CHAPTER I

INTRODUCTION

A. Background of Choosing the Study

A film has various meanings depending on the point of view of the person making it. In the big Indonesian dictionary, film is a thin film made of celluloid to place negative images (which will be played in the cinema). Communication through film is an important part of the system used by individuals and groups to send and receive messages. Film is audio-visual in nature and aims to convey a message to a number of people or audiences in a certain area. It is not uncommon for films to be used to describe a reality that is constructed in such a way as to visualize real life. It should be noted that films have the power or ability to reach many social segments, so they have the potential to influence their audiences (Wijayanti, 2020).

In the film *The Greatest Showman 2017,* this film can be analyzed using critical discourse on Van Dijk's theory because it contains several elements included in that theory. This film contains Van Dijk describes discourse in three dimensions or structures, namely: text, social cognition, and social context. The essence of Van Dijk's theory analysis is to combine the three dimensions of discourse into a unified analysis (Sari, 2018). This explanation is the basis for researchers to see how discrimination is in the film *The Greatest Showman Movie 2017*. Teun A. Van Dijk's critical discourse analysis is used as a method in this study by analyzing text construction, social cognition, and social context in *The Greatest Showman Movie.*

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Films based on true stories have their own charm, especially true stories that contain life values that can be used as lessons for consumption by the public. Apart from that, films based on true stories can make the audience feel the intimacy of the characters being portrayed, provide a true picture of life, and make the audience feel what is happening in this world that is not as beautiful as most fictional stories with happy endings. Films based on true stories or the biography of a character can also be an inspiration for viewers, who sometimes also have a similar life journey (Wulansari, 2020).

One of the films inspired by a person's life biography is *The Greatest Showman*. This film is a biographical-drama-musical film from the United States that was inspired by the life story of Phineas Taylor Barnum and his star attractions with different physical forms such as bearded women, dwarf humans, hairy humans, humans with the heaviest weights, albinos, etc. The film, which was released on December 20, 2017 and directed by Michael Gracey, stars Hugh Jackman, a top actor who plays the character Wolverine in the X-Men series.

The Greatest Showman raises a real portrait of the life journey of Phineas Taylor Barnum (Hugh Jackman), founder of the world's first circus named Barnum's Circus. Apart from Hugh Jackman, this film also presents other quality stars such as Zac Efron, Michelle Williams, Zendaya, and Rebecca Ferguson. *The Greatest Showman* has won many awards. Some of them were the Teen Choice Awards in the categories Choice Movie: Drama and Choice Movie: Actor & Actress, then Benj Pasek and Justin Paul, who won the Golden Globe trophy in the Best Original Song: Motion Picture category for the song This is Me, and what is

no less important, several nominations in the Academy Awards (Oscar), which is the highest appreciation event for the film world in the United States.

Even though this film is an adaptation written by Jenny Bicks and Bill Condon of the story of Phineas Taylor Barnum that happened in the 18th century, the things that happen in *The Greatest Showman* also happen in our lives today. Overall, this film provides a real picture of the behavior of the majority when it discriminates against minority groups in the United States.

In this study, the main reason for being interested in researching the film *The Greatest Showman* is because this film has succeeded in representing several important issues, one of which is discrimination against physical disabilities and social class that occurs in the United States. The presentation of the issue of discrimination in this film is packaged in a light and interesting way, according to the typical drama-musical format, by presenting songs that also represent the situation, so as not to make the audience feel bored. Therefore, the storyline of *The Greatest Showman* is very easy to accept and follow.

Discrimination is an act, practice, or policy that treats a person or group differently and unfairly on the basis of their characteristics. According to (Risa & Anwar, 2021), discrimination for disabilities or physical limitations has been going on for a long time; even people with disabilities or physical limitations are often considered disgusting and lacking in dignity. The practices of circus performances that display disabilities or physical limitations show the truth of this negative view.

In the film *The Greatest Showman,* one of the scenes that represents

discrimination against people with disabilities or physical limitations is in the second minute (28:22–28:59). In this scene, the treatment of the people who attacked the Barnum'sCircus attraction stars was shown by physically insulting and treating them like animals by pushing, kicking, beating, and even spitting on the attraction stars. Thenthe community said they didn't want those "freaks" there.

Source: The Greatest Showman movie, 2017.

In addition to discrimination against physical disabilities, there is also social class discrimination, which is a problem. Social class is the differentiation of the population or society into hierarchical classes, in which the occurrence of class distinctions in society is based on economic, educational, and occupational factors and the relationship between the status (position) of a family member and the status of other family members. When the position of the head of the family rises, the status of other family members also rises. The embodiment is the layers or classes of high, medium, or low (Alfianika, 2016).

In the film *The Greatest Showman*, one of the scenes that represents social class discrimination is in minute 04:23–04:27. In that scene, young Barnum makes his father's employer's daughter (Charity) laugh and does not focus on instructions

on how to drink tea properly, aristocratic style. Seeing this incident, Charity's father reprimanded his daughter, but at that moment Barnum apologized and admitted his mistake for making Charity laugh. However, Barnum was slapped hard by Charity's father in front of his own father's eyes and asked to stay away from Charity because it was considered inappropriate to be friends with people of different social classes. this study aims to determine discrimination in the film *The Greatest Showman Movie 2017* using the perspective of Teun A. Van Dijk'sdiscourse analysis. This research is expected to provide analysis results regardingdocumentary films and become reference material for educational studies, especially research related to discourse analysis on films.

B. Problems Formulation

Based on the background the problems can be follows:

1. What are the elements of macrostructure in *The Greatest Showman Movie 2017* based on Van Dijk's concept?

2. What are the elements of superstructure in *The Greatest Showman Movie 2017* based on Van Dijk's concept?

3. What are the elements of microstructure in *The Greatest Showman Movie 2017* based on Van Dijk's concept?

C. Research Objectives

Based on the problems that have been formulated, this research is to:

1. To describe the elements of macro-structure in *The Greatest Showman Movie 2017* based on Van Dijk's concept

2. To describe the elements of superstructure in *The Greatest Showman*

Movie 2017 based on Van Dijk's concept.

3. To describe the elements of microstructure in *The Greatest Showman Movie 2017* based on Van Dijk's concept.

D. Scope of Study

This research focuses on the structure of critical discourse analysis in *The Greatest Showman*2017. In the structure of critical discourse analysis, this study applies Van Dijk's theory, which divides the structure of critical discourse analysisinto macrostructure, microstructure, and superstructure in *The Greatest Showman Movie 2017*.

E. Review of the Related Studies

Critical discourse analysis is a wide range of studies studied by many researchers. Prior to conducting this research, the researchers had found similarities,such as:

First, the study from Ichsan et al., (2022), conducted a research on body shaming in the Imperfect film using Van Dijk concept. In this study, the discussionon the film Imperfect displays body shaming as the main focus of the story as wellas depicting the impact felt by victims due to continuous body shaming. In this study, the Teun A. Van Dijk model of discourse analysis was used. The results of this study indicate that it is the existence of beauty standards or parameters that influence the mindset and perspective of the community so that they are ultimatelyassessed and embraced as true and

concrete values. Imperfection raises several discourses, namely criticizing one's own appearance through judgment or comparison with others, criticizing the appearance of others in front of them, and criticizing the appearance of others without their knowledge.

Second, the study from Tunziyah & Ri'aeni (2019), entitled "Analysis of Critical Discourse on the Construction of Family Conflict in the Cek Toko SebelahFilm" (Study of Discourse Analysis Theory of Teun A. Van Dijk's Model. In this study, the film was made to represent the reality of life in public. This study uses qualitative research using discourse analysis developed by Teun Van Dijk. The results of the research at the text level obtained a picture of family conflict related to the label of the majority of Chinese residents who work as traders. At the level of social cognition, this film presents a representation of the Chinese millennial generation, depicting the conflict between generations in choosing a career or family, obeying parents, and prioritizing family. At the social level, in this context, it seems that the trend of the younger generation in big cities is that they work andhave more careers than continue the traditions and legacy of their families, and that big businessmen are the rulers who do not care whether they are Chinese or not. They are presented as citizens who often oppress small entrepreneurs and so on, submitting to their interests.

Third, the study from Dzikrianti & Lestari (2022), entitled "Critical DiscourseAnalysis of the Tegal Mardiyah Short Film" (Study of Discourse Analysis Theory of the Teun A.Van Dijk). In this study, the existence of these

problems was analyzed using discourse analysis by Teun A.Van Dijk, which focuses on three dimensions: text structure, social cognition, and social context. The approach to thisresearch is descriptive-qualitative, which is discourse analysis using document study and literature study data collection techniques. This study uses content analysis techniques to determine the contents of a message. The results of the first research on the structure of the text found that there are four scenes that are analyzed based on the macrostructure, superstructure, and microstructure. Second, on social cognition based on the awareness of the Mardiyah short film maker regarding his ideas, there are three elements: knowledge, opinion, attitudes, and ideology. Third,in the social context, it was found that the problem that appears in the short film Mardiyah is not only that there is social inequality but also the figure of Mardiyah as a parable to express someone's resentment.

From the research above, it can be seen that the research relates to the topic of this research, namely Teun A. Van Dijk's critical discourse analysis. Basically, this research focuses on discrimination in *The Greatest Showman Movie 2017* usingcritical discourse analysis.

F. Method of Research

This research is categorized as qualitative research. According to Masrukhi (2018), qualitative research is research that intends to understand phenomena aboutwhat is experienced by research subjects, such as behavior, perceptions, motivations, actions, and so on, holistically and by means of

descriptions in the form of words and language, in a special natural context by utilizing various naturalmethods.

This research uses a qualitative descriptive approach because it discusses Teun A. Van Dijk's critical discourse analysis in the film *The Greatest Showman Movie 2017*. The data obtained in this research is in the form of words, not numbers. In this research, the presentation of data, elaboration or description of objects, anddata collection techniques are carried out in a scientific manner.

1. **Data and Data Sources**

Data is a collection of facts or figures that can be processed into useful information. According to Bernard in Samaratul Zanah (2021), data is rough facts about people, places, events, and things that are important to organize. Meanwhile, according to Williams and Sawyer in Azmi et al. (2018), data are facts and figures that are processed into information.

The data source in research is the subject from which the data can be obtained and has clear information about how to collect the data and how the data is processed. The definition of a data source, according to SuharsimiArikuntoin Wirawan, (2015), is that the data source referred to in research is the subject from which data can be obtained. Meanwhile, according to Nur Indrianto and Bambang Supomo in Rosidah (2020), the data source is an important factor that is taken into consideration in determining the data collection method, in addition to the type of data that has been created in advance.

It was concluded that the data source is the most important factor in determining the data collection method to find out where the data wasobtained from. Data sources consist of:

a. Primary Data Source

According to Sugiyono in Aryana et al. (2021), what is meant byprimary data is a data source that directly provides data to data collectors. The primary data contained in the film *The Greatest Showman 2017* is the dialogue in the film script, which containsinsulting words.

2. Method and Technique of Collecting Data

According to Sudaryanto (2005, p. 208-211), the data collection method consists of observation and interview method. The data collection method used in this study is observation method. Sudaryanto (in Hudiyono, 2005) said that observation method is data collection that is carried out through a process of listening to the use of the language. The data used in this study were obtained from the results of observing research on *The Greatest Showman*: *The Movie 2017*.

Observation method (*Metode Simak*), Sudaryanto (2005) stated that listening to research objects is done by tapping. In other words, observation method is practically carried out by tapping. To obtain data, the researcher intercepts the use of language, intercepts the conversation of a person or several people, or intercepts the use of written language. Wiretapping is an activity that is initially carried out to obtain the data in question. Because it is carried out at the beginning of the research, this activity can be viewed as a

basic technique and is called "basic" by borrowing Sudaryanto's term. This particular technique is called "advanced technique", namely the technique used to carry out wiretapping. The listening method with the basic technique of tapping can be carried out with four advanced techniques, which will be described as follows.

Participative Observation Technique (*Teknik Simak Libat Cakap),* Sudaryanto (2005) the competent listening technique acknowledges the researcher's participation, focusing on the speaker's language rather than the content of the conversation, allowing the researcher to tap into their language. Non-Participative Observative Technique (*Teknik Sinak Bebas Libat Cakap*), according to Sudaryanto (2005) the observing method or tapping technique involves the researcher as an observer or listener, not speaking with their partner, and is suitable for data in written or document formats, particularly in mother tongues, foreign languages, and ancient languages. Recording Techniques (*Teknik Rekam*), researchers can utilize advanced recording techniques, using the provided tools, to preserve data for transcription in phonetically, phonemically, and orthographical ways. Note-taking Technique (*Teknik Catat*), researchers can use observation methods and note-taking techniques for data collection. Recording can be done on a data card, and data can be clarified or classified. Sequential non-absolute note-taking techniques, such as basic tapping, involved viewing, free listening, and proficient techniques, can be used.

There are several steps in how researchers collect data, as follows:

a. Selecting and watch the movie "*The Greatest Showman 2017*".

b. Select several dialogues containing insulting words uttered by thecharacters in the film *The Greatest Showman 2017* by screen-shootingthe scenes.

c. Watching the streaming and transcribing of the dialogue into the text.

d. Classifying the data in the table

3. Data Classification

The following are the results of structure elements classification data for A.Van Dijk's discourse in the film *The GreatestShowman 2017*:

Table 1. Macrostructure Elements in *The Greatest Showman Movie 2017*

No.	Data Code	Data	Thematic Structure		Keyword
			Topic	Topic	
1.	**A1**	Narrator: Circuses are people traveling around to entertain their audiences with stunts and other entertainment, and *The Greatest Showman* is an original musical that chronicles show business and tells the storyof visionaries.	✓	In the first round, the topic discussed isa group of people traveling around to entertain with attractions combined with music and sound effects (circus).	Entertain the audience with various attractions and otherentertainment.
2.	**A2**	Charity Father: "And you! I told you not to come near mydaughter! You don't deserve it; you are a poor adopted child who doesn't have wealth and a magnificent palace like me, and he will never be happy with you."	✓	In the second round, the topic discussedwas Phineas, who was rejected by Charity's father and mother because he was poor, so Charity ran away fromhome.	Don't come near my daughter!
3.	**A3**	Phineas: "Sir, I know; I'm not a rich man's son, but I willlook after your daughter, and I will give you a big house."	✓	In the third round, the topic discussed was Charity's father and mother's	He will be back.

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No.	Data Code	Data	Thematic Structure		Keyword
			Topic	Topic	
		Charity's father: "He will come back (smiling) sooner orlater; he will get fed up with your poor life, and he will come home."		agreement with Phineas because Charity loves Phineas.	
4.	A4	Charity: "The loan must be paid every month, Phineas." Barnum (Phineas): "Yeah, we will pay, and we needcustomers."	✓	In the fourth round, the topic discussed was Phineas, who borrowed money fgrom the bank because the company heworked for went bankrupt.	Loan
5.	A5	Phineas: "I want to do a show, and I need a star." Charles: "You want me to be laughed at by everyone?"	✓	In the fifth act, the topic discussed was Phineas, who invited a circus member named Charles to become a member of PT. Barnum.	I need a star.
7.	A7	Phineas: "Isn't that what makes it fun? Keep going, youready?"Then Phineas removed his wife's blindfold. Charity: "That's our house?" Phineas: "Right. Let's go in" (answers with a smile andwalks towards the house) Charity: "Don't tell me you bought this house just to showoff your success to my parents."	✓	In the seventh act, the topic discussed was Phineas giving a surprise to hischildren and wife.	Is that our house?

No.	Data Code	Data	Thematic Structure		Keyword
			Topic	Topic	
8.	A8	Phineas: "Honey, who is that young man?" Charity: "That's Philip Carlyle. Troublemakers, they say.His last play was a success in London."	✓	In the eighth act, the topic discussed is Phineas and his family, who are attending an event in London with successful young men.	His last play was a successin London.
9.	A9	Philips: "Miss Lind, my name is Philips Caryle (kissingMiss Lind's hand), and this great man is beside me." Barnum: "Phineas Taylor Barnum, nice to meet. "(KissesMiss Lind's hand.) Miss Lind: "Of course you are American. I may haveheard of you."	✓	In the ninth round, the topic that will be discussed is Phineas' meeting with Miss Lind.	"Phineas Taylor Barnum, nice to meet " (Kisses Miss Lind's hand.)
10.	A10	Phineas: 'I'm doing this for Caroline and Helen." Charity: "Look around you, Phineas. They have everything." Phineas: "You don't understand." Phineas: "No. You don't understand. How do you understand? My father treats me like dirt. My kids won'tbe like that."	✓	In the tenth act, the topic discussed is Phineas, who is embarrassed because hedoes not have wealth like his neighbors.	They have everything.

No.	Data Code	Data	Thematic Structure		Keyword
			Topic	Topic	
11.	**A11**	Phineas: "That would destroy me." Jenny Lind: "When you're not responsible for otherpeople, Mr. Barnum, you destroy yourself." Phineas: "I risked everything."	✓	In the eleventh round, the topic that willbe discussed is Mr. Phineas' regret for meeting Miss Land.	That would destroy me.
12.	**A12**	Barnum: "He's inhaling a lot of smoke; he's still breathing."	✓	In the twelfth act, the topic discussedwas the big fire that broke out at	Smoke

Table 2. Superstructure Elements in *The Greatest Showman Movie 2017*

NO.	DataCode	Data	Schematic			
			Scheme			
			Intro	Content	Closure	Conlusions
1.	**B1**	The core story of *The Greatest Showman*2017 tells the story of the birth of a business that aims to show and a visionary who rose from nothing to create a spectacle that became a worldwide sensation.		Business		

NO.	DataCode	Data	Schematic			
			Scheme			
			Intro	**Content**	**Closure**	**Conlusions**
2.	**B2**	**The First round (early hook):** The routine atmosphere of a group of people traveling around to entertain the audience	Entertainment (circus)			
		with various attractionsand other entertainment (circus).				
3.	**B3**	**The conflict in the first half is** when Barnum gets laid off when his company goes bankrupt.		Bankrupt		
4.	**B4**	**The resolution in the first half** is that they are a big hit, and Barnum is able to change his family's life. They move into a mansion next door to his wife, Charity, and wealthy parents.				Changed hisfamily's life
5.	**B5**	**Second half (middle development):** Seeing his family living in luxury now and his daughter playing ballet. He performs withother girls, but he is ridiculed because his father is a circus performer. This fuels his desire to win the top class.		Win top class		
6.	**B6**	**The resolutions in the second half** include Jenny publicly kissing him goodbye, which is caught on camera. He returns home, and there is a happy reunion, but he thinks Jenny will continue with her tour, and the circus is on fire.				A fire brokeout at the circus venue

Table 3. Microstructure Elements (semantics) in *The Greatest Showman Movie 2017*

No.	DataCode	data	Semantics Structure					Keywords				
			Ba	Det	Me	Pre	Nom	Ba	Det	Me	Pre	**Nom**
1.	**C1**	**Breard lady: "**I am not stranger to the dark. Hide away they say. I learntto be ashamed of my scars."		✓					**Lettie say Tired of Discrimination by her surrending.**			
2.	**C2**	Phineas: No. You don't understand. How do you understand? My father treats me like dirt. My kids won't belike that." Charity: "You don't need everyone to like you, Phin. Just a few good people."			✓					**Phineas is compared to dirt with his father.**		
3.	**C3**	Barnum: "If you're just here to askfor a paycheck, all the money isgone. There's nothing left for you." Letty: "Shut up, Barnum; you don't understand. Our own	✓					**The circus has made its performers feel comfortable despite the lack of funds.**				

		mother wasembarrassed by us, hiding us all ourlives. Then you pulled us from ourhiding place. And now you give upon us too. Maybe you're a fraud and just out to make money. But you gave us a real family."									
4.	**C4**	Child 1: "Dad, why did those people throw away the brochures?" Phineas: No, son, they haven't seen this wonderful show. "(while smiling) Child 2: (feeling anxious) "Are they interested in the show, Dad?" Phineas: "Sure. Calm down, son."				✓					**No kid, they haven't seen this amazing show.**	

Table 4. Microstructure Elements (syntax) in *The Greatest Showman Movie 2017*

No.	Data Code	Data	Syntax Structure				Keywords			
			Sf	Coh	Pro	Den	Sf	Coh	Pro	Den
1.	D1	**Barnum Father:** I understand, yes. Thanks you. You'll have the money by the end of the day. LetsGo, Phineas, hurry up. **We**'re gonna miss the train.			✓				**I** (Underline dsentences indicate first pronouns)	
2	D2	Mr. Carlyle : "Oh my gosh, not yet. But I've seenthe crowds. People are happier when they gohome than when they came. It's much busier thanmy play."		✓				**But** (Underlined words show conjunctions to connect one sentence t o another)		
3.	D3	**Charity:** "I went through Phineas' window."	✓				**Active voice** (simple past tense sentence form with the formula Subject + V2 + object)			

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No.	Data Code	Data	Syntax Structure				Keywords			
			Sf	Coh	Pro	Den	Sf	Coh	Pro	Den
4.	D4	Phineas: "Are their smiles fake? It doesn't matterwhere it comes from. Happiness is real."				✓				**The dialogue shows denial**(It doesn't matter where it comes from)

Table 5. Microstructure Elements (stylistic) in *The Greatest Showman Movie 2017*

No.	Data Code	Data	Stylistic Structure	Keywords
			Lexical Choice	
1.	E1	Phineas: "Really?? Charity!! I will promise you I will pick you up, make you happy, and buy <u>a palace house</u> for you and our children later."	✓	**Palace house** (Unlined words indicate lexical words because they have meaning, or the actual meaning without any affixes can be understood.)

2.	E2	Charity's father: "And you! I told you not to come near my daughter!You don't deserve it; you are a poor adopted child who doesn't havewealth and <u>a magnificent palace</u> like me, and he will never be happy with you."	✓	**Magnificent palace** (Underlined words indicate lexical wordsbecause these words can be understood directly without any other words added.)

Table 6. Microstructure Elements (rethorical) in *The Greatest Showman Movie 2017*

No.	Data Code	Data	Rethorical Structure			Keywords		
			Graphic	Metaphor	Expression	Graphic	Metaphor	Expression
1.	F1	Charity's father: "Charity, come here; this ishow we teach you to behave!!" (in a loud and angry voice)			✓			**In a loud andangry voice** (This sentence shows the expression of Charity's father, who is angry withCharity)
2.	F2	PPhineas: "Charity, I'm sorry; she made up that photo; it wasn't me who did it; it didn't happen on purpose. What are you doing?" Charity: "I'm going home; the bank kicked us out; why didn't you say so? I don't mindthe risk, as long as we do it together." (while leaving Phineas)	✓			**I don't mind the risk, as long as wedo it together.** (This sentence shows Charity's emphasis, in her statement, Charity only wants Barnumto be honest and bear all the problems together)		

Notes:

Background	**: Ba**	**Nominalization**	**: Nom**	**Denials**	**: Den**
Details	**: Det**	**Sentence Form**	**: Sf**	**Pronouns**	**: Pro**
Meaning	**: Me**	**Coherence**	**: Coh**	**Presuppotion:**	**Pre**

3. Method and Technique of Analyzing Data

To analyze the data researcher used Teun A.Van Dijk's critical discourse analysis model. Teun A.Van Dijk's concept divides discourse analysis into three dimensions, namely text, context, and social cognition. The steps to analyze the data for this study are as follows:

a. The data analysis is based on Van Dijk's theory of the film *The Greatest Showman 2017*, which contains insulting words.

b. Classification data was analyzed based on scripts or dialogue texts using Van Dijk's theory in the film *The Greatest Showman 2017*.

c. Based on the text elements contained in Van Dijk's theoretical discourse analysis, it is divided into three structural elements, namely:

1) Macrostructure, this element is observed in the form of themes or topics put forward in the film *The GreatestShowman 2017*.

2) Superstructure, this element observes the parts or series of the film *The Greatest Showman 2017*, which are outlined in the complete dialogue script (scheme).

3) Microstructure, there are several things that can be observed in this element, including the meaning emphasized in the film *The Greatest Showman 2017* (semantics), the choice of words used in the film (syntax), the choice of words in the film (stylistics), which can be in the form of lexicon, and rhetorical.

G. Presentation

      This research is organized into four chapters. Chapter I is an introduction that includes background, problem formulation, research objectives, research scope, review of related research, research methods, and presentation. Chapter II contains the theoretical approach and theoretical framework. Chapter III contains research analysis and discussion. Chapter IV are the results of the researc