

# CHAPTER I

## INTRODUCTION

This chapter presents general description of the study. It encompasses the background of the study, the research questions, the aims of the study, the scope of the study, significance of the study, methodology, clarification of terms, and organization of the study.

### 1.1 Background of the Study

Klarer (1998) theorizes that classical literary forms are classified into three; namely, epic (prose), drama, and poetry. In term of definition, classical literary form itself is a term of literature that surpasses time and culture to have a universal appeal. However, the most recent contemporary literary theory says that film is included in the form of contemporary literature (Gunning, 2012). Similar to prose, film also has an element of mimesis namely representation of reality (Heintz & Stracey, 2006). Films are often made to show and convey something in the real reality by using other ways, such as stories and character in the film.

Films have their own features. Heintz and Stracey (2006) formulate six elements of the language of film namely, 1) the story, 2) the genre, 3) the camera shots, 4) composition and movement, 5) editing and transition, 6) *mise en scene*, and 7) the soundtrack. The first element, which is the story, happens when a character confronts a problem and tries deal with that problem. The second element is the genre which refers to the category or types that it fits.

The third element, the camera shot, is the most important piece of equipment in which filmmakers have at their disposal because it can affect the way of the viewers in viewing an object. The fourth element is composition and movement; both of them have a role in constructing the story since each element is interrelated. The fifth element, editing and transition are the process of editing several materials of the film to fit into particular scenes and also the gradual change in the film images between shots. The sixth element is *mise en scene* that refers to all visual elements of a scene. The last element is the soundtrack or the music for a film. Clearly, those elements above play important roles in the process of filmmaking.

Bordwell and Thompson (2010) categorize film into three types namely, documentary, experimental, and animated film. Documentary film typically presents factual information about its subject such as, nature and compilation film. The next type is the experimental film, which can be identified from its efforts at self-expression or experimentation outside mainstream cinema. The last type is animated film. It has a distinct characteristic in the way it is made; using drawing, models, or other subjects photograph, frame by frame to create illusory movement which never exists in front of the camera. In other words, animated film is a collection of images which is processed into moving images using computer techniques thus those images are living-like.

There are several latest research that have analyzed about film entitled *Masculinity as Social Semiotic in Disney Animated Film* by Robyn McCallum

(2002), Sabrina Fischer (2010) in *Powerful or Pretty: A Content Analysis of Gender Images in Children's Animated Films*, and Bethany Schounten (2011) in *Behind the Fair Facade: Representation of Femininity in Three Walt Disney Animated Features*. Those studies use film as the subject for the research. Thus, the issues in several films can be analyzed by using variety theories. There are a lot of studies about women representation but only a few which discusses women representation using film studies theory. The issues about women representation are always interesting to be discussed especially the character of woman in films. Therefore, this study highlights women representation from different perspective because this study uses a film as the subject of the research to see woman representation by using the language of film, such as camera shot, camera angle and *mise en scene*.

This study uses *Tangled* film as the subject of the research. The main woman character in *Tangled* film is not the same as other woman in Walt Disney animated film. Although this film based on a fairy tales but *Tangled* film presents the main woman character a bit different from the typical woman character in Walt Disney, such as Cinderella, Snow White, Princess Jasmine and others. So that I want to study this *Tangled* film. *Tangled* is an animated film directed by Nathan Greno and Byron Howard from Walt Disney Studio. *Tangled* (2010), which is produced by Walt Disney Studio is one of Brother Grimm's fairy tales that has been transformed into Disney version. It tells about a young girl named Rapunzel. She was a daughter of the king. When she was a baby, she was kidnapped by an old woman named Mother Gothel. It began when the queen was

pregnant, she had very serious illness and the queen can only be cured by a magical flower. The existence of the magical flower was previously known by an old woman, Mother Gothel. She used the magical flower to stay alive and young. On the other side, the existences of the magical flower known by kingdom warriors and brought it to the kingdom. The Queen was recovered and gave birth to a beautiful blonde Princess named, Rapunzel. One day, Mother Gothel broke into the kingdom and found that the efficacy of the magical flower was on Rapunzel's hair. Therefore, she kidnapped Rapunzel and hid her in a tall tower for years. Until one day she realized that Mother Gothel is not her biological mother. She only used the efficacy of Rapunzel's hair to keep her looks young. She tried to escape from Mother Gothel but failed. Eventually, she was rescued by a handsome thief, Flynn Rider and Mother Gothel died. Then, Flynn Rider accompanied Rapunzel to see her parents and they all lived happily.

Generally, woman in Disney film such as Snow White, Cinderella, Princess Jasmine and others are rescued by their prince but Rapunzel is different from those figures. The struggle of Rapunzel in reaching her dream in this film produces a new portrayal of woman representation. To strengthen the woman representation in this film, the present study adopt Heintz and Stracey's (2006) film studies theory and women representation theory by Maggiore (2003).

## 1.2 Research Questions

The present study is intended to answer the following research questions:

1. In what ways is woman represented through the main woman character in *Tangled* film?
2. What meaning can be made from these representations?

## 1.3 Aims of the Study

Based on the research questions above, the study aims:

1. To find out the representation of woman in *Tangled* film.
2. To make meaning of the representation of woman in *Tangled* film.

## 1.4 Scope of the Study

The scope of the study is an animated film entitled *Tangled* released on November 26<sup>th</sup> 2010, directed by Nathan Greno and Byron Howard from Walt Disney Picture is the main focus of investigate. This study focuses on analyzing the main woman character's shots and dialogues in *Tangled* film. This study is limited to investigate how the character of Rapunzel is represented as woman and to make meaning of the representation of woman in *Tangled* film. In order to get the best finding, the study focuses on the depiction of Rapunzel's character.

## 1.5 Significance of the Study

There are a lot of studies about women representation but only a few which discusses women representation using film studies. The findings of the study are expected to show woman representation in animated film using film studies theory. This present study is expected to give the readers a new perspective of how woman represented through the main woman character in *Tangled* film using the theory of film studies by Heintz & Stracey (2006) and women representation theory by Maggiore (2003). In addition, this study can be a reference for further study to find and explore more certain of women representation.

## 1.6 Methodology

The study uses a descriptive qualitative approach. According to McMichael Celia (2011) a qualitative method aims to provide an in-depth understanding of people's experiences, behaviors, perspectives and histories in their personal circumstance or setting. Therefore, this study employs a qualitative descriptive method because the study relies on collecting, categorizing and analyzing the form of scenes, shots, and dialogues in order to answer the research questions.

### 1.6.1 Data Collection

The data were collected from *Tangled* film directed by Nathan Greno and Byron Howard. The data were presented in the forms of shots and dialogues that

are purposively selected to answer the research questions. The data were collected by watching the film. In order to increase the best understanding of this study, the study also did the library research.

### **1.6.2 Data Analysis**

The collected data such as scenes, shots, and dialogues were categorized and analyzed by using the framework of film studies as proposed by Heintz and Stracey (2006). In addition, to see the woman representation the collected data were categorized and analyzed by using the framework of woman representation by Maggiore (2003).

### **1.7 Clarification of Terms**

To avoid misunderstanding, the following is the clarification of terms used in this study:

#### **1. Animated Film**

Animated film is a technique where that has a distinct characteristic in the way is made; using drawing, models, or other subjects photograph, frame by frame to create illusory movement which never exists in front of the camera (Bordwell and Thompson, 2010)

#### **2. Film Studies**

Film studies are an effort to understand films and the processes through in which the films are made and consumed (Bordwell and Thompson, 2010)

### 3. *Mise en scene*

*Mise en scene* refers to all visual elements of scene such as type of shots, camera angle and movement, setting and costumes (Heintz and Stracey, 2006)

### 4. Representation

The term representation refers to something that replicates an images, ideas or likeness of something else (Heintz and Stracey, 2006)

### 5. Shot

Shot refers to a series of frame that constructs a scene (Heintz and Stracey, 2006)

## 1.8 Organization of the Paper

This study is organized into five chapters as follow:

### CHAPTER I

Chapter I discusses the general introduction of the study such as, the background of the study, the research questions, the aims of the study, the scope of the study, its significance, methodology, the clarification of terms, and the organization of the paper.

### CHAPTER II

Chapter II consists of theoretical foundation in this study that provides a basic for conducting the research problems.



### **CHAPTER III**

Chapter III discusses further about the methodology of the study which consists of the research questions, the research subject and context, research procedures, data collection, data analysis, and data presentation in conducting the study.

### **CHAPTER IV**

Chapter IV presents findings, analyses and discussion of findings which are related to the statement of the problems.

### **CHAPTER V**

Chapter V presents the interpretation toward the result of the study in a form of conclusion and suggestion in accordance with the study.

