

# Chapter I

## Introduction

### 1.1 Background of the Study

Femininity is part of social reconstruction that comes from human understanding. Bartky (1997: 95) says that femininity is intelligence and achievement, or a method of enforcing and reviving accepted gender norms. This interpretation says that femininity is something of intelligence or performance. The writer means that a woman is considered smart and perfect when she is willing to present her body to as perfect body and behaviors that are said to be appropriate for women. Femininity is currently often applied in literary works, especially in fairy tales where female characters tend to be depicted as passive figures and are often demanded to behave as they should.

"Girls, don't be too fierce, no one will want to," and "Girls, don't be too picky, you'll get old." These sentences are, of course, part of an example of the practice of femininity. Nowadays, examples of the practice of femininity contained in the literary work itself are several princess figures in fairy tales. These princesses in fairy tales generally tend to be described as graceful characters until they are finally told that they can marry the prince of their dreams. This seems to illustrate that men tend to choose women with such character. From this, femininity grows into a part of patriarchal culture. Why? Because femininity practices in culture and mass media have made the perception that women are weak creatures. Gentleness and graceful gestures position women as inferior. In

contrast to men whose position is superior, because the practice is related to strength. So for women, they have to do activities that are done by men. One of the princess figures who broke femininity itself is Merida in *Brave*. Directed by Brenda Chapman, which is released in 2012.

Merida is a princess from Scotland DunBroch who was initially confined by the existing practice of femininity so she finally dared to fight the practice by presenting the practice of feminism. One example of her practice was that she was able to do some activities that at that time only men could do, for example, horse riding and archery. This is what makes her demand freedom and equality. However, the challenges she goes through are not easy because she has to fight with her mother who wants her to be a princess in general, causing her relationship with her mother to strain. In this movie, it is clearly illustrated that there is often a conflict between femininity and feminism.

There are several studies with similar themes that the writer found, including "Girlhood And Feminine Ideals: Linguistic Representation Of Femininity In Indonesian Folktales" written by Qanitah Masykuroh and Siti Fatimah from the University of Muhammadiyah Surakarta (2019). They focused on analyzing feminine adjectives in female characters in Indonesian folktales. Another research, -Femininity In Disney: Princess Jasmine as shown in Disney's Aladdin written by Vieregge, R.M. from Utrecht University (2020). She focused on analyzing Princess Jasmine's character changes in the animated movie (1992) vs. the live-action movie (2019). Meanwhile, in this study, the writer focused on analyzing behaviors that describe femininity and feminism and their conflicts in the movie. The aim is to educate readers on how the practice of femininity often

occurs in our environment so that it is finally applied to the character of a princess in general until the character of a princess who tries to break down femininity itself emerges.

In this research, the writer uses the descriptive qualitative method. Based on the topic in this study, the writer will use the theory of Bartky (1990). According to Bartky, femininity is something related to discipline in the female body. There are three categories of femininity practice described by Bartky, the first is a disciplinary practice that aims to get a certain size and general configuration. The second is the attitude/behavior, body gestures, and movements that are produced in their daily lives. Finally, the body is directed at the outer appearance which is full of polish (a decorated surface). The three categories of discipline produce how women's bodies often view themselves as inferior and feel less (Bartky, 1990). In short, how women should behave and look according to society's standards. Another theory is representation by Hall (1997). According to him, representation is one of the important practices that create culture. Culture is a very broad concept, culture is "experience sharing". A person is said to be from the same culture if the people who live there have the same experiences, share the same cultural rules, and speak the same language. He divides it into three approaches representative : (1) the Reflective approach, (2) the purposeful approach, and (3) the constructor approach. Then, Hewit has the theory of three waves of feminism ; (1) First Waves Feminism, (2) Second Waves Feminism, and (3) Third Waves Feminism. Also, Valerie Miller in the Official We Rise Toolkit (in Aprilia, 2019: 13), said that most feminism commonly used are eight distinct feminist theories: black feminism, radical feminism, liberal feminism, Marxist

feminism, feminism cultural and ecological feminism, as well as visionary and global feminism. Therefore, the writer finally decided to take the theme of this research with the hope of introducing how the image of femininity and feminism through literary works can be an inspiration for authors and directors in elevating social life into literary works.

### **1.2 Limitation of the Problems**

The writer only focuses on the categories of feminism and femininity based on traits represented in the movie.

### **1.3 Research Questions**

These are some questions that writer identify :

1. How are feminism and femininity represented in *Brave* movie?
2. How the conflicts between femininity and feminism represented in *Brave* movie?

### **1.4 Objectives of the Study**

To solve the problem in this research, it is necessary to have the objectives and benefits of the research. The research objectives explain the expectations to be achieved while the benefits of the research explain the results of the research. The aim of this study is to find out how feminism and femininity represented in the movie and how feminism lead an image of princess.

### **1.5 Significances of the Study**

This study is expected to give benefits which are divided into two aspects. They are theoretical and practical benefits.

- a.** Theoretical Benefit :

This research is expected to enrich the information on gender issues and to change people's mindsets about the image of princesses and women.

**b. Practical Benefit :**

This research is expected to lead all gender, especially women in order not to limit what they do and want. Then, expected to help people especially directors to raise more movies with the theme of gender issues.