

CHAPTER I

INTRODUCTION

A.1 Background Research

Film is a literary work that is very interesting and provides knowledge and values of life. There are so many cultural and life values that can be learned from a film (Nugrahani, 2019). The film is a literary work that has many types, one of which is 3D animation. 3D animated films are films that increase the illusion of depth perception so that they become similar to normal films played by human actors (Yücelyiği, 2016). 3D movies are also found in many genres such as comedy, adventure, horror, and many others. Just like movies that are played by human actors, 3D animated films also contain messages to be conveyed. One of the elements contained in a 3D film is character formation in the film where there are main characters and extra characters, both protagonist, antagonist, and tritagonist. This is closely tied to the belief that literary works mirror society. Literary works often present narrative ideas related to various phenomena in society. It includes how a person plays a role, behaves, has specific preferences, and other attributes that explain the identity of a man or woman in a particular culture. In certain cases, social norms often adhere to traditional norms and behaviors that align with gender expectations set by society in which men are expected to be more than women, such as being strong, dominating, and assertive, while women are expected to have traits like nurturing, sensitivity, and expressiveness.

According to Walby, in "Theorizing Patriarchy," the term 'patriarchy' remains crucial for comprehending gender inequality. She establishes her standpoint through six postulates, referred to as the six fundamental structures of patriarchy:

- 1) Patriarchy functions within the realm of paid labor, where women encounter both horizontal and vertical segregation, systematically contributing to the capitalist wage system.
- 2) Patriarchy operates through a gendered division of labor within households, compelling women to bear the primary responsibility for domestic chores and childcare, even if they are engaged in full-time work outside the home. Women might find themselves constrained in dissatisfying marriages due to the inability to secure well-paid employment for self-sustainment and childcare.
- 3) Women consistently face a "cultural disadvantage" that idealizes femininity, and any rejection of this norm exposes them to cultural disadvantages.
- 4) Heterosexual relationships are fundamentally perceived by Walby as patriarchal, although she acknowledges that women have gained certain advantages, such as modern contraception and the liberalization of abortion and divorce laws.
- 5) The sustenance of patriarchy often relies on men's violence against women.
- 6) Patriarchy finds substantial support and maintenance from the state, despite some limited reforms like improved educational opportunities and more lenient divorce laws, which have provided partial protection for women against patriarchy; however, the state itself remains patriarchal.

Lestari (2022) underscores the importance of investigating gender roles and stereotypes within media, particularly in animated films. The study emphasizes the broader societal implications of these portrayals, including their influence on attitudes toward gender roles, power dynamics, and beauty standards. The relevance of masculinity as a topic of study has grown in importance due to ongoing social and cultural shifts that aim to strengthen gender equality and eliminate harmful gender stereotypes. By studying masculinity, we can gain a deeper understanding of how societal constructions of masculinity impact individuals and society as a whole. These studies, contribute to this understanding by shedding light on the representation of masculinity in popular media like *The Croods 1 (2013)* , and the potential effects on gender norms and expectations.

By incorporating the insights and findings from these previous studies, this research can build upon the existing knowledge and contribute to the broader discourse on the representation of Femininity Hegemony in media. We can draw upon their methodologies and theoretical frameworks to analyze the portrayal of masculinity in female character, such as *Eep*, in *The Croods 1 (2013)* . This allows us to examine the impact of these portrayals on traditional gender roles and expectations, and the potential for challenging and redefining these norms in a more inclusive and diverse manner.

In analyzing the issue of femininity in the character *Eep* depicted in the film *The Croods 1 (2013)*, the theoretical framework employed is Judith Butler's Performativity Theory. This theory posits that gender identity is not an inherent or

fixed trait but is constructed through repeated performances and acts that align with societal expectations. Media representations serve as powerful vehicles for perpetuating these performative acts, shaping and reinforcing gender norms and identities.

The analysis examined how *Eep's* behaviors, appearance, and interactions with other characters in the film contribute to the performance of femininity. Through a qualitative analysis of specific scenes, the study identified how stereotypical feminine traits, such as nurturing, emotional sensitivity, and expressiveness, are portrayed and reinforced. Additionally, the analysis also explored moments where *Eep's* character challenges or disrupts these stereotypes, offering a more nuanced perspective on her femininity.

Central to this exploration is the concept of hegemonic femininity, which refers to the culturally dominant and idealized standards of femininity privileged within a patriarchal system. Hegemonic femininity not only establishes the normative ideals for women's behavior and appearance but also reinforces the subordination of femininity to masculinity. The study critically evaluated how *Eep's* portrayal upholds, negotiates, or resists these hegemonic ideals. By incorporating both Performativity Theory and the concept of hegemonic femininity, the analysis seeks to uncover the broader implications of *Eep's* representation on societal norms and expectations surrounding femininity.

A.2 Problems of the Research

Dealing with the background above, this study attempts to analyze the Femininity Hegemony image of the female character, of the movie *The Croods 1 (2013)*. This topic is formulated into research questions, that are :

1. “How does the female protagonist of the movie struggle against the hegemonic femininity using the Judith Butler’s theory?”
2. “How does the struggle against the hegemonic femininity contribute to gender equality?”

A.3 Objectives of the Research

The objective of this study is to analyze how the female character in *The Croods 1 (2013)* is represented through her appearance and behavior. The study aims to examine the various ways in which the movie depicts female character and to evaluate the implications of these representations. The research employed a Performativity theory by Judith Butler approach to analyze the portrayal of female character in the film.

A.4 Significance of the Research

The research contributed to the body of knowledge on the representation of female character in animated film. By analyzing the depiction of woman in *The Croods 1 (2013)*, the study provided insights into how female character is represented in media and the impact of these representations on societal attitudes and beliefs.

A.5 Limitation of the Research

The researcher focuses on the woman images, namely for the character of *Eep*, in *The Croods 1* (2013) movie using Judith Butler's theory.

A.6 Definition of Key Terms

A.6.1 Hegemonic Femininity

Hegemonic femininity refers to the culturally dominant ideals of femininity that are often upheld and normalized in society, reinforcing traditional gender roles and expectations. It is characterized by attributes such as passivity, nurturing, and submission, which are viewed as ideal feminine traits. This concept helps us understand how cultural variations influence gender norms and expectations, as different societies may have unique interpretations of what constitutes 'acceptable' femininity.

A.6.2 Gender Representation

Gender representation is operationally defined as the portrayal, depiction, or presentation of gender roles, identities, and attributes, especially within the realm of media, including films and visual storytelling.

A.6.3 Patriarchy

Patriarchy is understood in this research as a social system characterized by male dominance, where power and authority are predominantly held by men, influencing societal structures and norms.

A.6.4 Performativity (Judith Butler)

Drawing on Judith Butler's concept of performativity, it refers to the idea that gender identity is not inherent but is rather constructed through repeated acts and behaviors. Gender is seen as a performance shaped by societal norms and expectations.

A.6.5 Cinematography

Cinematography, in the context of this study, refers to the art and science of visual storytelling through the use of camera techniques, lighting, composition, and other cinematic elements employed in the creation of visual narratives.

