SOCIAL MOBILITY IN ALAN PARKER'S *EVITA* (1996):
A MARXIST APPROACH

Research Paper

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CHAPTER I
INTRODUCTION

A. Background of the Study

Evita is the movie directed by Alan Parker and written by Oliver Stone (story) and Andrew Webber (screen play). The movie was released in US in general on 25 December 1996 and released in VCD and DVD on 24 March 1998. It has 2 hours and 15 minutes of the duration. The genre is drama musical, which is setting of place at Budapest, Hungary, Buenos Aires Argentina and setting of time in 1952. This film is produced by Cinergi Pictures entertainment and distributed by Hollywood Pictures. The good response from public makes *Evita* which only had $ 50,047,179 for their budget; finally gain $ 143,000,000 for their worldwide gross.

Evita is directed by Alan Parker, an English movie director, producer, writer and actor. Sir Alan Parker was born on 14 February 1944, in Islington, London, England. Parker was born into a working class family in Islington, North London, the son of Elsie Ellen, a dress maker and William Leslie Parker, a house painter. He attended Dame Alice Owen's School. Parker started as a copywriter for advertising agencies in the 1960s and 1970s.

His movie career began through his association with producer David Puttnam. Parker wrote the screenplay for the *Feature Melody (1971).* Puttnam would later produce a numbers of parker's movie including *Midnight Express*

(1978). This film was a highly controversial movie set in a Turkish prison, another movies that was Parker's directed are *Bugsy Malone(1976), Fame (1980), Pink Floyd the Wall(1982), The commitments(1991), Evita (1996),*etc.

Evita tells about Eva traces the life of Eva Duarte Peron (later Peron) from a child becoming the first lady and spiritual leader of Argentina. Eva Duarte Peron or Eva is wife of Juan Peron that very influential in Argentina. Eva was born on 7 May 1919. She grew in bad family background because she is an illegitimate daughter of a penniless farmer. The story of this movie is begun with the Eva's pass away report. She passed in 33 years old because of cancer. When her passed was announcing in Argentina, every Argentina's citizen feel sorrow because they has lost a great first lady that always give spirit, motivation and her kindness.

Eva is a beautiful women, she has long blonde hair, beautiful eyes and lips. She worked as tango singer and dancer when she was 15 years old and she has love with Agustin Magaldi. Agustin Magaldi is a tango singer, he made Eva as his mistress. Someday she wants to go to the Buenos Aires with Agustin Magaldi, when she arrived in Buenos Aires Agustin Magaldi threw Eva.

During in Buenos Aires, Eva tried to follow some casting for model and actress, she succeed in that casting and she become well known in Buenos Aires. Someday, she acquainted with Colonel Juan Peron. They felt in love and married although their age is different 20 years old. Eva is 20 years old and Juan Peron is 40 years old. After they married Juan Peron became a

president because he can solve the rebellion in Argentina, Eva is very active to campaign and found the support involve internal or external to raise Argentina.

Antonio Banderas as the Che who gave critics and narrator, originally supporting the Peron's and then falling away from them as they waver from their populist pledge. The movie concludes with an incredible state funeral for Eva.

Evita was nominated for five Academy Awards, first, best music-original song by Andrew Llyod Webber, second, best art direction and set decoration by Brian Morris and Philippe Turlure, Third, best cinematography by Darius Khondji, fourth, best film editing by Gerry Hambling, fifth, best sound by Andy Nelson. It was won the awards for best song "for you must love me" by Andrew Llyod Webber. *Evita* has also had five Golden Globe nomination and three wins (best picture" Alan Parker", best original song, "You must love me" and best actress Madonna).

The good acceptance does not only from the market, but also from the movie expert. Ebert (1996) in the New York Times magazine said that but parker's visuals enliven the music, and Madonna and Banderas bring it passion. By the end of film we feel like we've had our money's, worth, and we're sure Eva has. Madonna and Banderas in this movie singing beautifully she brings the story of this movie more interesting and make the audience more entertaining.

Mitchell (1997) in the New York Times magazines said that why Webber and Rice so right in choosing Eva Peron as their heroine? My guess is that they perfectly anticipated *"Evita's"* core audience-affluent, middle-aged and female. The musical celebrates Eva Peron's narcissism, her furs and diamonds, her firm management of her man and given enticements to audience about ideology.

Evita is interesting movie to analysis because there are some reasons why the writer's analyze this movie. The first is the character of Eva in this movie is played by Madonna. Madonna in this movie looks elegant and inspiring her character as Eva. She also brings the story with her beautiful voice so it can make the audience more interest to enjoy the story.

The second reason is plot of the movie, the plot is flash back because the story begins with the Eva past away report and then tells about her life from a tango singer into the first lady and spiritual leader of Argentina. The third is the technical elements of this movie is interesting because the costume, make up, lighting, and cinematography are really describes Argentina in 1952.

The fourth reason is the issue of this movie is interest to analyze. The issue of the movie is social mobility. Social mobility is the movement of individuals from lower to higher (upward mobility) or higher to lower (downward mobility) social categories in a social stratification system (Philips, 1979:150).

Social mobility becomes the part of social reality. This is due the fact that society is dynamic so that changes or reformation is appeared. That is one

real reflection that within a society are found social groups or classes into three parts, namely higher class, middle class and lower class. They classify of these class is caused conflicts in society. It is much possible for the mobility within those classes to exist and Marxist theory shows the discussion in *Evita* movie as the reflection of social mobility.

Based on the previous reasons the writer will observe *Evita* movie by using Marxist theory by Karl Marx and Friedrich Engels. So the writer constructs the title SOCIAL MOBILITY IN ALAN PARKER'S *EVITA* (1996): A MARXIST APPROACH.

B. Literature Review

In analyzing this movie, the writer finds other researchers that discuss the different approach, Via Argadiarini (2008) in her research entitled" Gender Equality in Alan Parker's *Evita*: Feminist Approach. This research is elaborates the gender equality in Alan Parker's *Evita* based on feminist approach. Having analyzing this movie, she draws some conclusions. First, the movie presents the gender equality, which shows the condition of social reality when the movie was produced. The movie describes about gender equality between men and women. Second, through the main character, Eva wants to extend that women are equal to men.

The other study about *Evita* was discussed by Laura Miller, in her article on Times magazine on Sunday, 3rd January 1997, what's "Eva" got cry about. She argues the inferiority feelings of Eva. Eva was able compensate her

inferiority feelings namely her condition as a poor girl and tango singer become the first lady in Argentina. It was clearly seen on *Evita* movie's social interest development, it led her to the realization about the essence of life has a human being and it was supported by her creative self that led her to take an appropriate decisions to solve her problems and reach her fictional goal namely harmonious happy life and to be admitted in her society.

Different from the previous writer, the writer has different perspective and object in analyzing the data. The writer uses Marxist Approach to analyze the data and using Eva major character as an object. The writer analyzes the social mobility in Alan Parker's *Evita* (1996): A Marxist Approach.

C. Problem Statement

The main problem of the study is "how is the social mobility of Eva Duarte Peron reflected in *Evita* movie based on Marxist Approach?"

D. Limitation of the Study

The writer focuses this research in Evita major character by Alan Parker'*s*: Marxist Approach.

E. Objective of the Study

The Objectives of the study are:

1. To analyze the movie based on Marxist Approach.

2. To analyze the structural elements of the movie.

F. Benefit of the Study

There are two benefits can be gained as follows:

1. Theoretical Benefit

The study is hoped to give a new contribution and information to the larger body of knowledge, particularly the literary studies on *Evita* movie.

2. Practical Benefit

This study is expected to help the writer get deeper understanding about the novel and how to use literary theory in analyzing the movie.

G. Research Method

The methods that will be used in the research are:

1. Type of the Study

Type of the research is qualitative research

2. Object of the Study

The object of the study is the social mobility in Alan Parker's *Evita* (1996): Marxist Approach.

3. Type of the Data and the Data Source

The type of data for this study are text (words, phrases and sentences) and images (captures of *Evita* movie). The data sources of the study there are primary and secondary data sources

a Primary data source is the movie it self, *Evita*

b   Secondary data source are biography at the author, the website internet about, *Evita* movie and other resources that support to analyze

4. **Technique of the Data Collection**

The data collecting technique used in this study as follows:

a. Watching the movie repeatedly

b. Taking notes and write the text of information in both primary and secondary data then taking the image capture of the movie.

c. Arranging the data into several part based on its classification

d. Analyzing the data

e. Drawing conclusion based on the analysis data

5. **Technique of data analysis**

The data step is analyzing the data of this research. Analyzing the data of this research is trying to clarify the obtained data by selecting the necessaries ones. Second step is analyzing data based on Marxist theory conducted by Karl Marx and Friedrich Engels.

H. **Research Organization**

This research consists of six chapters. Chapter I is introduction. This chapter involves the background of the study, literary review, problem statement, limitation of the study, objective of the study, benefit of the study, research methodology and paper organization. Chapter II presents the underlying theory consists of Marxist theory, especially the nature of Marxist and the principle of Marxist. Chapter III is the social background in the

nineteenth century. Chapter IV is the structural analysis of the movie by describing character and characterization, setting, a point of view, plot and theme of the movie and a brief discussion. Chapter V is Marxist Analysis deals with the problems in the movie. Chapter VI contains conclusion and suggestion.