

CHAPTER I

INTRODUCTION

A. Background of Study

Literary theory, often referred to as "secondary text," involves the systematic examination of literature's nature and analysis methods. This theory not only explores the meaning within literary works but also the theories that interpret these meanings. Literary theory or literary analysis focuses on evaluating, examining, and critiquing literary forms to assess their quality and reveal the life aspects authors aim to present. In recent decades, critical theory has been prominent in literary studies, aiming to interpret literary works within broader social, cognitive, and cultural contexts.

Holdsworth and Luckhurst (2008:1) suggest that literature is often seen as written expression, though not all written documents qualify as literature in a precise sense. Additionally, literature is viewed as creative writing imbued with aesthetic values, thus considered an art form. Baldicj (2001:2) argues that the term literature is most fitting when restricted to imaginative literature as an art.

Producing literary works, including plays, novels, poems, and short story, can be defines as the creative writing activity. To help emerging authors produce excellent new literature, creative writing aims to mentor, nurture, educate, and support them. Any creative writing course would benefit from the historical context, philosophical rigor, sociological framework, and formalist understanding that come from the analytical study of literature through the application of critical theories (Fenza, 2000).

Nowadays, literature works are not limited in textual form, film can be categorized as a literary work too. It is because the films are influenced by and exerted influence on

literature and literary criticism. Films are predetermined by literary technique, on the other hand, the touch of literature is needed to develop certain features in the films. According to Asri (2020), movies are simply entertainment shows; some consider the movie a medium that can give literacy for the followership.

Moana (2016) depicts the journey of a girl who faces many dangerous quests in order to save her community. This movie dives into Polynesian culture. Originating from the long row of navigators, she embarks on a fairy-tale island with the half-god of Maui. Through their journey they fought against everything hidden behind the ocean, while learning what can be achieved by the strength of perseverance and faith.

The word “feminism” originates from the Latin word *femina*, meaning woman. First utilized in the 1890s, it initially described the theory advocating for gender equality and the movement aimed at securing women's rights. Presently, feminism is often defined as the advocacy for equal rights for women and men. Saptari and Holzner (1997: 47) describe feminism as "the effort to elevate the disadvantaged status of women in society and to improve or transform that situation". Historically, women's societal roles have been inferior to men's, hindering their development. Feminism seeks to alter this disparity and enhance women's status.

Feminism emerged because women were regarded as inferior to men, and one prominent type of feminism is Liberal feminism. Liberal feminism, which is widely recognized, defines freedom in terms of personal autonomy—living a life of one's own choosing—and political autonomy—having influence over one's living conditions. Liberal feminists argue that personal autonomy requires certain conditions that are often lacking in women's lives, or that societal structures frequently fail to respect women's personal autonomy

and other aspects of their well-being. Okin (2016:89) notes that liberal feminists believe that such autonomy deficits result from the "gender system" or the patriarchal nature of inherited traditions and institutions. They argue that the women's movement should strive to recognize and address these issues.

Moana, one of the most popular Disney movies of 2016, tells the story of a girl who becomes the chief of her tribe. This movie introduces a new perspective on women's self-image by depicting a character who balances domestic chores with pursuing her dreams. According to Anggraini (2018), Moana is portrayed as brave, active, energetic, and independent. Additionally, the movie constructs Moana's character not as a superwoman with magical abilities but as someone who gains her sea expertise through training with professionals. This portrayal can provide new insights for viewers, especially children, showing that beautiful women aren't limited to living in castles, being treated as princesses, or performing stereotypically feminine tasks.

Walt Disney aimed to create an animated character who broke away from the traditional mold, resulting in Moana, a princess depicted as strong, resilient, and adventurous. Moana's character embodies patience and determination, notably demonstrated when she refrains from labeling Maui as a criminal despite his theft of TeFiti's heart. Instead, she works to restore Maui's sense of heroism and identity.

This movie introduces elements of liberal feminism that were less evident in previous Disney movies. It showcases characters like Maui, a demigod with extraordinary abilities but also portrayed with flaws such as pessimism, a tendency to give up easily, and fear of failure. Similarly, Chief Tui, Moana's father, contrasts with Moana's character by being risk-averse and hesitant to take chances. What's intriguing about the movie is Moana's leadership qualities

and spirit, challenging the notion that leadership is solely a male trait. Moana demonstrates that true leadership involves prioritizing the welfare of one's people, showcasing that leadership qualities are not exclusive to men.

Therefore, based on the background above, the writer is interested to analyse the *Moana* movie in the form of thesis and intends to bring the issue as a topic of this research seen from feminism aspect entitled “**An analysis of Liberal Feminism Values of The Main Character in *Moana* Movie**”.

B. Research Question

Based on the background of the research above, the writer would like to propose the identification of the problems as follow:

1. What is the characterization of the main character in *Moana* movie?
2. What are the liberal feminism values of the main character depicted in the *Moana* movie?

C. Aim of the Study

Based on the identification of the study above, the writer would like to propose the objectives of the study as follow:

1. To explain the characterization of the main character in *Moana* movie.
2. To analyze the values of the liberal feminism of the main character in *Moana* movie.

D. Methodology

Research methodology involves the structured approach and methods that researchers use to carry out a study. It includes the overall strategy, procedures, and tools for collect, analyze, and interpret data in order to address research questions or achieve research objectives effectively and rigorously. In the context of the proposed thesis titled "An Analysis of Liberal

Feminism Values of The Main Character in *Moana* Movie," the research methodology would involve several key steps. These may include conducting a literature review to understand liberal feminist theory, developing a framework for analyzing the character traits from a liberal feminist perspective, collecting data through multiple viewings of the movie and detailed note-taking, analyzing the data to identify instances where the main character, Moana, demonstrates liberal feminist values.

E. The Significant of the Study

This study has significance that were divided into two:

1) Theoretical Aspect

This study is expected to enrich the study of woman in literary work.

2) Practical Aspect

This study is aimed to encourage the students to study more about literature particularly about woman role.