

CHAPTER I

INTRODUCTION

A. Background of The Study

Since the early 1800s, women have been organizing as women to address a number of issues that reflect systemic disparities of class, status, and power. The women's movement is not new, not solely Western, and not always feminist (Sabbarwal, 2000). A huge impact has been made on cultures all over the world by the organizations that women have founded, the campaigns they have led, and the events they have organized to oppose these relationships of dominance. The legacy of such organizing also continues to support women's capacity for continuing mobilization. Among all social movements of the modern era, women's movements are among the longest-lasting and most successful.

Mobilizations for and by women have influenced what we think of as modernity itself, along with liberalism and socialism, democratization and nationalism (Luhmann & Barrett, 2013). Women's current collective actions are grounded in structures of opportunity, which are the outcomes of past organizing efforts on the part of women as well as current social relations. Definitions of women and women's interests are created by men and women, both in agreement and disagreement, and they act as a discursive framework for calls for women to band together. In addition to fighting gender inequality, women are mobilized as a specific constituency

to support and oppose a number of other changes in the political and economic status quo through the use of organizational and discursive resources.

Most Americans seem to associate the women's movement with organized feminism, which is defined as initiatives to confront and alter gender relations that place women behind men. However, women are notably mobilizing as women in a lot of the world to oppose or promote other social relations as well. This broader definition explicitly acknowledges that many movements for women as women begin with non-gender-directed objectives like peace, anti-racism, or social justice before acquiring over time explicitly feminist components; other, initially feminist movements then broaden their objectives to include struggles against racism, colonialism, and other forms of oppression. This would be lost if we limited our analysis to the brief periods when women's movements have decided to concentrate only on altering gender relations.

Feminism has never been easy to define (Aleramo et al., 1983). Since many women would have to accept a feminism and the women's movement: a global perspective still-oppressed status in order to embrace the goal of equality with the men of their class, race, or nation, for some feminists, feminism also means simultaneously combating other forms of political and social subordination. For some feminists, this entails identifying the ways that institutions dominated by men have promoted ideas that are fundamentally harmful to everyone, such as militarism,

environmental exploitation, or aggressive global capitalism, and connecting the alternative ideas and social relations to women and female-led organizations.

These varieties of feminism would be excluded if one insisted on a definition of feminism that restricts its application to those mobilizations that exclusively focus on contesting women's subordination to males. When analysts do this, they find that the groups that are still under their purview are mostly restricted to mobilizations of relatively privileged women who are vying for access to the social, political, and economic institutions that already exist as well as the opportunities enjoyed by men in their social group (e.g., Chafetz and Dworkin 1986; Margolis 1993; see critiques in Gluck et al. 1998; Buechler 2000).

From the explanation above the woman movements of feminism happen since 18th century until now, that's why the researcher want to analyse *Lady Bird* Movie which is emphasizes the power of women through movie. *Lady Bird* revealed about the life of millennial teenager nowadays. Since the discussion on women in this era is interesting to discuss, the character of Christine (Lady Bird) here can also give another opinion of what women should do to make a better life, and how women can deal with their conscience and the society that shapes them.

In movie *Lady Bird*, the teenager's issue is seen as another aspect that bring enormous influence towards the main character's life. The lives

of Lady Bird and her family are not special, they can be said to be the same as millions of working-middle class families in the United States who struggle to make ends meet and dream big in the midst of a vicious and suffocating economy. Related to the story when Lady Bird still behind control of class and economic status to choose her life purpose, it is very strong evidence that the character of Lady Bird shows the spirit of feminism, in this case of feminism. It can be understood why *Lady Bird* movie is considered interesting to review from the point of view of feminism because it can be portrayal of real-life events with certain social, economic and political structures. Thus, this research was carried out on the movie *Lady Bird* to identify and describe the feminism that occur in the movie.

B. Scope of The Study

Based on the background above, the researcher focuses on feminist issue represented by the main character and looked at the character of Lady Bird reflected the concept of feminism.

C. Problem Formulation

In order to make a clear and organized discussion, the writer has formulated the problems as follows:

1. What feminist issues experienced by the main character in *Lady Bird* Movie?

2. What does motives of lady bird in responding the social response about her feminism?

D. Objectives of the Study

1. To analysis feminist values of main character on *Lady bird* Movie.
2. To analyse the motives of lady bird in responding the social response about her feminism.

E. Review on Related Studies

The first related study is research written by Zamil et al. (2018) entitled *AN ANALYSIS OF FEMINISM IN HOW TO BE SINGLE MOVIE DIRECTED BY CHRISTIAN DITTER*. The purpose of this study is to know what the meaning of feminism, each type of feminism, and the benefits of feminism in everyday life. Feminism is women's movement that demands justice and equal rights with men. Feminism is divided into liberal feminism, postmodern feminism, radical feminism, socialist Marxist feminism, and anarchist feminism. Movie *How to be Single* is perfect for analysing feminism, as it talks about the lives of women who try to keep themselves. Some scenes in the movie contain feminism. As seen in modern times many women work and fulfil their own lives. After doing some processes of observation from many opinions of experts, journals, books, social media.

The second related study is study by Imran (2021) entitled *THE WOMAN STRUGGLE OF THE MAIN CHARACTER IN GAME OF*

THRONES MOVIE SEASON IV (MARXIST FEMINISM APPROACH).

This research discussed the Woman Struggle of the Main Character in Game of Thrones Movie Marxist Feminism Approach. This research used Marxist Feminism theory which was proposed by Tong about Feminism Thought. This research applied the descriptive qualitative method. This research used note taking as the instrument to get valid data. The findings showed that Daenerys Targaryen struggle with the slaves in Meereen city and the findings also showed that there were three forms of struggle carried out by Daenerys Targaryen the Queen of Justice, Breaker of Chain, and Mother of Dragon as the main character in this movie such as freeing the slaves, rule of justice, and merciful. The writer concluded that women's struggle can created a change and also have the rights to helped and freeing people from oppression.

The third article is by Claressta (2022) entitled *LIBERAL FEMINISM VALUES AS REFLECTED THROUGH THE MAIN FEMALE CHARACTER IN ENOLA HOLMES MOVIE SCRIPT*. This research has three objectives. The first is to analyse the characterizations of Enola Holmes throughout the movie. The second is to identify Enola Holmes' conflicts that imply gender oppression. The third is to find Enola Holmes struggle against gender oppression reflects liberal feminism values in the movie. This study applied library research in order answers to those questions. The primary data of this research are taken from Enola Holmes movie and its screenplay. The secondary data

are collected from the related books and studies related to the theory of characterization, gender oppression, and liberal feminism. The approach used in this research is liberal feminist approach. There are three liberal feminism values reflected from Enola Holmes' struggle against gender oppression, which are freedom in education, equal sense of security, and equal politics opportunity.

The difference this study with the recent related study above is the object of the study, and this study will examine deeper the Feminist approach which is shown in the movie.

F. Research Method

The researcher used descriptive qualitative research in this study. Creswell (2018) defines qualitative research as a collection of approaches for probing data presented in natural language (i.e., words) and emotional expressions (e.g., social interactions and creative displays). To finish this study, the researcher uses a descriptive qualitative methodology. Creswell et al. (2018) claim that, while qualitative data sets usually come from fewer sources than quantitative research (such as participants), they do so in a richer, more thorough, and contextualized way. Explanation that descriptions and analyses not only go into great detail, but also provide knowledge and explanations of what are describing.

1. Data and Sources of the Data

The researcher obtained the data source from scene and dialogue in *Lady Bird* Movie and employed the whole scene and dialogue in the movie. In addition, words, phrases, sentences and scenes from the dialogue album were taken as the data. The researcher used the whole movie to catch more data to analyse what feminist issue encouraging the Christine to struggle for her life in *Lady Bird* Movie, and the way the Lady Bird Character reflects the concept of Feminism. The scene and dialogue in the movie *Lady Bird* are taken from the official website www.netflix.com.

2. Method and Technique of Collecting Data

A qualitative researcher employed some steps in collecting data, the collection steps of the related activities to collect the good information in order to answer the research questions (Creswell, 2018). According to Creswell (2018) The step of collecting data include finding a location or a person, acquiring access and developing rapport, purposefully sampling, gathering data, recording data, examining field issues, and storing data. From the explanation above the steps of the collecting data is important to make a best data information.

After investigating the whole *Lady Bird* movie on, the researcher employed the scene and dialogue in the movie to collect the data. The steps in collecting the data were as follows:

- a. The first step was the researcher collected data needed in this study by watching and reading the screenplay of *Lady Bird* movie to find the plot and the characters, especially the women characters in the movie.
- b. The second step was the research found related studies and related theories to support the research. There are three theories consist of the theory of, theory of gender, social classes and theory of feminism, the sources are from offline and online.
- c. The third step was to collect data needed for the study, the research reread the screenplay and re-watched the film.
- d. The fourth step was the researcher applied the related studies and related theories already discussed above to the data and answered three questions in the problem formulation.
- e. The fifth step was from the analysis, the researcher drew the conclusion from the answered problem formulations.

3. Method Technique of Analysing Data

Techniques for data analysis are employed in qualitative research to address the formulation of the problem. Using descriptive analysis, the researcher examines the data. According to Rawat (2021), descriptive analysis is a sort of data analysis that aids in describing, demonstrating, or summarizing data points in a useful manner so that patterns may develop that satisfy all of the data's requirements. The researcher uses descriptive analysis in the current study. The steps in analysing the data are:

- a. Collecting data needed in this study by watching and reading the screenplay of *Lady Bird* movie to find the plot and the characters, especially the women characters in the movie.
- b. Finding related studies and related theories to support the research. There are three theories consist of the theory of, theory of gender, social classes and theory of feminism, the sources are from offline and online.
- c. Collecting data necessary for the study, the research reread the screenplay and re-watched the film.
- d. Applying the related studies and related theories already discussed above to the data and answered three questions in the problem formulation.

- e. The fifth step is from the analysis, the researcher drew the conclusion from the answered problem formulations.