

CHAPTER I

INTRODUCTION

This chapter contains seven sub-chapters; the research background, research problem, research objective, research significance, research limitation, definition of key terms and organization of the research report

A.1 Research Background

Twilight First Saga (which from now on can be referred to as *TFS*) is a romantic fantasy American movie that was produced by Hollywood in 2008. ([n.wikipedia.org/wiki/Twilight_\(series\)](http://n.wikipedia.org/wiki/Twilight_(series))). This is the first series movie which is created based on the Stephenie Meyer's popular novel with the same title. This movie is very popular for teens because of the unique love story which is shown in the movie. *Twilight* movie has been broadcasted in many countries, and Indonesia is the one of those countries that has the license to broadcast this movie. Actually, *Twilight* was divided into four series in its novel version, but it was divided into five sagas in its movie version.

The storyline of *TFS* tells about a love story between Isabella Swan as a human and Edward Cullen as a vampire. The story begins when Bella moved from her hometown "Phoenix" to "Forks", the town where Bella's father lives. When Bella enters her new school, she meets strange handsome boy named Edward Cullen, a vampire who is living in Forks city. By the time both

of them fall in love, they want to be always together as lovers, but unfortunately it is not as easy as they think. They face many problems in their relationship because of their differences. (n.wikipedia.org/wiki/Twilight_(series)).

The first reason why the writer writes this thesis is because the writer is really interested in a story of vampire, a mythological creature, which has great background story. There are literally thousands of vampire legends throughout history. Nearly every single culture on the face of the earth has some kinds of myths about undead, blood sucking creature that relate back to vampire mythology. However, naturally, the legends are not all consistent with one another, though there are many common threads throughout the various cultural myths (www.gods-and-monsters.com/real-life-vampires.html). Many of various cultural myths nowadays are taken into movies. One of them is about vampire (blood sucking creature) myth.

There are also many movies about vampire which were produced by Hollywood, namely: *Underworld*, *Blade*, *Dracula Untold*, *Dark Shadow*, *Twilight*, and many others. Most of those movies usually described vampire as a dead person who is eternal because he always leaves the grave at night to bite and suck the blood of living people. It is also mentioned by Binula (2008:11) that vampire is the living dead because they were not alive nor die, and they were immortal. They could not walk in daytime because they

would get burned under the sunlight. People believed that it needed a wooden nail to be tacked down right through the heart of a vampire to kill it. As it is explained previously, *TFS* is not only about love story between human and vampire, but also about different presentation of the vampire itself. It becomes the second reason why the writer chooses *TFS* to be discussed in this thesis. The representation of vampire in *TFS* is much different compared to that representation of the classical vampire.

The reasons above, then, inspire the writer to dig deeper about the new representation of vampire using theory of representation by Stuart Hall. This theory is used because the writer will explore the new image or representation of vampire that exists in society. Through *TFS*, the representation of classical vampire changed. The changing of classical vampire into modern vampire leads the writer to use the theory of representation by Stuart Hall. As it is explained by Stuart hall (2016):

The process of production and exchange of meaning between humans or between cultures using images, symbols and language is called representation. The media which is most often used in the production and exchange of meaning is the language through experiences that exist in society (<https://ahlikomunikasi.wordpress.com/2012/11/01/stuart-hall-media-masa-represetasi/>).

Stuart Hall (2006), moreover, explains that in culture study language is showing the relation between encoding and decoding through production and consumption metaphor. The production process includes the process of

ideas, meaning, ideology and social codes, knowledge, technical skills, professional ideologies, institutional knowledge, definitions and various other assumptions such as the moral, cultural, economic, political and spiritual. From the quotation above, it can be said that meaning, culture, image, lifestyle, ideology are not fully absolute, because those aspects are things that can be changed. It also happens in mythology like vampire. From *TFS*, the new myth about vampire is also changed. As it is strengthened by Orloski (2011:13) that “We’ve been living in the age of the vampire. Over the past forty years, vampires have jumped in popularity and pop-culture appeal, dominating our television sets, the box office, and book shelves around the world”.

In order to be able to give some description about the new representations of vampire based on *TFS* by applying the theory of representation by Stuart Hall, the title of this research is *THE NEW REPRESENTATION OF MODERN VAMPIRE AS REPRESENTED IN HOLLYWOOD MOVIE TWILIGHT FIRST SAGA*

A.2 Research Problem

Based on the research background, the problem of the research is: how are the new representation of modern vampire represented in the Hollywood movie *TFS*?

A.3 Research Objective

Based on the research problem, the research objective is written to answer the research question that is to analyze the new representation of modern vampire as represented in Hollywood movie *TFS*.

A.4 Research Significance

This research will contribute to expand the concept of representation especially in the representation theory which is brought by Stuart hall. This research is also for the people who like to know more about vampire as mythical creature. From this research, those who read this research will have an understanding about representation concept by seeing the new representation of modern vampire. From movie *TFS*, the representation of classical vampire that are scary, wild, mysterious eventually change. Through the main character, Edward Cullen, the modern vampire is constructed. He becomes the handsome, trendy, friendly, and controllable vampire. Besides, the significance of this research is in order to gain the interest of other researchers to conduct the same topic research.

A.5 Research Limitation

The writer focuses on the new representations of vampire as it is represented in Hollywood movie *TFS*. The writer will reveal about the

vampire appearance, living place, habit, strength, and weaknesses that are different from the representation of the classical vampire.

A.6 Definition of Key Terms

To make this research easier to read, the paper has its key terms as follow:

- **TFS**

TFS is the abbreviation of *Twilight First Saga*. This abbreviation is used in order to make the writing process to be more effective. It is also used to make the readers of the research to be always focused and not easily tired because of the original term.

- **Classical Vampire**

The old vampire that follows these characteristics: sucking human blood, live in a castle, mysterious, scary, and wild.

- **Modern vampire**

The new vampire that follows these characteristics: sucking animal blood, live in society, friendly, good looking, and not dangerous.

A.7 Organization of the Research Report

In general, the research is organized into five chapters as follow:

Chapter I, the introduction that covers the research background, research problem, research objective, research significance, research limitation, definition of key terms and organization of the research report.

Chapter II, the review of literature that presents theoretical frameworks, and review of related research.

Chapter III, the research method that explains about the type of the research, data and source of the data, methods of collecting the data, techniques of collecting the data, and methods of analyzing the data.

Chapter IV, the analysis chapter that contains data description, data analysis, and discussion.

Chapter V, the conclusion and suggestion, that wraps up the previous chapters and offers some suggestions of the research.