

CHAPTER I

INTRODUCTION

A. Background of the Study

Mass media is a part of life in today's culture and cannot be isolated from it. The rapid advancement of technology and information drives various spheres of life to comprehend and implement all of its components as a substitute for support and a hub for social, economic, and thought patterns. The necessity for mass media has increased since it is the most effective way for people to get information in today's society. One such form of mass media is film, which serves as a platform for a variety of informational and recreational activities (Wang et al., 2023).

The roles and purposes of mass media, especially films, are to inform, shape opinions, and entertain. It's critical to consider how much cinema, as a communication tool, constructs women while discussing film. Because cinematic media has essentially changed how people think, feel, and conduct themselves, the thought process involved in the creation of films demands thinking strategies in the form of concepts, thoughts, and tales to be worked on. Films can draw inspiration from a variety of sources, including history or genuine stories as well as novels, short stories, and poetry. Because of its audio-visual aspect, which includes vibrant pictures and sounds, film is regarded as an efficient communication medium for the people it targets (Sondakh et al., 2021). Films can convey a lot of information quickly using both music and graphics. Because of its imaginative qualities and status as a creative medium, the cinema industry is sometimes referred to as an industry "built from dreams". The belief that movies are works of art that are imaginatively made and satisfy people's needs with the objective of achieving flawless aesthetics (beauty) has changed as a result of the prediction that the film industry is a business industry (Byerly & Ross, 2006).

Film, one of the media for communicating ideas in communication science, also serves as a propaganda instrument for an objective, the realization of which will have a significant impact on societal attitudes. The movie is thought to have had the greatest impact on viewers' psychological well-being, because movies are perceived as having greater appeal, diversity, emotional effect, and reach. Compared to other forms of communication, film is one of the mass media instruments used to disseminate information and is thought to be fairly successful in doing so. A strong reality that occurs in life is one that can be communicated through film as a mass communication medium, and this reality includes the reality of society (Zhou et al., 2023).

Women are occasionally portrayed in an unequal position in the mainstream media, particularly in movies; that is, while there are many women's roles in that context, it is always unequal in society. Women and men can experience inequality in a variety of spheres of life. Women are perceived as weak creatures incapable of leadership because they require strong defense, should be competent in managing the home and the kitchen, and should appear predisposed to winning over males. This is how patriarchal culture is packaged in the mainstream media, and it is based on how it affects society. Most members of the media have grown up in a patriarchal culture that has a limited perspective without even being aware that it has a prejudice against understanding gender (Irshad & Yasmin, 2022).

The aspect of gender bias is due to a lack of knowledge or prejudice about women's privileges, one of which is the privilege of women in reproduction, specifically conceiving and giving birth to children, and there is an assumption that women have the goal of getting married to have children and take care of the family, so that if a woman devotes her life to taking care of the household, automatically everything in life, such as the economy, requires depreciation (Sanders & Jenkins, 2022). Despite the fact that a woman's ability to support children and endure pain during childbirth makes her especially strong, becoming pregnant and giving birth are signs of this strength (Saha, 2023).

Privilege, as a concept, is described in relational terms and pertains to social groups, and it entails unaccepted benefits provided to dominant social groups under oppressive institutions (Elomäki & Kantola, 2023). Furthermore, it calls into question commonly held ideas about the presence of meritocracy and group equality, which are linked to various forms of prejudice and measures of discriminatory conduct (Case et al., 2012). At the societal and institutional levels, social power grants privileges to groups of people who are classified as having specific social identities, such as men as strong and women as weak (Vanner et al., 2022). Privileged social norms become generalized normative expectations for marginalized groups, enabling dominant group members the option of remaining uninformed and avoiding awareness of privilege and injustice (Schwarcz et al., 2022).

The portrayal of women in the mainstream media, particularly cinema or films, has also had a significant impact on society's perception of women. Today's society is easily influenced by shows and films based on societal reality (Thornham, 1999).

Feminist media studies have largely focused on how women are frequently depicted in the media. One of the earliest studies challenging media portrayals of women was published in 1978 in *Hearth and Home* by Gaye Tuchman, Arlene Kaplan Daniels, and James Benet (Chaudhuri, 2006). The collection of empirical and theoretical foundational articles describes the routine extermination of women by the media as well as stereotyped attitudes toward women. Mieke Ceulemans and Guido Fauconnier (1979) in Byerly & Ross (2006) conducted a cross-cultural study with UNESCO funding that situates women's portrayal in various social and cultural situations. Like the research done by Tuchman et al., who discovered that in Western nations as well as in Africa, Asia, and Latin America, advertising, film, television, news, and other genres disproportionately promote or treat women's traditional domestic responsibilities as objects. sex. Similar to this, Margaret Gallagher's (1979) UNESCO-funded research highlights the fundamental causes for why

women will continue to be concerned about how they are perceived for decades to come (Case et al., 2012):

".....The media are potentially powerful agents of socialization and social change—presenting models, assigning status, suggesting appropriate behavior, and encouraging stereotypes."

As a result, media representation has been a major battleground for academic struggles to date, with modern concerns such as the many sites on the Internet presenting women as lustful tools. Popular media, including film, television, newspapers, and magazines, both offline and online, continue to frame (in every sense of the word) women in a limited repertoire that has nothing to do with how real women live their real lives, giving rise to situations in which feminist campaigns demand media reform (Bergkamp et al., 2022).

As a result, academics believe it is critical to investigate how the narrative of structural and functional meanings concerning women's privileges is represented in the 2009 film *Angels & Demons*. Dan Brown's novel *Angels and Demons* served as the inspiration for this picture. The film, directed by Ron Howard, stars Tom Hanks, among others. Ewan McGregor and Ayelet Zurer Provides a stereotype of women in films as figures who are not weak but are able to protect one another, have broad insights, and have abilities that are not only able to serve.

Based on the description provided in the background, further explore the film *Angels & Demons*. As a result, the title of this study is “The Analysis of Women's Privileges in the "Angels And Demons" Movie using the Theory of Feminism Approach”

B. Formulation of Problems

Based on the description in the previous section, the problems to discuss in this thesis are as follows:

1. What are the privileges of women in the film *Angels & Demons*?
2. How are the womans privileges in the film *Angels & Demons* reflected in the life?

C. Objectives of the Research

The objectives of this research are:

1. To explain the privileges of women in the film *Angels & Demons*.
2. To analyze and understand how the privileges or advantages held by the female characters in the film *Angels & Demons* reflect or represent real-life reality.

D. The Significances of Study

This research is expected to give some information about women's privileges and feminism. This research is expected to have theoretical and practical contributions.

1. Theoretical significance

Theoretically, the purpose of this study is to add to the field of literature, particularly as a source of information and an addition to the discussion of characters and characterizations in a movie. Further research on subjects related to structuralism theory can be done using this as a suitable reference.

2. Practical Significance

This study can be used to comprehend the feminist and women's rights themes in films. The many character development styles and the elements that influence them are also evident in this movie. The researchers anticipate that their work will be useful for both academics and practitioners. It will expand the academic vocabulary of the English

language and serve as a resource for other feminism-related studies. The struggle and strength of women can be understood by readers, who can also be informed about women's abilities, which may be equal to or even greater than those of men.