

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Film is the one of the mass media that has a function as a provider of Information and entertainment. Film is considered as a product of culture and means of artistic expression which combined technologies photography and sound recording Effendi (1986: 236) in Sugianto et al., (2017). It is also believed that film are used as a tool or weapon that can affect people's mindsets because it has a message addressed to the community. Film express and distribute ideas and social criticism to audiences who watch it for specific purpose such as moral messages, information, education, and culture. This believe was strengthened by Kesuma (2018), that film has the potential to have a tremendous influence on its audience such as imitation behavior because it contains an important idea in a show.

A man did a criminal act because he follows the role of the villain in the *Joker 2019* film (<https://www.bbc.com/news/world-asia-59103664>). This incident might prove that film can affect audience mindset and action through society. Moreover, it could produce a riot in society which is not only a crime aspect but many other aspects. In another example, the film can affect how people see woman and man representation. Women are usually depicted in movie as a fractious and weak characters. For instance, Mary Jane in *Spiderman* shows a weak and emotional side of woman that always need protection from men, where the role of women is never higher than men Indriyani & Rakhmawati (2018: 184). Thus, her character represents a woman in patriarchal system.

According to Sakina & Siti A (2017: 2). Patriarchy is a women's social system that is located as "property" of men to serve and produce offspring. Where men rare the foremost authority figures in social organizations. The position of men is always higher than women in all aspects such as social, cultural, and economic life. However, several stories describe woman in different character in partriachal system instead which shows the stuggle of a woman. This in line with previous research from Angela Tanjungsari in the film Moana, which shows a woman's struggle and the hard work of a woman who struggles to get freedom. Furthermore, many more films represent the value of feminism.

There are several types of feminism such as liberal, radical, Marxist/socialist, psychoanalytic, care-focused, existentialist, postmodern, women of color, global, postcolonial, transnational, and ecofeminist Tong (2014) in Eidelweis (2018). In this study, the researcher only focuses on analyzing liberal feminism.

According to the Marilley (2009: 948) liberal feminism is a theory about struggle of a female who fight for their suffrage right and develops the ideology of freedom for women. Feminist liberal thought appears on the surface of society as a critique of liberal political theory in which the theory upholds the values of autonomy, moral values, equality, and one's freedom. Liberal feminism thought arises because of discrimination against women, this discrimination includes diffrences between the roles and rights of men and women in public life. In this context, Liberal feminist Theory can be explained in the form of women's struggle for equality and responsibility for their actions and choices Sarasjati (2016). In order to create equality between men and women, it is not weighty to change the legal policy that gives women an equal position with men in society. However, the liberal feminist according to

J.S Mill and Harriet Taylor Mill and Wollstonecraft, gender equality between men and women in society among the aspects of education, social, political and economic.

This study chooses the film "Captain Marvel Movie 2019" because of many aspects. This film is interesting to study because superhero character is represented by woman which is different from other similar genre. This company is a subsidiary of The Walt Disney Company which incidentally is the world's leading entertainment company, has more than 8000 characters that have been created, present in various media for approximately 75 years (Marvel, 2020). The film depicts the figure of Captain Marvel as the most influential female superhero from the Marvel Universe. This film can refute the notion that female superheroes cannot compete with male superheroes in general. The movie was written and directed by Anna Boden and Ryan Fleck in an American production, with Geneva Robertson-Dworet also contributing to the screenplay. It tells about Carol Danvers, who is confused because she has lost her identity and memory so that she even does not know who she is.

This movie reveals the abilities and powers possessed by a female leader containing shootings, wars between spaceships, crimes and misunderstandings conflict. *Captain Marvel* is described as having extraordinary martial arts skills. She could consistently defeat the enemies that hold her back, including men. Frequently Captain Marvel fights his enemy or the group that attacks her and always defeats. The researcher chooses this film to analyze the liberal representation of feminism in the main character of Captain Marvel film. The researcher chooses the liberal feminism theory because Carol indicates feminist values.

1.2 Research focus

Based on the background above, the researcher focuses on analyzing the representation of liberal feminism in the main character in the Captain Marvel film.

1.3 Problem Formulation

Based on the background of the study, that can be formulated two Research Questions

1. What are Carol's Characteristics in *Captain Marvel 2019* ?
2. How are liberal feminism reflected through Carol's character in *Captain Marvel 2019* ?

1.4 Research Objectives

The objective of this study is to find out in-depth about liberal feminism contained in the film entitled Captain Marvel 2019, and it is hoped that the public will get explicit knowledge about the definition of liberal feminism as a movement that fights for equal rights and positions between women and men.

1.5 Significant of the Study

1. Theoretical Benefits

The research is expected to be a reputable source of information, add to the field of English literature, and consider the development and further deepening of feminism theory.

2. Practical Benefits

This research is expected to provide new thoughts and can be used as reference material and the benefits of contributing ideas about the equal rights of women and men.

