

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Culture is a set of mental patterns that differentiate the members of one group or category from others (Hofstede, 1980:25). This perspective highlights that culture is not something people are born with, but rather a learned framework of shared beliefs and behaviors within a community. At the same time, culture is dynamic and continually evolving. In an increasingly globalized world, cultural interactions are inevitable as people from different backgrounds meet, including through relationships.

While intercultural relationships offer opportunities for mutual learning and enrichment, differences in beliefs, values, and social customs may challenge individuals' existing worldviews. This potentially leads to cultural conflicts. Cultural conflict arises when people from different cultural backgrounds face opposing norms, values, or expectations. These conflicts often stem from fundamental differences in worldviews and behavioral patterns.

This cultural conflict is not only theoretical, but also reflected in cultural artifacts such as films. A compelling example regarding cultural conflicts is the film *Ticket to Paradise* (2022), directed by Ol Parker. The film sets up a contrast between the cultural norms of American and Balinese. The story follows a divorced

American couple who travel to Bali to save their only daughter, Lily, from marrying a local guy. Lily is expected to continue her career being in a prestigious law firm in Chicago; therefore, her divorced parents are plotting to cancel the wedding with all their might.

The encounter between American and Balinese cultures in the film offers a depiction of cross-cultural differences. One of the most prominent contrasts illustrated in the story lies in the differing cultural values of individualism and collectivism. According to Hofstede (1980:213), individualism refers to a cultural orientation that prioritizes autonomy, personal goals, and self-expression, often associated with Western societies like the United States. In contrast, collectivism emphasizes interdependence, social harmony, and group obligations, values that are deeply rooted in many Eastern cultures, including Bali. These differences are particularly visible in how the characters approach relationships, family, and life decisions.

The tension that arises from both cultures serves a clear depiction of how cultural values shape behavior and influence relationships. Therefore, the researcher will analyze how the cultural values of American individualism and Balinese collectivism are portrayed in the film and how these values influence the characters' behaviors, relationships, and the resolution of conflicts. By examining this cultural encounter, this research offers insight into both the portrayal and the resolution of cultural conflicts between two different cultures.

## **1.2 Research Questions**

In composing this research, the four main questions will be answered later in the

discussion are:

1. What is the cause of the cultural conflict between American individualism and Balinese collectivism in *Ticket to Paradise* (2022) movie?
2. What is the form of cultural conflict between American individualism and Balinese collectivism in *Ticket to Paradise* (2022) movie?
3. What is the impact of the cultural conflict between American individualism and Balinese collectivism in *Ticket to Paradise* (2022) movie?
4. How is the cultural conflict between American individualism and Balinese collectivism is resolved in *Ticket to Paradise* (2022) movie?

### **1.3 Objectives of the Study**

Based on the background of the study and research problems above, the objectives of the study are:

1. To analyze the underlying causes of the cultural conflict between American individualism and Balinese collectivism as portrayed in *Ticket to Paradise* (2022) movie.
2. To analyze the form of cultural conflict between American individualism and Balinese collectivism in *Ticket to Paradise* (2022) movie.
3. To analyze the impact of the cultural conflict on characters' behaviors, relationships, and interactions within *Ticket to Paradise* (2022) movie.
4. To analyze how the cultural conflict is resolved in *Ticket to Paradise* (2022) movie.

#### 1.4 Scopes of the Study

The scope of this study is to examine the representation of cultural conflicts between American individuals and the Balinese community in the 2022 romantic comedy film *Ticket to Paradise*, directed by Ol Parker. The film centers on a divorced American couple, David and Georgia, who travel to Bali to prevent their daughter from marrying a local Balinese man. Through their interactions with Balinese characters and immersion in the local setting, this study specifically analyzes the ways in which cultural conflict and negotiations are portrayed through character interactions and dialog. By employing cultural conflict theory as the analytical framework, the research investigates how differing cultural backgrounds shape the characters' behaviors, perceptions, and decision-making processes.

#### 1.5 Previous Studies

To underlie the discussion, it is essential to include academic sources and critical analyses which have related topic. To begin with, a study titled *Identity of Balinese Society Reflected in Elizabeth Gilbert's Eat Pray Love (Anthropological Approach In Literature)* by Hadiyanto (2022) examine the Balinese concept of Tri Hita Karana as portrayed in Elizabeth Gilbert's novel. Using an anthropological approach, the study identifies how Balinese society integrates the Tri Hita Karana ideology into their daily lives. The research concludes that this ideology, reflected in the novel, serves as a key cultural identity for the Balinese.

Moreover, the 2023 study *The Concept of Tri Hita Karana in Kakawin Śiwarātrikalpa as a Means to Interpret Life* by Suminto and Dyah Kustiyanti

analyzes the Old Javanese Kakawin Śiwarātrikalpa to illustrate how Tri Hita Karana remains vital for harmony and prosperity in Balinese life. Using qualitative methods, the researchers argue that the story of Lubdhaka reflects the importance of spiritual devotion and ethical living. The research argues that many modern social and environmental problems stem from neglecting these core values.

Additionally, a study titled *American Individualism in the Movie Seven Pounds* in 2013 by Fitrotul Hidayati analyzes how the film's protagonist embodies Herbert Hoover's concept of American individualism. The study finds that Tim's journey reflects Hoover's ideal of American individualism. This study aligns with Hoover's argument that American individualism is distinct for its emphasis on equality of opportunity, personal initiative, and the capacity for individuals to rise and serve their communities.

Furthermore, the study *Psychological Analysis of Georgia Cotton in Ticket to Paradise Movie* by Wicahyani, Agung, and Daeli (2023) elaborates a psychological analysis of Georgia Cotton, the main character in *Ticket to Paradise* (2022). Using theory of psychological aspects of human motivation by Bernhardt (1945), the study explored how they influence Georgia's behavior. This qualitative research identifies that Georgia's actions in the film were significantly influenced by her psychological motivations.

Finally, *The Representation of the Individualism-Collectivism Cultural Value Dimension in Film Portrayals of Intercultural Communication* by Courtney J. McMullan (2015) examines how films depict the cultural value dimension of

individualism-collectivism in the context of intercultural communication by using Hofstede's framework. The study finds that films generally reflect these cultural tendencies accurately. Importantly, the study highlights that intercultural conflicts in narratives often stem from these contrasting values.

Based on the previous studies, existing literature has insufficiently addressed how American individualism contrasts with Balinese collectivism by using cultural contract theory. Therefore, the researcher argues for an exploration of the cultural conflict and resolution between American individualism and Balinese collectivism.

## **1.6 Methods of the Study**

### **1.6.1 Method of Collecting Data**

The researcher employs library research to obtain data for this study. According to George (2008:22-25), library research serves as a systematic method of data collection by enabling researchers to identify, access, and critically evaluate existing sources of information relevant to their inquiry. The elements depicted in the film will serve as the primary data for this analysis. The data collected through library research becomes secondary data, supporting the primary data that has been found.

### **1.6.2 Research Approach**

Based on the cultural conflict between American individualism and Balinese collectivism, the researcher adopts an anthropological approach, specifically Thorsten Sellin's cultural conflict theory, to examine how the film reflects and engages with its cultural and social context. This theory is employed to analyze how

cultural conflict can arise between two different cultures in *Ticket to Paradise* (2022) movie.

## **1.7 Writing Organization**

### CHAPTER I INTRODUCTION

This chapter contains the introduction of this study, which consists of an introduction, research problems, objectives of the study, scopes of the study, previous studies, method of the study, and writing organization.

### CHAPTER II INTRINSIC THEORETICAL FRAMEWORK

This chapter contains the theory of narrative and cinematography elements employed to analyze the object of the study.

### CHAPTER III EXTRINSIC THEORETICAL FRAMEWORK

This chapter contains the theory of extrinsic elements that are used for this study.

### CHAPTER IV DISCUSSION

This chapter discusses the result of the research, including the intrinsic and the extrinsic aspects of *Ticket to Paradise* (2022).

### CHAPTER V CONCLUSION

This chapter contains the conclusion of the research that the researcher has finished.