

CHAPTER I

INTRODUCTION

A. Background of the study

America is big country with many cultures and people in it. America also called land of hope because, it is believed that American world gives an opportunity to live better, because America is a land of opportunity that offers chance for the people from around the world who come to America to reach success in material and spiritual aspects (Weaver, 2001, p.2). With that aspect, America has created the phenomenon across the world which influenced the culture, social, and technology. One of the cultures that become very popular in every country is film.

Film become a popular culture because film is made for mass media and spread around the world. Film or people known as movies is a picture that being recorded that have a story behind it and shown at cinema or movie (Hornby, 1995, p.434). So, film is using 2 elements which is audio and visual. Both elements make film have the power to enlighten, inspire, and educate people about the message and story from the director. As Kusumarasyati and Luo (as cited in Nuriswara, 2014, p.1) said that "...films provide exposures to the real language, used in authentic settings and the culture in which the foreign language is spoken." It means that language as a communication in films is very important. The audience can learn the language through the film. From that context, we know that film is a highly efficient medium for ideas and knowledge distribution. On specific aspect we also can find American value on the American movie.

Many genres in American movies, such as action, drama, horror, thriller, sci-fi, and many more. For example, musical drama movies such as LALALAND, horror thriller such as IT, sci-fi such as Star Wars, or drama romance such as Titanic. These theme or genres may raise some ideology or meaning behind movie maker minds. And with that, we can learn some ideology which also known as values. According to Datesman, *et al.* (2005), American people have six values, such as individual freedom, self-reliance, equality of opportunity, competition, material wealth and hard work. Every value has same goals, which is to increase life standard American people. This value has been existing since the first people come to America. Who also known as American dream.

One of the important aspects on movies is character. Character on movies is very important because they convey the message of the film thorough the scene or dialogue among another character. Therefore, a character must have a strong character depth so that the audience relates to that character. If the movies have a good character depth, the message in the movie will reach the audience easily. A character on the movie also has their own personality. So, to knowing this character the researcher using Psychoanalysis to analyze the character more intense. According to Sigmund Freud (1960) every human has their own personality structure which is Freud stated three personality structure, *id*, *ego*, and *superego*. This structure influence human to act based on their minds either conscious or unconscious.

According to Lemire (2022), as director and co-writer, Matt Reeves, this movie is not like an ordinary Caped Crusader. But this movie is darker and gloomier, more like

'70s crime drama than a mainstream blockbuster. The actor Robert Pattinson was played well as the main character Batman. According to Anthony D'Alesandro (2023) on Deadline, The Batman had amassed close to 99% of its \$369.3M domestic box office, The Batman nets \$177M in profit. Underscoring the worth of delayed home windows on a blockbuster title.

The scene starts on Halloween night in Gotham city, there was a murder case by serial killer calling himself the Riddler, who the victim is Mayor of the Gotham City, Mayor Don Mitchel Jr. Batman (Robbert Pattinson) and Lieutenant James Gordon investigate this murder case with evidence a left thumb and drives in Mitchel's car. After open the drives, Batman and Lieutenant Gordon find a picture of woman, who after that known as Annika, in Iceberg Lounge. This nightclub lounge was running by mobster Carmine Falcon and gangster The Penguin. Batman following the clue and finds out the suspect was also a victim. Clue after clue, Batman reveals that this is not the ordinary murders cases, but finally Batman reveals that the suspect was The Riddler. And in the end of the movie, The Riddler did his plans that force Batman to save Gotham City.

The researcher uses descriptive qualitative method. This method is designed to find out more and gain a comprehensive understanding of the subject under study. Therefore, this research focuses to analyze the American values and personality structure the main character of Batman. According to Jun-Seok Lee (2020), Batman is a character with a deeper history than other superheroes and has often been treated in the field of psychoanalysis. The reason the researcher using "The Batman (2022)" for this study because, the theory and this movie has significance aspect that being conducted.

B. Problem formulations

- 1) How are American values portrayed on the main character Batman on The Batman (2022)?
- 2) How is personality structure of the main character Batman on The Batman (2022)?

C. Objective of study

- 1) To describe and analyze how are American values are portrayed in the main character Batman on The Batman (2022).
- 2) To describe the personality structure of the main character Batman on The Batman (2022).

D. Scope of the study

The scope of this study aims to direct the analysis to be more specific and focused on the issues to be discussed. Therefore, this study focuses on analyzing the movie “The Batman” which aired in 2022. This research uses American values theory by Datesman, *et al.* (2005) and Psychoanalysis theory by Sigmund Freud (1960). The point of the research is to analyze American values that portrayed on this movie and analyze the personality structure of the character Batman through language and linguistics aspects including the words, phrases, and sentences, as well as the scenes in the movie “The Batman”.

E. Review of the related studies

There are some studies that are found related to this study.

The First study is conducted by Selvy Darmianti (2015) entitled *American Values Manifestation Portrayed by Atom in Real Steel the Movie*. The object of this research is movie *Real Steel*. This study using one theory, which is American values. This aims of the study is to find the American values that portrayed in *Real Steel* movie using text and scene both explicitly and implicitly. The result of the study are shown there are many American values that portrayed in *Real Steel* movie. The American values that portrayed which are, equality of opportunity, competition, material wealth, and hard work. All that values are lead to the success journey that being achieve by the main character Atom. All of them are reflected in Atom's journey in the world of boxing robots.

The second study is conducted by Evri Yusmaf Viareni (2014) entitled *American Values Portrayed on James J. Braddock as The Main Character of Cinderella Man Movie*. The object of research is movie *Cinderella Man*, this study using one ground theories, which is American values. The researcher uses this theory is to analyze the reason why immigrant do migration to American. Immigrant people represent American values for different aspect, for individual such as, equality of opportunity material wealth, self-reliance, hard work, and competition. The result shows that the main character of *Cinderella Man movie*, James J. Braddock represent American values.

The third study is conducted by Haqiqi and Harendika (2019) entitled *American Values in John Lee Hancock's The Blind Side*. This object of research is from *The Blind Side* movie. This study using one grounded theory, which is American values theories.

Hancock's *The Blind Side* gives an intriguing revelation that every character in the story embodies American values. The concept of equality, a fundamental American principle, appears to be a task for individuals, as demonstrated by Oher's arduous journey to gain acceptance at Wingate Christian School. Nevertheless, Oher's perseverance pays off when he is selected as a quarterback, ultimately leading to financial prosperity. In essence, *The Blind Side* by Hancock serves as a paradoxical portrayal of American values within society.

The fourth study is conducted by Azka Ashila and Melania Shinta Harendika (2020), entitled *Sadia Shepard's Foreign-Returned: Pakistani Immigrant's View on America Values*. This object of research is from short story title *Sadia Shepard, a Pakistani American*. This study using two theory, Postmodernism and American values. This study shows that value is flexible and someone's origin country affects the way characters think and react towards each other. American values may not be able to be understand by everyone. Even non-Americans can also know American values and apply them in their daily life. The characters in this short story practice both the values of their former country, Pakistan, with the American values.

The fifth study is study is conducted by Izzah and Dwi (2019) entitled *Psychoanalysis of Main Character's Personality in The Movie Moana*. This object of research is movie *Moana*, this study using one theory, namely psychoanalysis by Sigmund Freud to explain the *id*, *ego* and *superego* of main character and also to describe the affect *id*, *ego* and *superego* of main character in the movie *Moana*. The result of this

study shows there is personality development on the main character on this movie Moana.

So, what makes this research different is that first, the object of the research has not been analyzed by another researcher above; second, the researcher focuses on how American values based on Datesman, *et al.* (2005) that portrayed from the main character in the movie The Batman (2022). Also, how is personality structure of the main character by using psychoanalysis theories developed by Sigmund Freud (1960).

F. Research method

This research uses qualitative research, which is a systematic method of gathering information about the current existing condition in order to find a detailed explanation and description about the object of the research (Creswell, 2007). Qualitative research needs personal experience, life story, introspective, historical, interactional. And visual text, that helpful to describe routine and problematic issued for some individual (Denzin and Lincoln, 2005, p.2). Qualitative research usually using assumptions, a wide point of view, the possible use of a theoretical lens, and the study of research problems to ask about the meaning of individuals or groups ascribe to a social or human problem. In the movie, the data displayed as the form of sentences in conversation and scenes in the movie.

1) Data and data source

The researcher uses words, phrases, sentences and also scenes that are found in the movie as primary data, represented by screenshot the movie that researcher had

downloaded earlier. The source of the data the researcher uses is a movie entitled The Batman (2022). The movie can be accessed through movies platform Netflix, and also for assisting the researcher understands the conversation from the movie, the researcher uses the subtitle. The researcher also used supporting data taken from the expertise theory, news and many sources such as, movie critique from many websites and YouTube.

2) Data collection method

In collecting the data, the researcher applies observations method. According to Sudaryanto (2015) observations method is a method used by the researcher to observe the use of language through tapping techniques. The tapping technique here is intended to tap the use of language both spoken and written language. The Researcher uses non-participative observation techniques in which the researcher observes language use in certain contexts without having to engage directly in conversation and only as an observer of data being formed (Sudaryanto, 2015). This is the several steps on how the researcher collects the data are as follows:

- a. Watching the movie “The Batman (2022).”
- b. Choosing the narration and conversations from the characters that imply the problem and also the scenes by screenshot the movie “The Batman (2022).”
- c. Analyzing the data to identify and classify the text and context of each narration and conversations as well as the words, phrases, sentences, and the scene pictures to prove the theories.

3) Data analysis method

To analyzing the data, the researcher uses identity methods (*metode padan*) by Sudaryanto (2015). Furthermore, the identity method (*metode padan*) has a technique known as the basic technique or the dividing key factor technique (*teknik pilah unsur penentu*). This method is separated into five different categories of determinants, including: referential competence-in-dividing (*daya pilah referensial*), articulatory phonetic competence-in-dividing (*daya pilah fonetis artikulatoris*), translational competence-in-dividing (*daya pilah translasional*), orthographic competence-in-dividing (*daya pilah ortografis*), and pragmatic competence-in-dividing (*daya pilah pragmatis*) (Sudaryanto, 2015, p.26). Furthermore, the researcher chooses to use a referential competence-in-dividing (*daya pilah referensial*) that determines the fact referred to by the language itself and can also assist the researcher in specifically grouping data into its own type such as noun, verb, adjective, etc. (Sudaryanto, 2015). There are several steps needed to analyze the data are as follows:

- a. Reading and observing the data source.
- b. Analyzing all the words or sentences that are observed and classified based on its features.
- c. Analyzing the textual features from the data that have been classified.
- d. Analyzing the movie aspect from the data that have been classified.
- e. Analyzing the personality structure from the data that have been classified.
- f. Drawing conclusions from the data analysis.

G. Presentation

This research is organized into four chapters. The background of selecting the subject, problem formulations, objectives of the study, scope of the study, review of related studies, method of research, and presentation are all included in the first chapter, which is the introduction. Theoretical approach and theoretical framework are covered in chapter two. An analysis and discussion of the study are the main topics of the third chapter. The final chapter, which serves as the study's conclusion, will go over its results of the study.