

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Technological advances and globalization have had a significant impact on intercultural interaction in different parts of the world. One form of cultural expression that is getting more attention is the entertainment media, especially in the form of films and television series. In the midst of the diversity of societies, the representation of certain cultures in the media can be an important source of influence and understanding.

Islam as one of the world religions has a unique role and existence in various countries, including in the United States. Islamic culture has become an important element in the social and cultural panorama of the United States, a country known for its ethnic and religious diversity. The presence and influence of Islam in the United States has shaped a complex social fabric, where diverse traditions and values meet harmoniously. One of the media that plays an important role in shaping people's perception of Islamic culture is films and television series. In the context, television series such as "Ms. Marvel" had a significant impact.

Culture is a way of life that develops and is shared by groups of people, and is passed down from generation to generation. Culture is formed from a variety of complex elements, including religious systems, politics, customs, tools, language, buildings, clothing, and works of art. Culture influences many aspects of human life. Over time, culture has become complex, abstract, and pervasive in human civilization. Language, as well as culture, is such an integral part of the human being that many people tend to consider it genetically inherited. When one tries to communicate with people of different cultures and adjust to their differences, it proves that culture is learned. Written by (Melville J. Herskovits) the basic elements of culture are divided into four parts: technological tools, economic system, family, and political power.

A series is a series of films, each containing parts of a larger story. Sometimes it has been done from the beginning as a multi-film such as the Three Colors series, but in many cases, the success of the first film will inspire the next film to be made. Stand-alone sequels are relatively common, but not always successful enough to result in a sequel. Film has a definition as an audio-visual communication medium that not only provides entertainment, but also offers information, and can even touch the emotions of the audience. According to Hiawan Pratista (2008), film is an audio-visual media that combines both elements, namely narrative and cinematic. The narrative element itself is related to the theme while the cinematic element is the plot or storyline that is sequenced from beginning to end.

Speaking of the Islamic culture going on in America, there are many platforms that deliver and turn it into a story that is shaped into a movie or commonly known as a movie. The author chose the Ms. Marvel series is featured on the Netflix platform. The author is interested in the Ms. Marvel series as mental evidence because it contains complicated stories such as Islamic culture that has begun to enter the world of cinema wrapped in dark aspects, comedy. Therefore, the author takes this series as a mental Testament because it represents many of the problems of Islamic culture in America related to social.

### **B. Problem Formulation**

Based on the background of the study which depicted the issues emerged in this study, then the formulated problem of this research will be:

1. What aspects of Islamic culture are depicted in American scenes in *Ms. Marvel series*?
2. How is Islamic culture represented in *Ms. Marvels series*?

### **C. Objective of the Study**

1. To explore the representation of Islamic culture in American scenes in *Ms. Marvel series*
2. To analyze examples of Islamic cultural symbols present in *Ms. Marvel series*

#### **D. Scope of the Study**

In this study which in this case focuses on examining how the depiction of Islamic culture in the Ms. Marvel series can influence the public perception of Islamic culture can be depicted in the Ms. Marvel series, including values, religious practices, and other aspects of culture.

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

In a study from the perspective of the people of the United States about the first Muslim superhero the problem was even more complicated. The study was found Journal on Google Scholar. "*PERKEMBANGAN ISLAM DI AMERIKA Sebelum dan Setelah Tragedi 11 September 2001*" by Aminullah Elhady, he is a lecturer from the Faculty of Ushuluddin IAIN Jember. The author of this paper discusses the terrorist attack on the WTC on September 11, 2001 became one of the important events in world history, because the event became a tragedy that has a humanitarian, social, political, economic dimension, and has an effect on people's views on Islam, Muslims, and the development of Islam in America. Despite the controversy and opinion developed through the mass media as well as the claims of the United States to the event, there have been important changes in the lives of Muslim communities in America and in other Western countries. Behind the tragedy of 9/11 there is wisdom for Islam and Muslims, although they have to make up for it by sharing psychic suffering. From there open discussion forums and studies about, Muslims, and their relationships with followers of other religions. Then with questions and curiosity about

the teachings of Islam, it turns out this religion suck the attention of society and the world so that since then many people who convert to Muslims. Which has consequences for Opportunity, Culture, and race-centered perspectives on crime as well as institutional anomie theory.

The article on Google Scholar was written by M. Donze-Magnier (2017) about Edward Said's book entitled "Orientalism" has the idea that the way the East has been described and understood by the West is not only diminished but closer to mythology than to reality. Said is of the opinion that the desire to understand cultures different from our own to coexist, there is no exchange of power and domination because it occurs too often or results in years of colonization, arbitrary withdrawal of borders and oversimplification of many civilizations and cultures. This article focuses on Orientalism in Edward Said's book consisting in culture and imperialism. This article was found by the researcher at Google Scholar. In this part of the proposal, the author will explain about the similar studies with the author's topic, between the object and the theory. The author will show the similarity between his proposal and the studies that he analyzes.

## **F. Method of the Study**

### **1. Source of the Data**

To complete the research, the researcher needs to collect data for the analysis material. The research gets primary data from Ms. Marvel which consists of social, character behavior, dialogue, and events that occur in the series. Researchers also get secondary data from articles, journals, websites, and X application.

## **2. Data Collecting Technique**

The Researcher focus data collection using qualitative descriptive method according to Moleong (2010:6) that qualitative descriptive research is research that explains to understand the phenomenon of the subject of research, behavior, perception, motivation, action, holistically, etc and how to describe the results in the form of words and sentences. With the data collection process itself using the literature study method. Meanwhile, Rosita (2019) explains the study of literature as the search and collection of works, books and other information related to the topic and material to be researched. To provide knowledge on the topic under study, literature studies look at reading materials. The following are the steps taken by researchers in literature studies to collect data:

- a. In this study using the type or approach of Research Literature Studies. According to Mestika Zed (2003), Literature Study or library can be interpreted as a series of activities related to the method of collecting library data, reading and recording and processing research materials.
- b. Research thesis from before In this case, the researcher does a literature review by examining the findings of earlier scientific investigations. In essence, the researcher cites a number of opinions as support for the research. Of course, by examining the outcomes of related scientific studies.
- c. Internet Searching In addition to supporting this research, researchers use internet media to obtain additional literature needed for research.

### **3. Data Analysis Technique**

In this part of the proposal, the author will explain about similar studies to the author's topic, between objects and theories. The author will point out the similarities between his proposal and the study he is analyzing. The Researcher use the theory of sociology in which sociology is a discipline that studies human interaction, actually covers a wide scope. Everything that human beings do in relation to other human beings is seen as an area of interest of sociological analysis. Therefore, in addition to being a very broad discipline, sociology is seen as having strategic value for the development and structuring of human life According to Aqibi (2016), the data from the research findings will be analyzed subjectively, and the field data will be processed before being presented in written form and frequency tables. The following procedures should be followed when evaluating qualitative data:

1. Data reduction, or filtering, is the process of taking information gathered in the field and writing it down in a detailed description or report. The information is then condensed, picked out, concentrated on program support, and organized more methodically to make it easier to grasp.
2. Presentation of data is an attempt to show a set of data or information, to see the overall picture or a certain part of the research.
3. The conclusion is a process to answer problems and objectives so that suggestions and input are determined for problem-solving.

## **G. Presentation**

Chapter one This is an introductory sub-chapter consisting of Study Background, Problem Formulation, Study Objectives, Study Scope, Related Studies, Study Methods, Data Sources, Data Collection Methods and Techniques, Data Analysis Methods, and Presentation. Chapter two this chapter will explain the Theoretical Approach and Theoretical Framework. Chapter three this chapter will discuss the representation of Islam displayed in the Marvel Muslim Series and analyze the public response to the Marvel Muslim Series on social media, especially X application. Chapter four this chapter will discuss the conclusions and suggestions given by the author.