

Chapter I

Introduction

1.1 Background of the study

Many people might think children's literature could be easily defined as "books for kids." However, there are many different definitions of children's literature and even varying definitions for literature and children! (Huck and friend, 1987:6) asked children's books or children's literature are books that have the child's eye at the center. The children's literature modern began in 1865 when Charles Dodgson (under the pen name of Lewis Carroll) wrote Alice's Adventures in Wonderland.

It was the first novel written especially for children that was purely entertaining, with no instructional purpose. In general, (Luknes, 2003: 14-34) classifies the genre of children literary into six; realism, fiction formulas, fantasy, traditional literature, poetry and nonfiction. As we know, this Tinker Bell movie is a fantasy movie.

Children literature is able to influence the growth and development of children. (Saxby & Winch, 1991: 5-10) said that children literary contributions can support the growth of experiences (sense, emotion, language), personal (cognitive, social, ethical, spiritual), exploration and discovery, but also adventure in enjoyment. Now many thousands of good children's books are available from libraries, stores, and book clubs. Then because technology child literature develops into plays, video games, television shows, and movie.

Movie is one of the most popular media. To proven that, many audiences who watch movies in cinemas also make multimedia companies generate profits up to millions US\$. One of them is Avatar the movie by James Cameron who released at 2008. The total profit reached 2.788 billion US dollars, at last Avatar movie became the best selling movie of all time. Movie is also a means of communication that can affect value, social behavior and prejudice by relying on the interesting visual seen. With many people's interest in movie, thus movie has great potential to be a tool of social control.

A few of mass media certainly give a description and assessment about character of a particular ethnic or belief. Especially when various conflicts of interest arise in life such as political, business, ethnic and conflicts involving confidence or religion. Connecting with prejudice, the role of the media is very important in the formation of perceptions in a group. Like print media or electronic media, both of which are very dominant supporting means of shaping a prejudice in society at the present time (Walgito, 1999:84).

In addition, a movie produced by certain countries must have some ideological elements of the country. Some of the ideological messages contained in the movies may not necessarily contain a positive element, it is a possibility if the opposite happened. Even many movies that invite criticism, one of the reasons that often arise is the accusation of racism. Indeed racism between ethnic, class, and religion has actually happened since a long time. But today the role of media becomes a good tool for

growth of racism, not just for adults even for kids though. One of them in Disney movies.

The Walt Disney company has a prestigious history in the entertainment industry, stretching over 75 years. It started on October 16, 1923 as the Disney Brothers Cartoon Studio, a joint venture of Walt Disney and his brother, Roy. Three years later the company had produced two movies and purchased a studio in Hollywood, California. Pitfalls in distribution rights nearly sank Walt and his company, but the creation of Mickey Mouse saved a sinking ship. By 1932, the Disney Company won its first Academy Award for Best Cartoon, for the Silly Symphony. He won 22 Academy Awards during his lifetime.

Apart from achievements achieved, in Disney history is known as a producer of ideological movie and propaganda. For example are Alice series used for cartoon propaganda, Der Fuehrer's Face and The Three Caballeros. Then, Alladin Movie too referred like a movie that demeans the Middle East for some reason, including the opening song track of the movie that tells the Arabs, the song is “when they cut off your ears when they don’t like your face”. Next The Lion King movie, deemed to be demeaning to the African-American nation, one of them with the formation of the character of the hyena character who is described as a lowly nation, the exiles and the troublemakers. The Little Mermaid also not much different, this movie is considered to give bad stereotype to the Jamaican nation as an underdog nation, do not like to work and just love to have fun. Since in classic era of Disney such as Alladin, Peter Pan, Mickey and friends serial, The Little

Mermaid, The Lion King, the movies around 20th century as Mulan, until the new movies, often blamed as a movies filled with racism.

Disney created a derivative movie from Peter Pan entitled Tinker Bell. Tinker Bell is a movie that tells about the lives of the fairies in Pixie Hollow. In the end of 2008, a Tinker Bell movie was released in directed by Brandley Raymond. Tinker Bell (Mae Whitman) is born from the first laugh of a baby, and is brought by the winds to Pixie Hollow (which is part of the island of Never Land). Tinker Bell has physical features of human-like shape with beautiful curves, blond hair, and green mini dresses. She learns that her talent is to be one of the tinkers, the fairies who make and fix things.

Every fairies have their own talents, for example Silvermist (Lucy Liu), a water fairy; Rosetta (Kristin Chenoweth), a garden fairy; Iridessa (Raven-Symoné), a light fairy; and Fawn (America Ferrera), an animal fairy. Bobble (Rob Paulsen) and Clank (Jeff Bennett), teach her their craft, and tell her about the fairies who visit the mainland to bring each season. Tink loves to create some experiments and discoveries. Vidia challenged her to prove whether she could to the mainland or not, and Tink creates several inventions, which she showed to the Minister of Spring (Steve Valentine). But Tinker Bell learned from Queen Clarion (Anjelica Huston) that only fairies nature talent will visit the mainland.

Tink always trying to find her ability and Tink asks other fairies to help her. Tink's desire to go to the mainland was very strong and she did not give up easily, but fails repeatedly. Finally, Tink ask Vidia to help her. Because Vidia was jealous about the progress of Tink, she cheated and ruin

all preparation Tink had made for spring a. Tinker Bell created machines that can speed up the process of decorating flowers, ladybugs, etc. This allows the other fairies to come back on schedule, thus saving the upcoming spring. Vidia was punished for causing chaos, and Queen Clarion allowed Tink to join the natural talent fairies when they brought spring to the mainland.

The movie is an attempt to show that America is a superpower that is able to lead and mediate with other big countries. Indeed, the image of America as a superior superpower in popular movie is not a strange thing anymore. But with the representation of the great powers that ruled this era in the Tinker Bell movie, this made the movie deserve special attention. In addition, the character of Tinker Bell is part of the classic Disney story of Peter Pan while is claimed to have elements of racism.

Racism is often inserted into media texts. The problem of racism in media ideology is not something anymore. But when a media is part of content that typically has a certain ideology and a reproduction, the problem becomes more complex. Ideologically, the media which belong to giant multimedia companies like Disney do have the power as a means of social control. Thus, it makes sense if the movie is used as a propaganda tool. It is also not a new thing, considering the post-World War II mass culture is indeed a political tool for America (Storey, 1993: 34). For example in scene 10, when Tinker Bell picks up some coin on the beach, staring at the female face in the coin, mimicking the expression on Tinker Bell face arrogant and then Tinker Ball laughing. Signs and visual images have meaning and thus

must interpreted precisely to see the concrete form of meaning that has been predicted earlier (Hall, 1997: 9).

Therefore, the correct method to use is semiotics, in this case writer chooses a semiotic sign written by Charles Sanders Peirce. Then writer believe that Tinker Bell is not an ordinary movie. The message of true racism under the movie text messages will be skinned one by one in this study. Therefore, the writer chose the title Semiotic Study To Racism Sign In Disney's Tinker Bell Movie.

1.2 Identification of the Problems

Generally, media products such as movie while in this study, will be related to certain events. Tinker Bell was released at the end of 2008 by Disney. Thus, it could be related that the movie was a little part of a political propaganda about the superiority of America and their ability to be the leader among other big countries. Then, the audience of the movie is supposed to be children especially little girls. But this study shall prove that Tinker Bell is no ordinary movie. The true racism message under the movie text messages shall be skinned one by one in this paper work.

1.3 Limitation of the Problems

Limitation of this study is Disney movie released in 2008, untitled Tinker Bell.

1.4 Research Questions

1. What are the values of racism symbols used in Tinker Bell movie?
2. What are the message of racism symbols appeared in Tinker Bell movie?
3. What is the racism ideologically represent in Tinker Bell movie?

1.5 Objectives of the Research

1. To know the values of racism of the symbols used in Tinker Bell movie.
2. To know the message of racism symbols appeared in Tinker Bell movie.
3. To know the represents of racism ideologically in Tinker Bell movie.

1.6 Significance of the Research

1. Gives a description of how racism in Tinker Bell is depicted for spectacle in society.
2. Gives new discourse on the importance of the role of critics, suggestions, and messages in a movie for the world.