CHAPTER I

INTRODUCTION

1.1 Background of the Study

All facets of life, especially social life, can be impacted by movies. Movies can transmit diverse parts of gender identity, roles, and expectations in a variety of ways by combining visual, narrative, and character-driven elements. Films have the potential to contribute to dialogues and portrayals that question social conventions and offer more inclusive and diverse viewpoints on gender stereotypes. It seems that American society never has an ending when it comes to stereotypes and gender. As seen in a talk show with Victor Colicchio as a speaker, as an American-Italian, he told about him being stereotyped by some Americans who thought that Italians were very connected to gangsters and experienced other stereotypes until now (Hofstra University, 2023; 04.20-04.42).

Stereotypes as a blatant yet simple representation that reduces people to an exaggerated set of character traits, usually of a negative nature (Barker, 2004:378). One kind of stereotype is based on how people interpret gender. When gender stereotypes lead to one or more abuses of fundamental freedoms and human rights, they are wrong. Beliefs concerning the psychological attributes and features of men and women, as well as the activities that are suitable for them, constitute gender stereotypes (Brannon, 2016, p. 46).

A movie titled The High Note (2020) was one of a good movie capturing about the gender stereotypes in adulthood. The film tells the story of Maggie Sherwoode,

portrayed by Dakota Johnson, who works as a personal assistant to famed superstar singer Grace Davis, played by Tracee Ellis Ross. Maggie wants to be a music producer, but she is locked in a career that isn't in line with her goals. Grace's manager, portrayed by Ice Cube, is pressuring her to keep playing her old songs rather than working on new material in the interim. However, in describing the characters of the film, the writer feels that many scenes refer to gender stereotypes which then makes the writer believe that in this film there are stereotypes that can be discussed.

The attitudes (stereotypes) associated with gender are the cause of a great deal of injustice against human rights. The writer believes that several scenes in movie The High Note (2020) gave examples how people, especially the main characters, deal with the gender stereotyping. For instance, the scene when character Grace appeared with the curly hair and fabulous outfit which can be told as a high class woman with the bunch of popularities as a black American singer. How Grace's acts and how the outfits goes well with her is giving the tone of the greatest singer all of time, Beyoncé. The scene was the perfect example of physical appearance traits in gender stereotype.

Basically gender stereotype is the issue that happens from the past until now, which is still attached to society. We cannot ignore the fact that things like this can be found anywhere. The writer finds this topic as an interesting issue to discuss because the film shows many scenes related to characteristic of gender stereotypes. Therefore, the aim of this study is to analyze the gender stereotypes issue that

depicted in the movie *The High Note* (2020) through the characters in it, especially the main characters.

1.2 Research Problems

Based on the background of the study above, this study will elaborate and explain about gender stereotypes that showed up in the movie "The High Note (2020)". The formulation of this study is divided into a few categories:

1. How are the intrinsic elements depicted in movie *The High Note* (2020)?

2. How are the gender stereotypes portrayed in movie *The High Note* (2020)?

3. What are the impacts of gender stereotyping as seen in *The High Note* (2020) movie?

1.3 Objectives of the Study

The purposes of the study:

1. To analyze the intrinsic elements depicted in movie *The High Note* (2020).

2. To explain and analyze how gender stereotypes depicted in movie *The High Note* (2020).

3. To analyze the impacts of dealing with gender stereotyping as seen in *The High Note* (2020) movie.

1.4 Scope of the Study

The scope of this study focuses on how the gender stereotypes depicted in the Nisha Ganatra's movie, *The High Note (2020)*. The writer limit this study by analyzing the gender stereotypes using four basic form of gender stereotypes

and the impacts of dealing with gender stereotyping. Moreover, in analyzing the data, the writer uses intrinsic and extrinsic elements to elaborate the analysis. The intrinsic consist of theme, character, setting, conflict, story and plot. Furthermore, the extrinsic elements, elaborated from the four basic types of stereotypes and the impacts of it.

1.5 Previous Studies

Some researchers have conducted research regarding gender stereotypes and the problems in stereotypes. The writer has conducted several surveys of the writings of several of these people. It is known that there has not been found or made an analysis of the film entitled *The High Note* which was released in 2020. Therefore, instead of focusing on reading references about the object that I will study later, the writer will focus more on finding references on the topic of gender and existing stereotypes. These are some people who have studied the topic of gender and stereotypes:

The thesis (2013) entitled "Gender Stereotypes and Reinforcement of Patriarchy Constructed in Reality Show "*Pilih-Pilih Mantu*" written by Rika Tri Ariani, the students of Airlangga University, focused on how stereotypes are able to reinforce the patriarchy cases. Gender learning process discussed to strengthen the thesis that talked about masculinity and femininity.

The analysts (2016) from University of Karachi, Seema Manzoor, Dua-e-Rehma from Women's Studies Department and Samina from Rauf Department of Social Work made and article titled "Analysis of Gender Stereotypes in Movies". Their research focuses on the important concerns surrounding how

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women are portrayed in the media and the challenges that they encounter due to societal attitudes toward them. They comparing how Hollywood and Bollywood movie represent the gender stereotype through the media.

An article by Nurul Rusyaidah Aziz and La Sunra (2018) from Makassar University titled "Gender Stereotypes in Enola Holmes: A Film Analysis of the Main Character" was about identifying the different gender stereotypes that the main character, Enola Holmes, portrays through the dialogue and behavior. The researchers identified the sex role and gender role in it. Femininity and masculinity used as type of gender stereotypes. The article also explained what the effect of gender stereotypes experienced by the main character is.

Putri Elbalqis (2019) from Tarbiyah and Teacher Training Faculty in Raden Intan State Islamic University wrote a thesis titled "An Analysis of Gender Stereotypes in English Textbook: When English Rings a Bell for the 7TH grade of junior high school", using the concept of Gender Stereotype and Gender Schema Theory to elaborate the analysis of the book. Putri also used The Role of Personal Image to give a proof more about gender stereotype. Two elements of the gender schema theory were used by the researcher: feminine and masculine features, particularly those related to physical appearance, and feminine and masculine jobs. These elements worked well with the object analysis of this study.

The reference also come from Luluk Ulhasanah (2020) from Communication Sciences Department, the article titled "Pemaknaan Stereotip Gender dan Kelas Sosial pada Film *Little Women*". Luluk elamborated and

explained about how gender stereotype showed in the movie and also social class that being conflict of the movie. The focused on gender stereotype analysis using nurture theory. At the end of the analysis, it made a conclusion that the movie also represent about gender inequality.

The gaps between the previous studies and the writer study are on an object that has never been researched, the writer using the movie *The High Note* (2020). Moreover, the writer focuses on discussion about gender stereotypes and various traits that underlie the character's treatment. Moreover, the impacts of the gender stereotypes also will be explained.

1.6 Methods of Research

1.6.1   Method of Data Collection

In collecting data, the writer uses library research. Library Research is done by reading, analyzing, and making notes on a variety of literature or reading material relevant to the topic, which is then filtered and articulated within a theoretical framework of thoughts (Kartono, 1998, p.78). The writer took the data through several steps. First, the writer watched the movie *The High Note (2020)*. Second, the writer re-watched the movie and did close viewing. Third, watch the movie again and again, but while watching the movie, the researcher took notes in every problems or conflicts that will be analyzed and analyzed the transcription. Fourth, the writer began to collect the secondary data by reading the previous studies or related articles which analyzed the stereotypes and stereotyping. Next, the writer do close reading to add some evidence to strengthen the data of the study.

1.6.2 Method of Approach

In analyzing the data, the writer collected information as many as possible. Therefore, in writing the thesis, the writer uses qualitative method. The purpose of qualitative research was to investigate and comprehend the causes that individuals or groups attribute to a social or human issue (Cresswell, 2009: 1). Moreover, in analyzing the data, the writer uses the objective approach as well. The method is to analyze the narrative aspects of the research as is known that this is a text analysis research through the text itself without any outside interference. Objective orientation analyzes the work of art as a self-sufficient entity constituted by its intrinsic relation, viewing it in isolation from all external points (Abrams, 1953: 26). In analyzing the data from the movie, the writer also uses gender theory by Judith Buttler (1990) framework. Psychosocial approach uses in analyzing the data to describe the impacts of the stereotypes toward the character, it is used only in extrinsic in impacts part. Using the psychosocial method as a lens, we may examine how social factors affect people's emotional health. Reactions that are unique to a traumatic event are contextualized and seen as a component of the social context in which they occur, as opposed to being diagnosed and pathologized. (Baro in Protection International, 2021: 3) The analysis is conducted with a close viewing and transcription.

1.7 Organization of Writing

In this thesis, the writer will provide 4 chapters.

I.   Introduction

In this very first chapter, the writer divide into some parts. There are consist of background of the study, research problems, scope of the study, objectives of the study, method of the study and Organization of the Writing.

II.   Theoretical Framework

The second chapter of this study contains of the elaboration of theories that used by the writer. They are consist of Gender stereotype theory, discrimination, intrinsic theory and extrinsic theory.

III.   Discussion

The third chapter of the study, the writer elaborate cases of the movie that have analyzed. It discuss about intrinsic and extrinsic elements of the movie.

IV.   Conclusion

The last of the chapter, which is the fourth chapter of the study, contains of the conclusion of the study that has been analyzed in chapter three.