

CHAPTER I

INTRODUCTION

A.1. Background of the Research

Genres of literature as a medium for expressing ideas are varied. There are particularly poetry, prose, and drama or play. Even, these forms have been evolving over time. People may enjoy films, television series, soap operas, and the like. Concerning the genres of literature, a film can be regarded as one of the popular genres people mostly enjoy. It is understandable since film presents us with visuals and audio with something that could be learned in an entertaining way.

Besides, film is a medium that exists in mass communication. Tom Sherak (2011) certainly comments on this concept below:

Film is a reflection of society, both present and past. The film and its innovations sometimes have to catch up to society but sometimes it leads society too. Movies are stories, movies are people who come out with ideas about something they want to say, something they want to tell someone. Movies are a form of communication and that communication, and those stories, come from societies, not just where society is presently and what it's doing now but, where society has been. It's been that way for as long as movies have been around (Tom Sherak, 2011)

These concepts clearly define that film as a medium of communication is a form to recount enlightenment and also to educate society in an entertaining way. It is well known that film is one of the best media to convey a message which has an ideology that can influence the audience or society. On the other hand, the

relationship between films and the life of society is usually related to what is around them, as well as creators who use social backgrounds or even based on their hearts, feelings, or experiences in the environment they encounter. These things can result from social issues such as politics, history, culture, religion, the economy, or other issues that people face on a daily basis. The statement above is supported by Lorimer (1991) in *Grolier Encyclopedia of Knowledge* stated:

Films can record culture and they can treat social and political issues and other aspects of societies to capture relationships difficult to be communicated by other means. Films allow scientists to see aspects of the world that are difficult or impossible to be observed by the naked eye (Lorimer, 1991)

The statement above, film can be categorized as representation of culture. Rulianto (2015) in Abandhika (2019) said that films can play a role in presenting every culture of an important society, and also can help us sense and understand the surrounding environment (Rulianto, 2015; Abandhika, 2019).

Regarding culture, Kluckhohn (1951) in Lebrón (2013) mentions that:

It consists of patterned ways of thinking, feeling, and reacting, acquired and transmitted primarily through symbols, which constitute the distinguishing achievements of human groups, including their embodiments in artefacts: the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and, in particular, their attached values (Kluckhohn, 1951; Lebrón, 2013)

It is certain that culture is a way of life in society, and that culture includes many elements in it, consists of artefacts, symbols, history and how people or society

behave. Thus, these cultural elements give rise to how the society works in their lives. Cultural elements are also the point of view from which each person observes the same circumstance. When culture is added on top of a point of view, it signifies that someone is viewing a scenario based on their ideas, elements, and experiences that are often found in their own culture. There are 8 cultural elements according to Pujiyanti and Zuliani (2014), namely; (1) ritual or ceremony; (2) hero or famous persons; (3) symbols; (4) artefact; (5) norms; (6) confidences; (7) myths/histories/stories/legends; and (8) attitude. Those eight cultural elements also seen in the *Encanto* movie produced by Walt Disney.

Walt Disney has many animated films that have certain cultural things, one of them is *Encanto* (2021). *Encanto* is a computer-animated musical fantasy comedy film produced by Walt Disney Animation Studios and released in 2021. It was directed by Jared Bush and Byron Howard, co-directed by Charise Castro Smith, who co-wrote the screenplay with Bush and produced by Yvett Merino and Clark Spencer. The story tells about an extraordinary family, the Madrigals, who live hidden in the Colombian mountains in a magical house, a vibrant town, and a wondrous, charming place called an Encanto. The Encanto's magic has bestowed upon each child in the family a unique gift, ranging from super strength to the ability to heal, allowing them to better serve the people in their community—every child except one, Mirabel (voice of Stephanie Beatriz). Mirabel sets out to

figure out why the family's magic is fading and save her family and their enchanted home when she discovers it.

The *Encanto* film is criticized by some critiques, "I would love to see more children's movies do a good job, like *Encanto* did, of showing the beautiful aspects of different cultures and customs and also diversity because *Encanto* is very much intentionally showing the diversity of the people of Colombia" (Carter, 2021). Bonilla (2022), a junior who serves as president of PorColombia, a 230-member student organization that hosts celebrations of its ethnic background adds that "If they would have misrepresented Colombian culture or used stereotypes, my love for Disney would have changed. Thankfully, they represented our culture beautifully" (Bonilla, 2022). From the ideas or criticisms above, it gives rise to an inspiration that *Encanto* has interesting things to discuss, as both Carter and Bonilla said about 'Colombian culture' in their criticism and from there the researcher is interested in exploring more about 'Colombian culture' or more precisely Colombian cultural elements in the *Encanto* movie.

There are some studies that have been conducted with *Encanto* film as the object. Firiane and Nugroho (2022), in their study, discussed about the efforts made by the main characters in *Encanto* film meet their needs using Maslow's theory. There is also another study from Anugrah and Anggapuspa (2022) which takes *Encanto* as the object of the research. The study focuses on semiotic fields that analyze the meaning of Mirabel's clothing motifs. Another research that takes

Encanto as the object was written by Permata, Remayasari, and Fami (2022) which discussed about the moral message in *Encanto* movie. In spite of that previous studies, the researcher wants to study more about Colombian cultural elements just like what the critiques above said that give arise to the researcher's interest.

Encanto has several Colombian cultural elements in it, one of which is the display of Colombian foods, arepas and ajiaco. In the movie, there is a dinner scene from Isabela and Guzman's engagement and ajiaco served as their dinner which is a Colombian dish. In Colombian culture, ajiaco is frequently served during significant occasions, and *Encanto* follows this tradition. The Madrigals and the Guzman's family consider the engagement of Isabel and Guzman's to be meaningful. This implies that Colombian culture is represented in the movie *Encanto* or has characteristics of Colombian culture. Studying other elements of Colombian culture that are featured in the movie is intriguing in consideration of the previous example.

Based on what happens in the movie as a social occurrence, the method is the sociology of literature and is also supported by cultural elements by Pujiyanti and Zuliani (2014). The researcher believes that it is the preferred method to use. Just like from the perspective of sociology by Alan Swingewood which says that literature is a social mirror. Literary works reflect a true story that has happened in society. As the previous example, the film *Encanto* as a literary work has a representation of Colombian culture. Additionally, this research also uses

cinematography theory because the research's object is a film which cinematography is a part of film production. Cinematography is a study that discussed image capture methods and how to integrate these photos into a series of images that can express concepts or has some meaning behind it. This research will discuss about Colombian cultural elements as reflected in *Encanto* movie.

A.2. Problem of the Research

Based on the background of the research stated above, the primary problem to be solved in this research is, how are the Colombian cultural elements represented in the movie *Encanto* seen from the literary sociological theory?

A.3. Objective of the Research

The objective of the research is to discover how the Colombian cultural elements are represented in the film, and then the researcher moves forward to explore how the cultural elements in the film are seen from the literary sociological theory.

A.4. Significance of the Research

In this research, the benefits relate to theoretical significance and practical significance, so the researcher hopes to help readers in this consideration. For theoretical significance, it can increase insight in terms of theory, as well as increase understanding of the theory used in this research. Theory offers concepts to describe what readers see and the connections between notions. In addition, this research is expected to be a reference material for other

researchers who want to deepen research related to this research or other literary works, especially films.

While the practical significance, the findings of this study are expected to make a good contribution to the literature, culture or readers side, especially to know more about Colombian cultural elements, this study will give clear describing Colombian cultural elements.

A.5. Limitation of the Research

In order to limit the discussion of this research, the researcher set the limitation of the research which is the main data of this research is *Encanto's* film (2021). The researcher focuses this research on the analysis of the Colombian cultural elements of this *Encanto* film that seen from the literary sociological theory.

A.6. Definition of Key Terms

Some definitions have been proposed to clarify the key terms used in this research:

1. Cultural Element

According to Merriam-Webster Dictionary (2022), element is one of the factors determining the outcome of a process. Cultural elements are something that part to be culture include ritual or ceremony, hero or famous person, symbols, artifacts, norms, confidence, attitude, and myths/histories/stories/legends (Pujiyanti and Zuliani, 2014; Balqis et al., 2021).

2. Society

Anthony Giddens (2000) states; "A society is a group of people who live in a particular territory, are subject to a common system of political authority, and are aware of having a distinct identity from other groups around them."

3. Sociology

Sociology is a social science that studies human societies, their interactions, and the processes that preserve and change them. It does this by examining the dynamics of constituent parts of societies such as institutions, communities, populations, and gender, racial, or age groups. Sociology also studies social status or stratification, social movements, and social change, as well as societal disorders in the form of crime, deviance, and revolution (Faris, 2021).

4. Film

Film is a series of moving pictures recorded with a sound that tells a story, watched at a cinema or on a television or other device (Oxford Advanced Learner's Dictionary).

A.7. Organization of the Research Report

The organization of this research will be divided into five chapters as follow:

CHAPTER I is an introduction and this chapter consists of seven sub-chapter. They are the background of the research, problem of the research,

objective of the research, significance of the research, limitation of the research, definition of key terms, and organization of the research report.

CHAPTER II is the review of literature which covers two sub-chapter, namely theoretical framework and review of related research.

CHAPTER III presents the research method which contains a detailed description of the method used in the research. This chapter consists of six sub-chapter. They are design of the research, data and source of the data, method of collecting data, the technique of collecting data, method of analyzing data, and the technique of analyzing data.

CHAPTER IV is data analysis, this chapter consists of three parts, namely data description, data analysis and discussion.

CHAPTER V this section is the final part of the contents of the thesis research report, which consists of two parts, a conclusion and suggestions.