

CHAPTER I

INTRODUCTION

This chapter presents the background, problems, objectives, significance, and limitations of the study.

1.1 Background of the study

Gender stereotype is how a man and a woman should behave. Stereotypes arise from the cultural background of a place and develop in the process of interaction, which demands differences in behavior in the personal and private spheres. The concept of stereotype involves a tendency to form and enforce statistical and immutable statistics about a specific group of people, ignore attributes unique to each individual, and use those assumptions to judge members of that group. The process of forming gender stereotypes begins in childhood Through observing the behavior of adults of both sexes (Ranubaya & Endi, 2023). Women then often become interesting conversations in various aspects of life regarding gender. They must face changing precedents and uncertainties, such as gender equality, mentality world healthcare, industry, and corporations. Moreover, a girl was fussy and demanding, a boy was more substantial than a girl, math was tricky, a book was a doorway to the world, and women were awful drivers were just a few examples of stereotypes. Women had also been taught several skills by their mothers since they were children, such as cooking, sewing, maintaining the home, taking care of themselves, charm, and modesty (Saputri & Neisya, 2021).

In general, women are usually regulated by stereotypes, and women are

also often determined in public. Ideally, beauty standards are the result of social recognition. It is one of the supporting factors that are very important in women. In addition to the image that emerges from beauty, women also have images obtained from their social environment. The social image of women is closely associated with the standards and value schemes put on in a communal cluster. A woman's self-image is a woman's state and view that comes from within her, both physically and psychologically. Physically, women experience typical things, which are not experienced by men, such as pregnancy, childbirth, and breastfeeding. Meanwhile, if viewed from a psychological aspect, women cannot be separated from what is called femininity (Aprilia, Neisya, Darlius, & Lestiana, 2022). In the family, for example, women act as wives, mothers, and family members, each bringing consequences to socially interrelated attitudes. Women's social image is also a matter of self-experience, such as being imaged in women's self-image and social image, these experiences determine women's social interactions in public. The social production of stereotypes uses changeable and ineradicable indications such as culture, ethnicity, social position, sexual category, and stage to eliminate and marginalize persons and societies (Pardede & Neisya, 2020).

A woman's body does have a fascination, hence it always attracts attention and gets a place even in someone's conversation and thought. Women and beauty are two things that are interrelated and difficult to separate. If talking approximately ladies additionally approach talking about beauty. Women's beautiful appearance always follows them, both

young and old, rich-poor, low education, tertiary education, women who are active in the domestic to the public, which is sure always to get attention from women in various walks of life (Tutung, 2020).

Moreover, every ethnicity, race, and country has a beautiful concept according to each individual and group. Beauty body regulation is relative and contextual and does not have class. What is considered attractive is heavily influenced by societal norms, historical background, and personal preferences. In many societies, beauty standards have evolved, often reflecting cultural values, historical events, and even economic factors. Everyone has their own view of beauty. For example, for Asian women, the standard of beauty is a woman with a bright or white skin color, female skin should be soft, supple, hairless, and silky. Ideally, it should show no signs of drying out, a skinny, sharp nose, sharp teeth, straight hair, etc. (Kartika, 2021). The self is not already there when humans are born, the "self" is dynamic. (Anindya et al, 2022). In this case, women whose bodies are regulated according to the beauty standards of each region certainly have a significant impact on their lives. For example, women feel that they are not independent with what they have, feel insecure, and can not express themselves, a woman can not eat according to their will because she is worried about weight gain. They feel intimidated to do activities and wear any clothes to maintain proper femininity because women's bodies are far more the target of observation by the humanities than men's. The existence of beauty standards makes women want to follow the existing standards to avoid the insecurities that can arise (Sekarwening, 2021). The

beauty industry often plays a role in maintaining beauty standards by marketing products and services that promise to help people achieve prescribed beauty standards, which can lead to social pressure and even self-esteem issues, especially for those who don't naturally fit into those standards.

According to Cash and Pruzinsky in Sari (2022), satisfaction toward one's body image is directly related to how a person looks at their body image. Revealing body image is an attitude of judgment that consists of positive and negative reviews about the body shape of someone. This study aims to describe body discipline and the impact of body discipline in the movie *Turning Red*, especially in which the main character Meilin Lee portrays the issue of women's regulation. *Turning Red* is a moving and hilarious animated film that follows the story of Meilin Lee, a 13-year-old girl who undergoes extraordinary and unusual transformations whenever she gets too excited or overwhelmed. Set in modern-day San Francisco, Mei Lee's life takes a different turn- colorful when she transforms into a giant Red Panda. This movie by Disney+ distributed in 2022 in the animation genre. Mei Lee is an ordinary teenager navigating the challenges of adolescence, trying to fit in at school, and dealing with the pressures of her overprotective mother, Ming. However, her life takes a unique twist when she discovers that whenever she gets too excited or emotional, she undergoes a physical transformation into a giant Red Panda. This transformation leads to humorous and unexpected consequences, bringing both challenges and opportunities into Mei's life. Mei Lee must learn to

control her emotions to avoid becoming a giant Red Panda. This movie also depicts social discipline, Mei Lee's physical changes also have a social impact on everyday life. Despite these changes, she must learn to accept herself and be accepted by others.

Michel Foucault is concerned about this issue of disciplining the female body. Foucault offers a pedigree for the development of modern social control regimes, that is how power controls the body. Moreover, Foucault emphasizes discourse's historical and contextual nature and their power relationship. Discourses surrounding the body change over time, reflecting shifts in social and cultural values. Foucault's analysis of body discipline and discourse highlights how power operates through knowledge and practices, shaping and controlling the bodies of individuals and societies. By understanding the discursive mechanisms through which body discipline is established, we can critically examine and challenge the power dynamics embedded within these practices. Foucault's theory can be used to analyze how the body may be regulated, controlled, or suppressed by various social mechanisms, such as cultural norms, institutional power, or certain social demands. His theory also highlights the relationship between knowledge, power, and individual identity in the context of body discipline. In this movie, the researcher can use it to analyze how the main character experiences the process of identity formation and oppression through the discipline of Mei's body.

Some researchers are also interested in the same topic. For example, Ambar, Widya, Karunia, Hayati, Sofyan & Lestari (2022) focus on

analyzing the character of Meilin Lee's parents on how to apply their upbringing in the formation of children's characters in the movie *Turning Red*. Nindya's research (2022) focuses on the appraisal attitude analysis sub-system in the movie *Turning Red*. Zumaria & Dewi (2022) focus on the analysis of the types of language styles used by teenagers and adults in the movie *Turning Red* comparing and finding language style and language function between teenager and adult movies *Turning Red*, the researchers uses the theory of types of language style by Martin Joos (1967) and language functions by Holmes (2001).

Moreover, Foucault's theory has also been used by researchers in previous research. For example, Hardiansyah (2012) used the same approach for his study entitled *Body Discipline Art in the Perspective of Michel Foucault*. Therefore, the topic of analyzing body discipline in the movie *Turning Red* using Foucault's theory is academically very interesting because it explores various aspects of women's physical and mental well-being, self-control, and personal development. Moreover, body discipline often requires individuals to develop self-control and willpower and there is still not yet a researcher on the *Turning Red* movie using Foucault's theory.

1.2 Problems of the Study

The problems of the study are formulated in the following questions :

1. What are the body disciplines of Meilin Lee in the movie *Turning Red*?
2. How do body disciplines impact the personality of Meilin Lee in the movie *Turning Red*?

1.3 Objectives of the Study

Based on the problems of the study, the objectives of the study are :

1. To identify and analyze the body disciplines of Meilin Lee in the movie *Turning Red*.
2. To analyze the impact of body disciplines on the personality of Meilin Lee in the film *Turning Red*.

1.4 Significance of the Study

The importance of this research includes some of the following purposes.

1. Theoretically, this research contributes to developing the reader's knowledge and gives information in enriching literary analysis of the theory, which can be used in literature to analyze body discipline and the impact of the body discipline described in this movie.
2. Practically, this study is possibly used as an appropriate reference for further research on similar topics. That also can be useful for literature students to improve their knowledge about body discipline while analyzing literary work.

1.5 Limitations of the Study

Based on the movie *Turning Red*, the researcher focuses on body discipline and the effect of body discipline on Meilin Lee who is the main character in the movie *Turning Red* (2022), based on the theory of Michel Foucault (1977).