

CHAPTER I

INTRODUCTION

1.1 Background of Study

People usually often equate gender with sex, which is a physical difference between men and women. Gender is a social role that is culturally and societally constructed for men and women (Fakih, 2008). However, these notions of gender shaped by society can lead to various forms of discrimination. This is because societal expectations and norms create strict definitions of what masculinity and femininity are. Forms of gender discrimination occur due to the patriarchal system, where men have more dominant power than women in various social structures. These include the household, workplace, state, violence, sexuality and culture (Walby, 1990). This patriarchal system causes gender discrimination in various social scopes such as the workplace and can easily be found in various popular media, one of which is the television series *Brooklyn Nine-Nine* (2013).

The series looks at the real lives of women working in males dominated industries, especially in the police, who are often faced direct and indirect discrimination. Women like Amy Santiago and Captain Olivia Crawford are examples of women face lots of challenges in a male-dominated workforce. These challenges are not only in the form of having their abilities questioned but also in way they are faced with gender discrimination that limits their roles and contributions. *Brooklyn Nine-Nine* is not only exposes these challenges, but also

uses comedy to emphasize how unfair the norms are towards women in the workplace. The series, with its strong female characters, provides a more detailed insight into how gender discrimination may affect women's careers.

The series *Brooklyn Nine-Nine* has won many awards for its unique storytelling and social issues representation. For example, it was recognized at the GLAAD Media Awards, which recognizes media and entertainment that represent fair, accurate and inclusive representations (3BL Media, 2018). The series follows the lives of detectives in the fictional 99th borough of the New York City Police Department. The show centers around Jake Peralta, an immature but talented detective, and his diverse group of colleagues, including the no-nonsense Captain Raymond Holt, the ambitious Amy Santiago, the tough Rosa Diaz, and the meticulous Charles Boyle. The series strikes a good balance between the comedy and the handling of some social issues such as racial profiling, LGBTQ+ rights, and, especially, gender discrimination in the workplace. The series *Brooklyn Nine-Nine* (2013) has been commended for its comedy and its diverse representation of characters on television (Barber, 2014). In addition to its popularity among viewers, *Brooklyn Nine-Nine* also praised in the television industry, with the series receiving two Golden Globe Awards for Best Television Series - Musical or Comedy, several Primetime Emmy Awards, and recognition for its storylines that addressed social issues, demonstrating its impact on popular culture and its ability to address serious topics with humor. The win shows that the series is not only entertaining, but it also initiates conversations about gender dynamics in the workplace.

The gender dynamics in the humorous narrative packaged in such a way in *Brooklyn Nine-Nine* makes the writer interested in analyzing this series. The writer highlights how the show addresses sensitive topics such as gender discrimination so that it can be accepted in many communities. Strong female characters like Amy Santiago and Captain Olivia Crawford, who are trying to develop careers in male-dominated fields, are a clear reminder of the challenges many women face in the workplace. These portrayals are not only entertaining, but also provide an opportunity to discuss and reflect on the struggles that still exist to achieve gender equality. In analyzing this series, the writer is trying to investigate how the different genders are treated in the workplace, and how popular media like television series can portray the resolution of these problems.

1.2 Research Questions

1. How is gender discrimination portrayed in the male-dominated workplace through workplace interactions in *Brooklyn Nine-Nine* (2013)?
2. How are cases of gender discrimination resolved in the series *Brooklyn Nine-Nine* (2013)?

1.3 Objectives of the Study

1. To understand the portrayal of gender discrimination in the male-dominated workplace through workplace interactions in *Brooklyn Nine-Nine* (2013).
2. To identify the resolution of gender discrimination issues in the story of *Brooklyn Nine-Nine* (2013).

1.4 Scope of the study

The scope of this research includes an in-depth analysis of gender discrimination in the 2013 series *Brooklyn Nine-Nine*, directed by Tristram Shapeero, Nisha Ganatra, Victor Nelli Jr., and Michael McDonald. This research explores gender discrimination experienced by female characters in *Brooklyn Nine-Nine* (2013) and the resolution to such discrimination within a male-dominated workplace. The study focuses on Amy Santiago and Captain Olivia Crawford because they represent women at different career levels within the police institution. Amy Santiago is selected because, as a detective, she demonstrates a strong determination to prove her competence and professionalism in a workplace traditionally associated with masculine values. Meanwhile, Captain Olivia Crawford is chosen because, as a high-ranking officer, she strives to obtain the position of commissioner, a leadership role that has been dominated by men. By analyzing these two characters, this study aims to provide a broader understanding of gender discrimination in male-dominated workplace and how they resolved it. The analysis is conducted using Sylvia Walby's theory of patriarchy, particularly the structures of paid work and culture.

1.5 Previous Studies

Many researchers have studied the representation of gender discrimination in popular media before. These studies provide an important basis for analyzing how social issues, including gender discrimination, are addressed in films and television series. The writer found eight previous studies that are relevant to the title discussed. The first study titled "*Counter-Stereotypical Representation of Latina women in the*

American Police Procedural Comedy Series Brooklyn Nine-Nine” (Putri & Primasita, 2024) searches at how the Latinas in the series flip traditional stereotypes. The study utilized Roland Barthes' ideas of denotation and connotation to analyze visual and verbal parts like clothing, dialogue, and interactions. Although this study examines the representation of Latina women, the primary focus is on ethnic stereotypes and does not address issues of gender discrimination in the workplace, the patriarchal structure behind such discrimination, or the strategies used to resolve it. Therefore, further research is needed to examine gender discrimination and efforts to resolve it in the workplace.

The second study was titled “*From Misrepresentation to Milestones: An Investigation of LGBTQ Character Development in Two Primetime Situation Comedies*” Edwards (2020) which discusses the development of LGBTQ characters in primetime sitcoms through a textual analysis approach. This study uses Clark and Berry's (1969) Four Stages of Media Representation for Minority Groups theory. Edwards argues that LGBTQ characters in sitcoms like *Brooklyn Nine-Nine* have reached the regulation and respect stages. Although Edwards (2020) examined the evolution of LGBTQ character portrayals in prime-time sitcoms, including *Brooklyn Nine-Nine*, this study focuses more on the portrayal of sexual minorities than on gender-based discrimination. This study does not specifically investigate how female characters experience discrimination in the workplace, how patriarchal structures contribute to such discrimination, or how these issues are resolved.

Another study related to the author's title is "*The Fantasy Police Force: How Brooklyn Nine-Nine Takes the Stigma out of Sexual Orientation*" Reese (2019). Reese uses a representation theory approach by Stuart Hall, who argues that representation in the media greatly influences the way people view certain groups, especially minority groups.

Previous research entitled "*Beyond the Male Stereotype: Complicating Female Geek and Nerd Figures in Contemporary US Comedy Series*" Dolai (2024), in this study Dolai uses Christine Quail's 'hip/square dialectic' theory which describes the antagonistic relationship between nerd and cool kid where the nerd stereotype is often placed as the opposite of the cool kid character.

Additionally, an article entitled "*The Power and Importance of Women in Television and Film*" Mac Kinnon (2019). This study uses the Bechdel Test as a measurement tool to see how good the media portrays women with a minimum requirement of two female characters talking to each other about something other than men.

Another relevant study is the work by Meutia Pelangi Naghia and Sri Mulatsih entitled "*Politeness Strategies Used by the Characters of Brooklyn Nine-Nine Television Series.*" This study uses Brown and Levinson's (1987) theory which divides politeness strategies into four types: bald on-record, positive politeness, negative politeness, and off record. The results show that characters like Jake Peralta and Amy Santiago use a lot of bald on-record and positive politeness strategies because they are coworkers who already know each other.

The seventh study is a thesis entitled “*Prime Time: Conservatism in America as Shown Through Sitcom Latino*” Zuniga (2024). This study uses humor theories such as superiority theory to analyze how stereotypes about the Latino community are used in sitcoms. In sitcoms like *Brooklyn Nine-Nine*, two Latina characters, Amy Santiago and Rosa Diaz, break common stereotypes by showing complex personalities and not just focusing on their ethnic identity.

The last related study is an article entitled “*A content analysis of LGBT representation on broadcast and streaming television*” Cook (2018). This study demonstrates progress in LGBT representation in the media with the increase of LGBT characters on television. In the context of *Brooklyn Nine-Nine*, characters like Captain Raymond Holt, who is a gay man, helped change the way the media portrayed the LGBT community.

The research conducted by the writer is different from the eight previous studies that mostly discuss stereotypes of LGBT people and Latina women in the media, especially on television. Previous research has often focused on the way LGBT or Latina characters are portrayed in opposition to negative societal views. But this study is a new approach to discuss an unexplored topic, namely gender discrimination. Although the object is still identical, the series *Brooklyn Nine-Nine*, but the focus of this research is on gender portrayed in the story. It explores the treatment of the characters in the workplace, power relations and gender roles. The significance of this topic is that it raises issues that are different from previous research which more often deals with ethnic stereotypes or sexual orientation.

1.6 Research Method

1.6.1 Data and the Sources of Data

This research is a library research, which relies on written sources such as books, journal, and academic articles. The data of this study are images and dialogues of the *Brooklyn Nine-Nine* television series (2013). This research will use two types of data sources, they are primary data and secondary data. The main object of the research is the television series *Brooklyn Nine-Nine* (2013), which is the primary data source. Secondary data include books, journals, and academic articles related to the research topic. These secondary data sources support a richer understanding of the themes discussed.

1.6.2 Method of Data Collections

The method that will be used in this research to collect data will be library research method. The writer will watch and thoroughly understand the *Brooklyn Nine-Nine* (2013) series to identify various forms of gender discrimination depicted. After that, the writer will transcribe data from the visual data in the series into written data. The writer will then classify the data according to the research questions. Additionally, the writer will also be reading relevant literature, such as books, articles, and academic journals relating to the research topic. The data collected from the series and literature will be critically examined to gain a better understanding of the problems of gender discrimination raised in the series.

1.6.3 Method of Approach

This research uses a gender approach derived from Sylvia Walby's (1990) theory of patriarchy as a theory to understand gender discrimination in the world of

work. This theory is based on her book *Theorizing Patriarchy*, first published in 1990. Walby explains that patriarchy is a social system that gives men more power than women, including in work structures. One focus of this theory is how patriarchy affects women's experiences in the workplace through double burden, exclusion from strategic roles, and gender-based harassment. In this study, Walby's patriarchy theory is used to analyze the forms of gender discrimination experienced by female characters in the series *Brooklyn Nine-Nine* (2013), such as Amy Santiago and Captain Olivia Crawford, in a male-dominated work environment. Furthermore, this study aims to analyze the resolution of gender discrimination cases in the *Brooklyn Nine-Nine* (2013) and thus adds a wider perspective of how the series deals with gender discrimination and challenges patriarchal values.

1.7 Organization of the Writing

CHAPTER I INTRODUCTION

The first chapter of this thesis consists of the background of the study, research problem, objectives of the study, previous studies, scope of the study, and writing organization.

CHAPTER II INTRINSIC THEORETICAL FRAMEWORK

The second chapter consists of theories that support writer in analysing and answering research questions. This chapter covers concepts, definitions, and theories that form the basis for this particular study. In this chapter, the writer will explain the intrinsic aspects of the series.

CHAPTER III EXTRINSIC THEORETICAL FRAMEWORK

This chapter includes secondary theories related to the research topic chosen by the writer.

CHAPTER IV RESULT AND DISCUSSION

The fourth chapter consist of the findings and discussion concerning the problem of the thesis.

CHAPTER V CONCLUSION

The last chapter will conclude the whole discussion of the thesis.