

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Movie is the second mass communication media that appear in the world after newspapers, having a period of growth at the end of the 19th century. Movie is a place to express various kinds of messages to the audience through a media story. Movie is also a media that becomes a tool for artists and filmmakers in channeling new ideas and story views.

Lately, there has been an interesting phenomenon from American movies, namely the emergence of superhero movies as the main characters. One of the most popular hero-themed movie production companies around the world is Marvel Entertainment. The company is a part of The Walt Disney Company, one of the world's leading entertainment companies, with more than 8000-character creations appearing in various media for more than 75 years (Marvel, 2020).

The superhero genre holds a huge popularity and attract audiences across various communication media. It can be described as a hybrid genre, blending elements of action, fantasy, drama, science-fiction, and even romance. Superhero stories have a lot of history in each individual, including many charming stories. (Pratiwi, 2020).

In Indonesia, the phenomenon of superhero fever began to capture momentum with the introduction of the Marvel Cinematic Universe (MCU) through the release of the movie "Iron Man" in 2008. Since then, the cinematic

landscape has been improved every year. The great influence of these movies has catch interest and enthusiasm for superhero narratives among Indonesian audiences.

Superhero-themed movies have huge fans and audiences around the world. Not only international superhero, Superhero movies produced by Hollywood such as Marvel Studios or DC Extended Universe are used as a reference for Indonesian filmmakers, including the Bumilangit Cinematic Universe (BCU) to make movies of the same category by use the legacy of Indonesian comics. The "Sri Asih" was released three years after the first superhero movie, Gundala. Sri Asih is the first superheroine movie in Indonesia directed by Upi Avianto. (Kurniawan, 2017).

In Indonesia, the concept of a superheroine was at first introduced by RA Kosasih, who is often referred to as the father of Indonesian comics. He kickstarted his career by creating a female hero named Sri Asih.

In America, Kamala Khan, also known as Ms. Marvel, who is the first Muslim superheroine in the Marvel cinematic universe. Even though Ms. Marvel has received negative views from some Marvel fans, Kamala Khan demonstrated her worth and capabilities, earning the title of Ms. Marvel.

The researcher chose the topic of this comparatives study because currently superheroine characters are at the peak of their popularity. This study offers a more regular method of comparison to analyze the similarities and differences between Indonesian superheroine characters and American superheroine characters. Indonesian superhero characters are represented by Sri

Asih, while American superhero characters are represented by Ms. Marvel from Marvel Comics.

### **B. Scope of the Study**

The identified problems are very broad in scope. Therefore, this research is only limited to analyze the similarities between Indonesian superheroine characters and American superheroine characters based on modern superheroines in America and Indonesia. Superhero from America represented by Ms. Marvel while the superheroes from Indonesia are represented by Sri Asih.

### **C. Problem Formulation**

The following problems are intended in this study, which as follows:

1. What are the psychological element and cultural element that describe a Superheroine?
2. Are there any similarities in the characterization of American and Indonesian Superheroines?

### **D. Objectives of the Study**

Based on the background and problem formulation, the research aims to achieve the following objectives:

1. To describe the characterization of Sri Asih and Kamala Khan.

2. To identify the similarities in the characterization of American and Indonesian Superheroines.

### **E. Review of the Related Studies**

This study relates to some references from other researchers that have been published previously. The researchers found undergraduate paper, thesis, some journal and article that have almost the same topic of this study.

First, the journal entitled “*Analysis of Characterization in The Film Barbie of Swan Lake*” by Tesa H. Rondonuwu (2020). This movie talks about a kind girl who want to makes the revolution. This research shows about characterization of the main character and the character development of the main character in the movie is influenced by situation, human’s idea, and words. Tesa analyzes the character based on the through thoughts, speech, and behavior of the character.

Second, the journal entitled “*Holding Out for a Hero(ine): An Examination of the Presentation and Treatment of Female Superheroes in Marvel Movies*” by Robyn Joffe (2019). He examining three female superheroes and how their onscreen representations conform, to varying degrees, to stereotypes in the filmmakers’ efforts to present them as strong female characters. The results of this journal indicate that if our culture can accept that superheroes exist in fictionalized versions of “our” reality as complex, flawed, and noble human beings, there is no reason it cannot accept that some of them are women.

Third, an article entitled "Why do some Americans love superheroes so much?" by Robert Frost (2016). Robert said that heroic figures set an example of idealistic behavior. They are best in our minds what we should be like. They are manifestations of what we want to believe as we will act. Superheroes represent hope and Americans are mostly hopeful people. They explain mysteries. Model behavior. They inspire. They make mistakes and they learn from them. Superheroes are life lessons.

Fourth, the journal entitled "Comparative Study on the Intrinsic Element of the Hobbit Novel and Script" by Winanda Ayu Ningtyas, Udayani Permanualudin, and Dedi Sulaeman. They analyze the comparison of intrinsic elements in the novel and the movie script *The Hobbit*. This work tells about unexpected adventures. This study aims to analyze the similarities and differences in intrinsic elements in the novels and scripts the movie of *The Hobbit*. It can be seen that the intrinsic element plays an important role in building the story so that it is conveyed by the reader.

## **F. Theoretical Approach**

In this study, it was conducted within the scope of American interdisciplinary research so that it is relevant and can be applied to this research. The author uses disciplines and approaches of American studies which appropriate to the issues.

## 1. Psychological Approach

Psychology and literature share a very great relationship within the world of human existence. Both disciplines explore into the complexity of human behavior, expression, thought processes, and motivations. Kartono, in 1980, characterizes psychology as the scientific study of human behavior (Kartono, 1980:94). Wortman et al. (1999:4) expand this definition, includes the examination of both external visible actions and internal thoughts.

Psychology offers a valuable lens through which we can explore and explain various facets of human life when applied to literary works. Psychology often serves as a tool to sharpen their sense of reality, raise their powers, or shows a previously undiscovered figure. However, it is important to realize that psychology itself, serves as a preparatory foundation for the act of creation. (Wellek & Warren, 1977:92-93).

The relationship between literature and psychology is symbiotic. Cohen (1971:348) posits that psychology assists to explain certain literary complexities, while literature, in turn, provides insights into psychology. To gain a deeper understanding, literature can be approached through various lenses, including the psychological perspective. Conversely, Cohen (1971:351) suggests that the psychologist's conceptualization and representation of personality find support in the intuitive representations crafted by novelists, dramatists, and other creative writers. This mutual exchange underscores the intrinsic connection between literature and psychology.

The psychological approach within literary criticism reflects the great impact of modern psychology on both literature and the analysis. Unfamiliar figures such as Sigmund Freud have transformed our perceptions of human behavior by go through into novel and controversial areas such as wish-fulfillment, passion, the unconscious mind, and repression. Moreover, they have expanded our understanding of how language and symbols operate by demonstrating their ability to reflect unconscious fears and desires. Psychological criticism surrounds a range of approaches, generally centered around in three ways: (1) Exploring the creative process of artists and the nature of literary genius; (2) Studying individual authors, highlight how their biographical conditions influence their motivations and behavior; and (3) Analyzing fictional characters using psychological language and methodologies.

The overarching goal of psychological study contain three fundamental aspects. First and most important, it seeks to understand behavior by identifying the factors that shape its development and expression. Secondly, psychologists' try to come up with procedures for the accurate prediction of behavior. Finally, psychology seeks to develop techniques that enable the control of behavior, shaping its course and psychological development through the manipulation of underlying factors (Cohen, 1971: 352).

Therefore, the psychological approach substantially improves the interpretation of literary works. In examine psychology's role in literature,

we go through into the world of the author's imagination. Given that all literary works are grounded in some form of human experience and that authors are basically human, we naturally face a variety of emotional complexities stemming from these experiences. It is worth noting that not all psychological pathways in the analysis of literary works are undertaken only to comprehend the works themselves; rather, they often lead us to a deeper understanding of the human condition itself.

## **2. Cultural Approach**

Cultural Approach is needed in this research because several aspects of superheroes such as the power, costumes, and the surrounding environment are affected by where superheroes come from.

Related to this Cultural Approach, Marry Jane Collier succeeded in developing a theory called Theory of Cultural Identity or Cultural Identity Theory. This theory was developed to understand how the communication process is carried out to begin and negotiate cultural group identities and relationships in certain contexts.

Collier and Milt Thomas formulated seven basic characteristics of cultural identity. First, individuals have various cultural identities that may come out in their behavior, including nationality, race, ethnicity, social class, gender, political choices, religion, and others. Cultural identity exists when the behavior figure of all individuals demonstrates the identity of their membership in a group or groups. Second, from an individual's perspective, these diverse cultural identities vary by situation and varied with time and



integration. Third, cultural identity varies within a certain scope, referring to how widely the culture is 'owned' and generated. Fourth, cultural identity is formed through a process of identification (other people's views). Fifth, the intensity with which a specific identity is recognized and identify differently depending on the situation, context, topic and relationships that exist. Sixth, cultural identity continues through time and space, and changes significantly. Seventh, cultural identity has two aspects, namely content and relational.

## **G. Research Method**

### **1. Data and Source of Data**

A research needs a source of information called data. Data is a collection of facts or events occurring in the real world in the form of numbers, letters, special symbols, or a combination of all. This information will be used for decision making. In this study the researcher used primary and secondary data.

#### **a. Primary Data**

In this research, the main data which were taken from Superheroine movies. They were movies entitled 'Ms. Marvel' from U.S. and Sri Asih from Indonesia.

#### **b. Secondary Data**

The researcher cannot stand by itself from only its main data, so it needs other data to support it. The supporting data were applied to

support the main data, it was taken from other sources like internet, books, article, or others to analyze which was related to the topic of the research.

## **2. Method and Technique of Collecting Data**

To begin with, primary data was collected through screenings of selected films, namely 'Sri Asih' and 'Ms. Marvel'. The screening process prioritizes identification and notation of important scenes and dialogue, which served as the main data points for analysis. These scenes were carefully chosen to capture the intrinsic and extrinsic characteristics of the superheroines under examination.

Here are the specific process of collecting the data:

a. Film Selection:

Choose two relevant films for analysis: 'Sri Asih' and 'Ms. Marvel' featuring Kamala Khan.

b. Starting Film Viewing:

Watch both films in their whole to gain a comprehensive understanding of the narratives.

c. Notation of Key Scenes:

While viewing, carefully note and timestamp key scenes and dialogues that are relevant to the study's research questions.

d. Identification of Intrinsic and Extrinsic Element:

Give specific attention to the picture of the main superheroine characters, Sri Asih and Kamala Khan.

Identify and document their intrinsic element, such as personality traits, motivations, and character development throughout the film.

Document extrinsic characteristics, including their physical appearances, costumes, and relationships with other characters.

e. Secondary Data Collection:

Collect secondary data from reputable sources, such as academic articles, reviews, and critical analyses, that provide insights into the films, characters, and relevant cultural contexts.

f. Data Organization:

Arrange and organize the collected data, both primary (from film viewings) and secondary (from existing literature), for systematic analysis.

g. Data Analysis Planning:

Develop an analytical framework that draws upon psychological and cultural perspectives to evaluate the collected data.

Deciding the key themes and questions for analysis, focusing on intrinsic and extrinsic characteristics of the superheroines.

### **3. Method and Technique of Analyzing Data**

In analyzing American studies, the researcher taken and applied qualitative research that refers to analyze in a form of words as data, rather than in a numerical form. Qualitative researchers use a variety of methods to develop deep understandings of how people facing their social realities and in consequence, how they act within the social world.

## **H. Presentation**

In this thesis, the researcher will present it into 4 chapters, the first chapter will explain the basis of the researched problem, problem formulation, research objectives, research scope and methodology. Research and theoretical approaches. The second chapter describes the data sources to interpret the data sources obtained by the researcher. The third chapter will explain the analysis, focusing on the subject's behavioral changes and events. The final chapter includes the conclusions of this study, including a brief report of the results.