CHAPTER I

INTRODUCTION

1.1 Background of the Study

The great recession which happened in 2008 had tremendously affect the life of not only American society, but also led to the global economic affair. In America, this crisis has prominently damaging the housing system of American people which also lead to other consequences such as reduced labor demand; unemployment; and homelessness. The consequences are depicted through the fact that the self-provided housing has significantly grown in economic and housing crisis periods (Duncan & Rowe in Craft, 2020:326).

The film director, Chloé Zhao; was taking it into consideration, by creating *Nomadland* movie in 2020. This movie based on the 2017 non-fiction book with the same title by Jessica Bruder. The director of this film applied the concept of movie, which is conveyed ideas; meaning; or values which reflects the situation of human social life in reality that is by implementing the American social situation after great recession 2008 through the movie. One of a kind of self-provided housing, which also emerged in this movie based on data, called a vehicle house, is also inserted clearly in this movie. The actors of its lifestyle, called as 'vandweller", are constantly living in a vehicle as well as wandering in the roads most of their time. According to the research data in Glastonbury, they found that the housing crisis affair take a huge part as reason for the nearly homeless people

turn to live in their vehicle, as a housing solution strategy of modest living to achieve freedom and to reduce economic restrain in living (Craft, 2020:327).

The detail elaboration of the situation above is clearly depicted through its characters in this movie, as the real-life nomads such as Bob Wells, Linda May, and Swankie are also included to be a fictional character which helps in showing a real perspective and practice of nomads' life in surviving America. The main character, Fern, is also depicted to leave her place and determine to live as a beginner nomad who is trying to surviving America with her limitation in her economic situation, since her workplace has been shut-downed as of the aftermath of Great Recession 2008. Within this depiction, the researcher will analyze the social situation in post 2008 great recession in *Nomadland* movie which leads to social change in society and depicts the components of Max Weber's social stratification.

1.2 Research Problem

There are some research problem arises after the researcher watched and observed the entire movie of "Nomadland", it can be seen as follows:

1. How were the characters, setting, and conflict depicted in *Nomadland* movie?

2. How was the social situation after great recession 2008 which leads to social change in *Nomadland* movie?

3. How did the components of social stratification depicted in *Nomadland* movie?

1.3 Scopes of the Study

This research limits its focus and analysis on Chloe Zhang's American production movie, entitled *Nomadland* (2020) as the object material, in order to discover the social situation in this movie which leads to social change in post 2008 great recession by applying Talcott Parson's Structural-functionalism theory, as well as focus in the depiction of the components that stratified American society into social stratification (class) in this movie by applying Max Weber's Social Stratification. Obviously, the intrinsic aspects that specifically support the analysis by the use of Guerin's exponential approach are also analyzed, which consist of characters, setting, and conflict in *Nomadland* movie.

1.4 Aims of the Study

The aims of the study as follows:

1. To discover how the characters, setting, and conflict are depicted in *Nomadland* movie.

2. To explain the social change after great recession 2008 in *Nomadland* movie.

3. To understand the components of social stratification after great recession 2008 depicted in *Nomadland* movie.

1.5 Previous Studies

Several previous studies have been conducted by some researchers on *"Nomadland"* movie. In order to make this study more comprehensive, the writer included some of the previous studies on the same object material. The

researcher includes the relevant previous studies on the same object as an aim to supports this study and to show the novelty of the study.

In journal article entitled *Nomadland: The New Frontiers of the American Dream at the Periphery of the Market* (2021), Atanasova and Eckhardt studied Nomadland as the depiction of new frontiers of the american dream itself. The author studied from a nomadism point of view. The author depicted how nomad life is a way of modern life in the recent past year. According to Atanasova (2021), nomadism becoming a way of many peoples to escape from the dreary reality and tries to pursue better ways to live in the world. This study also discussed how nomadic life becomes a way to escape from the tyranny of marketplace to embody the values of American dream, as marketplace has been intended to exploit the workers.

Meanwhile, Coman (2020) in her journal discussed on *Nomadland* movie contradictory with the previous one, the study discussed from the spiritual side of its movie, the author overviewed the whole story aspect of its movie from the spiritual point of view; the writer explained from the main character, Fern; other character such as Swankie and Linda May who found their own spiritual peaces from travel down the road; the director of this movie—Zhao, also takes part as a spiritual centrepiece in the depiction of the movie. The author concluded that the main character—Fern, has taken her spiritual views and beliefs over her own condition in the movie unlike the imagery of sparrow in the bible (Psalm 84).

Additionally, another research journal entitled *Politeness Strategies and Social Dimensions in Chloé Zhao's Film Nomadland: Sociopragmatics Study* by Jaya (2021) is conducted by the use of sociopragmatics study to analyze politeness strategies and social dimensions on its *Nomadland*'s dialogues. The result presents that according to 18 data (51, 34%) the dominant politeness strategy is bald on record strategy. Meanwhile, based on 19 data (54, 29%) the most dominant social dimensions that impacted the filtering of politeness strategies in this movie are solidarity-social distance scale.

In addition to that, the fourth research journal entitled *Aging, Gender and Self-construction: An Analysis of "Elderly-Women" Image in Chloé Zhao's Nomadland* by Jing and Yuan (2022) is studied by feminism point of view, the researcher centered its focus on elderly women issues in this movie through Fern's image by adopting the theory of the elderly "other" and Beauvoir's Old Age. The three aspects that are being analyzed from Fern's image are the problems in physical and mental, sociability, and the construction of subject-identity in elderly women. The result identified that Fern as an elderly woman can reconstruct her own subject identity and value in society.

Lastly, the most recent research journal entitled *Travelling the scenic landscape: Community, nationalism, and precarity in Nomadland (2020)* by Landemann (2022) is analyzed to comprehend the use of American rural landscape in *Nomadland* movie and its story about contemporary poverty and

precarity in US. Eventually, this film re-emphasizes wide open spices' myth of American landscape which historically has a crucial role in the mobilization of marginalized people from America's national identity based on class or race.

Based on the previous studies above, this study is different from the previous studies due to the use of sociological perspective. In terms of the topic of the research, there are social change and social stratification in the social class which depicted in this movie. The researcher will focus and explain on how the depiction of the components of social stratification emerged in this movie through its social situation that has been changed after the great recession 2008 which depicted in this movie.

1.6 Methods of the Study

In analyzing the data, the use of methods are one of the crucial part in the study. There are two kinds of methods which the researcher uses in order to gather the data and information, that is, method of collecting the data and method of approach.

1.6.1 Data and Source of Data

The primary data of this research is collected from the dialogues and scenes in *Nomadland* (2020) movie which is being displayed in the discussion in Chapter 3 to strengthen every section of the analysis. The sources of secondary data are obtained from journals, e-books, and articles on online media platform.

1.6.2 Method of Collecting the Data

This research uses library research method which comprises the identifying and locating sources which afford factual information or personal/ proficient opinion (George, 2008:6). The use of journals, e-books, and articles on online media platform are useful to fully help out to collect the data and information for this research. The researcher started by watching and observing the entire movie of *Nomadland (2020)* constantly, and then found out some problems that appeared in the movie while choosing the helpful data from the dialogue and scenes from *Nomadland* movie to support the analysis of the determined topic, which is social stratification. After collecting the data, the researcher began to classify the data according to sub-topic analysis, and then wrote the analysis of the whole thesis.

1.6.3 Method of Approach

Two methods of approach are applied in this study to support the analysis. The first approach is exponential approach. According to Guerin (2005:144), exponential approach is used by concentrating on the present of signs or symbols of patterns' meaning in order to present or explain the implication thematically. Thus, this approach concentrates on evaluating only several of the intrinsic aspects of the movie that specifically support the research, such as characters; setting; and conflict.

The second approach in this study is sociology of literature approach, which explains that there is relation between a movie as form of literary work and the social situation in society in which the film is received or produced

(Kennedy and Gioia, 2007:2194). According to Lowenthal in Laurenson and Swingewood in a book entitled *The Sociology of Literature* (1972:13-14), sociology of literature approach is an approach to comprehend the experience of the director's imaginary characters and condition in film which conveyed about many aspects which related with social phenomena such as social classes, social structure, or society in which it is produced. Hence, this movie as literary work that draws inspiration of social stratification in American society and social situation in post 2008 great recession can be examined through the use of this approach with support of the utilization of Talcott Parsons' structural-functionalism theory and Max Weber's social stratification theory.

1.7 Organization of the Writing

The organization of this writing consist of four chapters, each chapters of this study contains of several subchapters.

CHAPTER I INTRODUCTION

This chapter consists of seven subchapters, namely, background of the study; research problems; scopes of the study; aims of the study; previous studies; methods of the study; and organization of the writing.

CHAPTER II THEORETICAL FRAMEWORK

In this chapter, the comprehensive explanation of the related theories regarding to extrinsic and intrinsic theory and concept in order to help to conduct this research are attached.

CHAPTER III DISCUSSION

This chapter is the main part of this thesis, and it is consist of the discussion and analysis of the intrinsic and extrinsic aspects of *Nomadland* movie by using related theories that are attached.

CHAPTER IV CONCLUSION

This chapter contains the conclusion of this study that has been conducted.