

CHAPTER I

INTRODUCTION

1.1 Introduction

All humans are born with biological sex characteristics, both male and female. Elfi Muawanah (2009: 8) argues the definition of gender is the difference in male and female characters based on socio-cultural constructions related to nature, status, position and desires in society. Behavior that becomes the identity of both men and women is formed through social and cultural processes that have been introduced since birth. Socio-cultural character has always experienced changes in history, gender has also changed from time to time, from one place to another. Meanwhile, gender as God's nature does not change with its logical consequences. Society determines and shapes individual traits, which include appearance, dress, demeanor, and personality. If he is a man, then he must look masculine and if he is a woman then he must be feminine. The masculinity of a man is shown by a character that is brave, strong, tough, unyielding, selfish, and thinks rationally. If many of these characteristics are abandoned or even not owned by a man, then he will be considered as a man who is not masculine. Femininity is shown by a gentle, humble, graceful, unyielding, motherly, weak character, and able to understand the condition of others. (Heniy Astiyanto, 2006: 310) said If many of these positive traits are abandoned by a woman, or even not possessed, then the woman in question is said to be an unattractive woman. Actually, gender differences will not be a problem as long as they do not give birth to gender injustice, but the problem is that gender differences have

created various injustices, both for men and especially for women (Mansour Fakih, 2008: 12). For this reason, a gender equality movement based on freedom of choice was created.

Gender equality is one of our human rights as God's creation. The right to live with dignity, freedom from fear and freedom to choose life is not only reserved for men, women intrinsically have equal rights. Santrock (2003: 365) argues that the terms gender and sex have differences in terms of dimensions. Gender refers to a man's and a woman's biological dimension, whereas gender refers to a man's and a woman's socio-cultural dimension. Moore (Abdullah, 2003: 19) said that the distinction between sex and gender is that gender is more concerned with a person's physical appearance, whereas sex is more concerned with their behavior. Aside from that, gender is an inherent/innate status, whereas gender is an acquired/acquired position. Gender is not biologically determined, but rather socially formed. Gender can alter because it is not inherited at birth but is learnt via socialization.

The role of the mass media in the era of globalization is clear to everyone. Telecommunications and electronic media have an extraordinary effect. Media is a tool used to promote spreading activities. Film is one of the mass communication media because of its shape.

Using media to communicate helps build connections. In this research, I focus on gender equality as depicted in the film *No times to Die*. I am interested in the film *No Time to Die* for several reasons, firstly, there is gender equality, which is shown by the fact that it depicts women's involvement in completing work, women are considered to be able to help and are given confidence in making decisions. This is where I became

interested in examining the extent to which the concepts of gender equality is depicted in the film *No time to Die*, considering that the film won the British Academy Film Award for Best Editing in 2022 and received quite good appreciation from the public. I consider that the implied film that depicts film gender equality is seen in the film. On that basis I will conduct further research on hypothesis.

1.2 Research Questions

There are several problems in this research such as:

1. How are the intrinsic aspects of *No Time to Die* depicted?
2. How is gender equality depicted in *No Time to Die*?
3. What are the impacts of gender equality as seen in *No Time to Die*?

1.3 Objectives Study

The following are the study's objectives:

1. To analyze the side characters, namely the female characters, through the intrinsic elements character, settings, and cinematography of the *No Time to Die* movie;
2. To examine the gender equality as depicted on *No Time to Die* movie;
3. To find the impacts of gender equality as depicted on *No Time to Die*.

1.4 Scope of Study

In this study, I focus on the intrinsic and extrinsic characteristics of *No Time to Die* (2021). The intrinsic aspects focus on narrative elements such as theme, character,

and plot, as well as cinematic elements. Extrinsic components will include the analysis and justification of Naomi Gender Equality to make it happen from the perspective of Gender Equality.

1.5 Previous of Studies

There are multiple previous studies about *No Time to Die* and gender equality that have been compiled from numerous journal papers. The previous research was as follows:

Ikha Bagus (2021) *Gender Equality Representation in Live action Film Disney Production "Mulan"*. This thesis explains there are symbols and signs of gender equality in scenes and dialogues analyzed using the semiotics of Roland Barthes's perspective, namely emphasizing the system of meaning of signs or symbols in four aspects, first is access, namely opportunities or opportunities in obtaining or using certain resources, second is participation, namely participation or participation of a person or group in activities and or in decision making, The third is control, namely control, authority or power to make decisions, and the fourth is the benefit, namely the usefulness or decision taken to provide fair and equal benefits or not.

Annisa Gita (2022) in *The struggle for gender equality is reflected in the film Bombshell (2019) by Jay Roach: A feminist perspective* discussing the struggle of female characters to obtain equal rights. She said that the struggle for gender equality is portrayed through the plot, characters, setting, and style. It depicts that although the plot is divided into two, there is a struggle to defend and sexual burning struggles. some of the reason for the character struggles here is because women are seen as inferior to men, then Next

because of the unfair treatment of men and women. And only see women as objects.

Fatimah Azzahra (2020) Representation of African-American women and gender roles of adult tv series season 1 about the presence of a domineering image of African-American women in young adult characters in current popular television shows, as well as how African-American gender roles are depicted in the series. There is some gender breakdown in the African-American gender role.

Savira Sasqia (2020) Representation of female characters in children's picture books: Grace for president by Kelly Dipucchio on stereotyped gender roles and the representation of women in children's picture books depicted in the main characters. Using a feminist viewpoint, it is discovered that young women have strong features that are damaging to their stereotyped image. It led him to real opportunities for growth, which helped him achieve his goal of becoming president, despite the fact that he was considered a rare opportunity for girls and women to be involved in high-level leadership positions.

Salma Azizah (2020) The struggle of black women facing discrimination at work in Theodore Melfi's hidden character about The film depicts the double discrimination of African-American women in the workplace. Increased knowledge of black women can create significant changes for the better in their life, thanks to the intrinsic and extrinsic parts of the results that reflect the value of black feminism that it brings.

From previous researches that relate to the reflection of Gender Equality in movie, I expects the presence of this article is able to become new insight for readers in interpreting The gender equality reflected in *No times to die (2021)*.

1.6. Research Methods

Analysis of this review using descriptive qualitative research. Qualitative research is a material and interpretive practice that makes the world visible. These practices change the world. They transform the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and self-memo. At this level, qualitative research involves an interpretive and naturalistic approach to the world (Norman K. Denzin & Lincoln, 1994:15).

1.6.1. Method of Data Collection

To collect the data, I chose to apply the library research method. According to (Mary W. George, 2008:6), "library research includes collecting data and information as well as opinion of experts that are related to the subject of the study". The collected data was then classified in order to endorse the ones that are relevant to the study. The Literature Research Method involves the process of reading, studying, and analyzing diverse literature. In this study, a literature research approach was used to observe, understand, analyze, and read various literary sources related to the film *No time to Die* (2021) and gender equality.

1.6.2. Method of Approach

Robertson said The sociological approach is a perspective within sociology that focuses on the study of human behavior, social interaction, and social structure in order to understand society as a whole. In this approach, attention is paid to how social factors

and forces influence individual behavior, attitudes, beliefs, and interactions. The importance of the influence of social structures, institutions, norms, values, and power dynamics in various aspects of human life is emphasized in the sociological approach (I. Robertson, 1981:11). By adopting this sociological approach, I aim to reveal and analyze in the film *No Time to Die* (2021).