

CHAPTER II

REVIEW OF LITERATURE

This chapter explains the theoretical framework and review of related researches.

B.1 Theoretical Framework

B.1.1 Reflective Approach

According to Stuart Hall, there are three approaches which is used along with representation theory. The first is *reflective approach* with the concept that meaning is produced by people through ideology, and experience which is reflected by reality or culture in society. The second approach is *intentional approach* which focuses to the meaning that is created based on the point of view of the speaker or writer or painter. The third approach is *constructionist approach* which has concept that meaning is actually built or constructed whether it is by writer or reader.

In this research, the writer chooses reflective approach to support the theory, because main issue of the research is a western myth that is vampire. As it stated by Mark (1971:29) that “myth is a story handed down through history, often through oral tradition, that explains or gives value to the unknown”. In other words, myth is a story which is always told through generations. Actually, there is no concrete evidence about the truth of that

story, but it has strong power to make people believe, then it will influence habit, ideology, and culture in society.

B.1.2 Representation Theory

The writer wants to analyze about the new representation and description of the vampire in *TFS* movie. To do those analyses, the writer needs to do an interpretation technique, because the writer will have a movie as his research subject and want to have the representation of the vampire character. The data that will be taken as data for the analysis are screenshots from scenes of *TFS* movie. To support the research analysis, the appropriate theory is needed to be applied in order to make the process more effective. In this case, the writer chooses *Representation Theory* by Stuart Hall to support his research.

According to Stuart Hall (1997:3) representation is process of production and exchanging meaning between people or culture, and the media which is most often used to do those processes is language. In this process, language as a media has important role to produce specific meaning until it becomes representation. However, language cannot stand alone to reach that point, because it needs to involve people and culture as a support. In this case people and culture have ideological context which is subjective and there is no absolute measurement about it. The ideological context here is really depending on the situation and environment where people and

culture exist, then language need to adapt the context to get specific meaning and representation. According to Stuart Hall (1997:34), "the representation is one of important practice that produces culture.

Culture is a very wide concept, and it involves a "sharingexperience"". Some people will be considered having a same culture if they share the same experience, share the same cultural ethic, speak using the same language, and share the same concepts. The concept of representation itself is seen as a product of the process of representation. Representation does not only involve how cultural identity is presented (or more precisely constructed) in a text but also constructed in the production process and the perception by the society that consumes cultural values.

The sample case is when people say the name of animal like dog, monkey, and pig. For people in USA those names of animals have meaning and representation which represent those animals themselves, whether it is about their appearances, foods or habits. However, the meaning and representation will have different context if it is said by Indonesian people. Those names may be very impolite word, especially when it is said if they are angry to someone.

Based on the sample case above, representation is also a connection of the ideological concept between people's mind dealing with cultures that they have. This connection needs a language which is able to describe some

things, human, incident, and many others, whether it is real or fictional. With that capability, language will be able to transfer the ideological concept from people to another people. In other words, language, people, and culture cannot be separated in order to build representation.

Dealing with the explanation above, Stuart Hall (2013:14) states that “Representation always needs some medium to convey thoughts, idea or any kind of information, some of them are signs, symbols and words”. In representation concept, language can use sign to symbolize somethings. For instance people, objects, events, imaginary things and fantasy worlds, even for abstract ideas which are not in any obvious sense part of our material world.

In the modern world, our culture is saturated by the image in a variety of different forms (Stuart Hall, 2005:6). Most of media in this modern era often use image to explain or describe about something which become their goal. The images that are used may be picture, word, sign, etc. Picture can be considered as the most common image which is used by media, because sometimes people can express some ideas easily only by using a picture while they cannot explain it with any word or sentence. Here is one of reasons why in representation concept, image can be classified into one of languages, because Hall (2013) states that “language can use image to symbolize some things”. Then, those explanations also define that the representation is the way in which meaning is somehow given to the things

which are depicted through the images or whatever it is, on screens or the words on a page which stand for what we are talking about.

The definition above becomes the reason why the writer chooses representation theory by Stuart Hall to be applied in his research. In his research, there are representation of modern vampire in *TFS* movie which should be revealed dealing with several aspects like appearance, living place, habit, strength, and etc. All of those aspects will be explored and revealed using image which is more powerful than words as language in order to have clear description about modern vampire representation.

B.1.2 Review of Related Researches

To support and maintain the academic values of this research, certain relevant researches, journal, article or another academical writing form are needed in this research. It is because although the writer has strong argument and analysis in this research, he cannot patent it without another argument from another researcher. In another word it can be described that all of those academical writing will strenghten the analysis that the writer has in his research.

In this research, the writer wants to analyze the representation of new images of modern vampire in *Twilight* movie, so another supportive writings that the writer has will have the similar subject, concept, theory or at least it will have related topic and issue with his research. The first research is

by Viyantini Rakita Sari (2015) from *Universitas Jember* entitled *Representasi Wacana Kecantikan oleh Teks Media dalam Novel Toni Morrison The Bluest Eye*. The research discussed the representation of beautiful woman as reflected in Toni Morrison's novel. In that novel, the representation of beauty is represented by woman who has white skin, straight hair, and blue eyes. Those characteristics, actually, create discrimination, because all of women which do not possess those things will not be considered as a beautiful woman. Viyantini (2015) in her research, reveal the representation of beautiful woman by applying representation theory by Stuart Hall. Viyantini also applies reflective approach to support her research, because the beauty concepts which are mentioned above are real situation that happened in society in America during 1960.

The second is Ari Andrianus (2011) entitled *Pemaknaan Remaja Dalam Konstruksi Maskulinitas Dalam Majalah Hai*. Adrianus in his research analyzed the representation of masculinity, especially from the teenager perspectives as represented in *Hai* magazine. This research is focused in how the masculinity concept is produced or created by magazine as media until it becomes trend which is followed by many teenagers. Adrianus in his research reveal all of those masculinity concepts by applying representation theory by Stuart Hall. To support the theory that he applies, Adrianus chose constructionist approach to support the analysis, because those

representation are some ideologies that are constructed by people dealing with cultural development.

The third related research is done by Nurul Hasfi (2011) from Universitas Diponegoro entitled *Representasi Perempuan Pelaku Kejahatan (Woman Offender) di Media Massa: Analisis Kasus Pemberitaan Malinda Dee*.

This research is also focused to the woman characteristic just like what have been done by Viyantini, but it is not only about beautiful woman. It is focused on characteristic of woman offender as represented by Malinda Dee through printed media. In journalism products, woman is usually represented in certain stereotype as consequences of the existence of dominant culture, masculine ideology. In her research, Nurul Hasfi (2011) applies the theory of representation by Stuart Hall to explore how a woman offender, Malinda Dee, was represented as modern Medusa, sexy liar, and etc. Based on those representation, the news was tent to focus on her physical attractiveness rather than her criminal case.

The next related research which is also applying representation theory is from Eli Rostinah (2007). The title of the research which is done by her is *Representasi Perempuan dalam Sistem Keluarga Jepang: Telaah Kritis Atas Teks Novel "Ie" Karya Shimazaki Tosen*. The research revealed the representation of Japanese women in Shimazaki's novel by exploring three women main characters in that novel. Eli Rostinah applies constructionist

approach to know the meaning and representation which is constructed in novel.

Besides having related researches that are applying the same theory, the writer also has some related researches which also choose vampire as research topic. For example, a thesis entitled *Myths, Monsters, and Mayhem: The Changing Image of Vampires* which was written by Erica Starr Johnson (2013) from *Ball State University, Indiana*. In her thesis, she also analyzed about vampire as her subject. The objective of her research is also about the differences of images between old and modern vampire and just like what the writer of this research does. The difference is about the scope of their research. In Erica's research, she did not have a specific scope when she did her research, because she only analyzed the general comparison between old and modern vampire, while the writer will focus his research on the new representation of modern vampire.

Another research with vampire is a paper from Annie Shepperd (2012) entitled *The Evolution of the Vampire in Fiction and Popular Culture*. In her paper, Annie focused on the new characteristic of vampire in popular culture in this era. The result of her research shows that there are much distortion about the characteristics of vampire. There are many changes that vampire have, and those changes are determined by the location where vampire exist. The next is research from Yupi Almi Binulia (2008) entitled *"Vampire's Heroic Images in Stephenie Meyer's Twilight: An Archetipal*

Criticism". Her research analyzed about image changing of vampire. In her research, she states that actually, vampire is considered as an evil monster who used to kill people without any doubt. However, that image already change nowadays. Vampires are no longer considered as a monster, but they already become heroes who always help people by using their special ability. It is different with what Annie did that she analyzed the new images of vampire in popular culture. Here Binulia analyzed about the images changing of vampire from monster into a hero in Twilight.

The next related researches that the writer has here is a research which was written by Meenakshi Gigi Durham (2011) from University of Iowa entitled *Blood, Lust and Love: Interrogating gender violence in the Twilight*. From the title, it is clearly described that the issue or the topic of the research is not only about the characteristic and the images of vampire, but it is also about the relationship between the character in Twilight. Durham in his research wanted to analyze about the domination of the gender in Twilight Saga. He believed that there are some intimidation and violence between the genders in Twilight.

The related research is also taken from essay by Elísabet Erla Kristjánsdóttir (2013) entitled *Vampire in literature: Old and New*. In her essay, she describes the characteristics of vampire that are shown in various form of literature. It is not only focused into the characteristics of new vampire, but it also has special intention toward old or classical vampire. The

classical vampire's characteristics represented in literature are clearly described in this essay, and it can be good reference for parameter and comparison to reveal the new representation of modern vampire.

Then, the last is research that is done by Lauren Nell (2012) entitled *A Girl, A Vampire, and a Werewolf: An Audience Ethnography of Romance and Gender Representations in The Films Twilight (2008) and New Moon (2009)* also had an issue about the relationship between the characters in twilight movie. In her research, the main point that she wanted to analyze is about the love story of three different characters in Twilight. Furthermore, the research from Lauren Nell also analyzed about the characteristic of vampire in Twilight although it is not as detail as the preview related research.

All of the related researches which are already mentioned above are some examples of references that the writer used to help him analyze and finish his research. Although they have different detail of analysis, but all of those researches have big helps for the writer to pose his research that his research has different topic to the previous researches and help the writer to be more objective and detail in giving his best result to his research.