c. Capturing image until the researcher gets adequate information or data analysis, and Arranging and developing the data.

5. Technique of the Data Analysis

The writer uses descriptive analysis in analyzing the data through Sociological approach. The writer describes the structural elements of the movie and Sociological analysis. Then, the collected data will be interpreted and analyzed in detail through Sociological approach. In this case is by showing the bad impression of Heavy Metal culture reflected in *Metal: A Headbanger's Journey* movie.

H. Research Paper Organization

The research paper is divided into six chapters. Chapter I is Introduction involving Background of the Study, Literary Review, Problem Statement, Limitation of the Study, Objective of the study, Benefit of the study, Research Method, and Research Paper Organization. Chapter II deals with theoretical Approach involving Sociology of literature, perspective of Sociology of literature, Structural Elements of the movie and Theoretical Application. Chapter III is social historical background of American society in the early twentieth century that

covers the social aspect, political aspect, economic aspect, science and technology, cultural aspect, and religious aspect. Chapter IV is structural Analysis of *Metal: A Headbanger's Journey* movie. Chapter V deals with sociological analysis of America. Chapter VI is conclusion and suggestion.