CHAPTER I
INTRODUCTION

In this chapter, the writer would like to tell about the research on character development in the main character of a movie and an overview study. Therefore, this chapter covers the background of the study, identification of the problem, limitation of the study, research question, the objective of the study, and the significance of the study

1.1   Background of the Study

Nowadays, all humans can access information easily. Advances in technology are increasing rapidly, making it easy for everyone to get information. Advances in technology not only provide factual information but also provide entertainment for everyone. By only using mobile phones and the internet, everyone can access entertainment practically and easily. One of the advances in entertainment media is the availability of media that can be accessed both for free and free, such as music, e-books, films, and others.

Compared to the many entertainment media today, films or movies are very popular and widely accessed by many people. The advantage of film is that the media obtained is not only in the form of images or sound but both. The film combines efforts to deliver messages through media-moving images, camera technology, color, and sound. Elements are in the

background by a story that contains a message that is delivered by the director to the film audience (Susanto, 1982:60). The film is a work of art with various elements to complement spiritual needs. Filmmaking aims to depict a story in physical scenes that can be enjoyed and understood. However, the film's storytelling sometimes does not describe the characters as detailed as in the novel.

Many film genres are available today, but the animation genre still has the highest place in anyone's heart. In Kamus Besar Bahasa Indonesia (2002: 53), animation is a television program or film in the form of a series of paintings or images that are mechanically driven electronically so that the appearance on the screen moves. The word animation comes from the Latin anima, which means life, or animate, which means blowing spirits or life into inanimate objects; then, the term is translated into English into animate, which means giving life (to give life to), or animation, which means the illusion of movement. The term animation is defined as making cartoons (the making of cartoons), but in Indonesian, it is called animation. (Ranang, 2010: 9)

Animated films are films that are usually given to children. The animation provides many life messages with a storyboard made as simple as possible so that children can understand what messages they get from the animation. Animation also displays striking colors and imaginative shapes that can train children's imagination so that children become creative and also understand the message being conveyed. In every animated film, there

will certainly be characters who bring the entire contents of the story is conveyed.

Character is one of the important elements in a movie. Characters are made to distinguish one entity from another (humans, animals, spirits, robots, furniture, and other objects) based on mental, emotional, and social qualities. Character is a value that reflects the charm of the place where problems and events are based so that the story is built. Characters in a film play a very important role. Without characters, there is no story, and there is no plot. At the same time, the dissimilarity of characters will give birth to shifts, conflicts of interest, and conflicts that eventually give birth to stories. A film has a variety of characters who complement each other to provide conflict, plot, and story development, as the storyteller desires. Although in its development, many films only show one or two characters throughout the duration. Characters are usually created with special traits and qualities.

Character is not only in the form of character recognition through age, physical form, appearance, costume, tempo, or rhythm of the character's play but also the character's inner attitude. Each character in a film is always closely related to other characters. The process of giving character to a character is called characterization. Characterization is an attempt to display the character or character of the character being played. Characterization is a description of the characters in the story. It can be about physical images (gender, face, eyes, hair, clothes, age, how to walk, and so on. It can also be psychological and emotional images (behaviour,

sadness, anger, etc.). In films, characterization is one of the elements. Important. According to Dewojati (2010:169), the element of characterization in drama, usually called the character, is the most active ingredient to move the plot. The writer can reveal the logical reasons for the character's behaviour through this characterization.

In this paper, the writer wants to research an Animation Movie entitled Barbie, a Fashion Fairytale. Barbie, a Fashion Fairytale, is an animated movie in the fantasy genre and girly theme by Elise Allen based on Barbie's doll as the characters. Barbie was a legendary movie that every child in the world watched in child time. Barbie has many fans among children or teenagers because of her fashionable trend and iconic pink-themed. Barbie, a Fashion Fairytale, is a sequel to Barbie Universe; several types of Barbie movies have different themes and characters. Barbie's movie has a story based on real life with the add-on of fantasy spice to make it more interesting to watch.

Barbie has a simple story that always happened in humans' social life. The problem, the characters, and the story are simple but full of moral messages. The characters are made with various looks and kinds. The main character of every Barbie movie is Barbie but with different names like Clara, Blaire, Delancy, etc. Barbara Millicent Roberts, as we know as Barbie, is the main character in Barbie, a Fashion Fairytale movie. She has a super positive characterization but is filled with something else.

The writer chose the Barbie animation film because the writer is interested in the character, which many people like and is synonymous with women. The writer feels that Barbie does not only have to be in contact with women but can also be enjoyed by men. Barbie a fashion fairytale film, also attracts the author's curiosity with the depiction of the main character in the film. The writer is also interested in how to portray the adult characters played in the film Barbie a Fashion Fairytale, so that they can be accepted by children because the animated film Barbie is made for children.

In reviewing the study, a reference is needed in the form of previous research that will help this research. Research by Tesa Helly Rondowunu from the English Literature study program, Faculty of Cultural Studies, Sam Ratulangi University, entitled An Analysis of Characterization on Main Character in Barbie of Swan Movie and published in 2020. In Tesa Helly Rondowunu research, it focuses on characterization analyzes the characterization of the main character Odette, which are kind, brave, firm, modest, and polite.

The similarity between this research and Tesa Helly Rondowunu research is both analyze about the characterization of the main character and what factors that influence the characterization development of the main character. The difference between this research and Tesa Helly Rondowunu's research are the object. The object in this study has a heavier weight due to a more complicated story and also more characters. Tesa Helly Rondowunu's research uses the main character Odette in Barbie of

Swan Movie, while this research uses the main character Barbie in Barbie a Fashion Fairytale movie by Elise Allen.

Based on this background, the writer is interested in conducting research or analysing the main character, Barbara Millicent Roberts, in the animated film "Barbie: A Fashion Fairytale." The writer is intrigued by the character's positive energy and wants to explore her characterization. Additionally, the writer is curious about the factors that influenced the character's development in the movie.

1.2 Identification of the Problems

Based on the research background above, the writer found the problems as follows An Analysis of Characterization on the Main Character of Elise Allen's Barbie a Fashion Fairytale Movie. The writer has some identification of the problems, there are:

1. The movie "Barbie" tackles a real-life problem while incorporating some fantasy elements. This has led the writer to question whether the characterization in the movie accurately reflects real-life human beings.

2. In every movie, some factors can affect how characters are portrayed. The writer is interested in identifying which factors impact the main character's development in the children's movie Barbie.

1.3   Limitation of the problems

The title of the research is An Analysis of Characterization on Main Character of Elise Allen Barbie a Fashion Fairytale Movie. This research will focus on analyzing the characterization of the main character named Barbie and some factors that involved the main character's development, which is contained in the movie entitled Barbie a Fashion Fairytale with the writer Elise Allen and published by Mattel Entertainment in 2010.

1.4   Research questions

The research questions for this study are generated based on the study's background. Accordingly, the following questions are:

1. How is the characterization of the main character depicted in Elise Allen's Barbie a Fashion Fairytale movie based on Edgar V. Robert's theory?

2. What factors can influence the main character development of Elise Allen's Barbie a Fashion Fairytale based on Wallek Warren's theory?

1.5   Objectives of the Study

Research objectives are to reveal the general direction and objectives of what will be achieved or expected from research so that it is a continuation of problem identification. Here are the study's primary objectives, which will form the focus of the research:

1. To know how the characterization is portrayed by the main character in Barbie a Fashion Fairytale movie.

2. To find out the factors that influence the development of the main character Barbie a Fashion Fairytale Movie.

1.6   Significances of the Study

The results of the research are expected to be useful from theoretical perspective and also from practical perspective. So that it can be useful for all parties who involved in this research.

1. **Theoretically**

This research is highly relevant to our daily lives as it involves conducting thorough analyzes to understand someone's character. Other writers in this field can use this study for their research purposes.

2. **Practically**

This research aims to help the wider community, especially those interested in characterization, understand character analysis, the process of characterization, and literature. The goal is to make this information accessible to everyone.