CHAPTER I

INTRODUCTION

This chapter consists of background of research, statement of problem, research objective and significance of research, and definition of key terms.

1.1 Background of Research

Women stereotype is a view or assessment given to and through women. This view or assessment becomes identity of women usually as a differentiator to the other group, male. As it said by Beauvoir (24) "And the truth is that anyone can clearly see that humanity is split into two categories of individuals with manifestly different clothes, faces, bodies, smiles, movements, interests, and occupations; these differences are perhaps superficial; perhaps they are destined to disappear. What certain is that for the moment they exist in a strikingly obvious way". As well as it is differences in identity between men and women then it is also affecting the characteristics and roles of each gender.

In women stereotype, as women role, women are not considered to afford and need to interfere related to the community at large. It is because women are considered have only for housework job and role. This is also refers to the stereotype that women do not have the ability as well as men. It influences to the view toward women characteristic. Women are not as useful as men because they are just as a small part in community affairs. This causes unequal role for women. It becomes a barrier for women, particularly in the fields of education, employment and marriage.

However a lot of works are done by women in various fields in society. It emerges from the desire to get the same rights as men. Women also want to prove themselves, that they worth to gain an equality as well as the man. "Woman can be subject, can engage positive activity in society, and can redefine or erase her role as a wife or a mother. Woman can built herself because there is no essence from eternal femininity, which makes ready-made identity for her" (Nurhasanah, 20).

This stereotype reflected in some of the product of popular culture. Popular culture becomes public consumption. It exists to fulfill the desires of the community. This makes popular culture has a daily value of society. This value becomes an attraction for popular culture. It is ordinary thing to find a value stereotypes in popular culture. As stereotype related with women and women are the part of the community. For the example, in the field of music is as one of many popular culture. There are still many women stereotype in this field. Either, it is as the part of the music industry itself, or from musical genre. It still exists negative views towards women. Such as, women cannot or do not deserve to be on a particular music genre. Moreover in the song lyrics shows the stereotype toward women. Many lyrics are, explicitly or not, insinuating or insulting the position and role of a woman. As it said by Osazuwa. She said that most often victimized by the music industry are women. It can be happened through music video about the women's objectification and she added about the demeaning nature of lyrical content to women (1).

It is revealed by Sarah Neff (6) about how the music might affects particularly in women stereotype. She said that there was a growing amount of literature about sexist lyrics in music and how such lyrics affects listeners. As she added about Rogers's view that "lyrical content of song is as equally important as the response to the song because the lyrics themselves could directly or indirectly influence the response" (qtd. in Neff, 6). Cobb & Boettcher said the potential for lyrical influence became quite an issue when the primed and spread activation stereotype are taken into account. Stereotype priming occurs when stimulus causes information about group or category to be activated in memory (qtd. in Neff, 6).

Therefore, women stereotype affects many women movement in all activities. Especially, the women stereotypes limits the women movement both in the world of music and in various areas of life. It also become limitation for a female singer and for women overall. But over time, women feel oppressed to this limitation of stereotype. This stereotype was given continuously and hereditary. They want to show the freedom against the limitations of the stereotype. The Rejection effort was made to this stereotype because women want to get a change of fortune for themselves. It became a turning point for the development of women thought against that limitation. The rejection effort is often known as Feminism.

Based on that, there are the needs to reject the women stereotype. The rejection of the women stereotype is both in the community at large, especially in the field of music as popular culture. As the women stereotype and the struggle of

rejection to the women stereotype exists in the movie and movie script of *Pitch Perfect 2*. In the *Pitch Perfect 2* is found women stereotype given to women both in society in general, as well as in the field of A Cappella music.

Pitch Perfect 2 is a 2015 American [musical](#) [comedy film](#) directed and co-produced by [Elizabeth Banks](#) and written by [Kay Cannon](#). It is a [sequel](#) to the 2012 *[Pitch Perfect](#)* film features an [ensemble cast](#), including [Anna Kendrick](#), [Rebel Wilson](#), [Hailee Steinfeld](#), [Brittany Snow](#), [Alexis Knapp](#), [Hana Mae Lee](#), [Ester Dean](#), [Chrissie Fit](#), [Kelley Jakle](#) and [Shelley Regner](#) and many more. The film centers on the [fictional](#) Barden University and The Bellas, an all-female [A Cappella](#) singing group. In this *Pitch Perfect 2* tells about Baden Bella to get the redemption of their mistake. In other hand, they also want to reach their dream to become America representative and a champion in World A Cappella Championship.

Previously there are some researches that supported this research, namely *Feminist Ideology in Friedan's Book "The Feminine Mystique"* by Siti Fatimah at 2012. This research discussed two problems. Those are what American women in "The Feminine Mystique" and the ideal role of women to liberate themselves from the oppressive gender in the book. The researcher used Beauvoir theory to solve the problem in the book. Finally the researcher took the conclusion about the representation the images of American women are formed social and culture. The researcher also found about the ideal role of women to liberate women from the oppressive gender through women as a good mother and wife and women as an artist.

Afterward the research at 2011 by Cici Nurhasanah in *The Struggle for Independent Status of Two Women Characters in Khaled Hosseini's A Thousand Splendid Sun's Novel*, focused on two problems. Those are the factors which cause the two women characters in *A Thousand Splendid Sun* struggle to get their independent status and the efforts of the two women characters to get their independent status. The result of this researches are: First, the factors caused the two women characters struggle to get their status are patriarchy system, marriage system, war condition and social status. Second, there are difference effort between the two women characters in *A Thousand Splendid Sun,* Mariam and Laila. The one (Mariam) efforts was adaptation as a housewife and protest with act. In the end, she tries to protest by resisting when her husband torture her, until she killed him. The other one (Laila) did some effort to equal with man, such as get education like man and want to marry with man her loved. However, the both characters have similar efforts to get out from their restraint. They want to change their status as an object and eliminate stereotype toward women and then show their existence in the world. They also want to chase their independent status or freedom. From the research above, it has been obtained some informative inputs as reference to improve the comprehension of literary study about feminism in literary work.

Connected to the feminism issues, it is interesting matter to discuss about how the women breaks the stereotype and the view toward women in *Pitch Perfect 2* movie. Also how is the stereotype toward the main characters, Barden

Bella, in A Cappella world. Hence, for this study used the title *"The Struggle to Reject Women Stereotype of Popular Culture in Pitch Perfect 2"*

1.2 Statement of Problem

Based on background of problem above, the problem will be discussed in this research is the struggle of rejection to women stereotype of popular culture in *Pitch Perfect 2*. The questions of research are formulated as follows:

1. How are women stereotype of popular culture described in *Pitch Perfect 2?*

2. How do women reject the women stereotype of popular culture in *Pitch Perfect 2?*

1.3 Purpose Research

The purpose of this research are:

1. To describe the women stereotype of popular culture in *Pitch Perfect 2.*

2. To explain about women struggle to reject women stereotype of popular culture in *Pitch Perfect 2.*

1.4 Research Significance

The significance of the research is divided into two kinds of significances, namely practical significance and theoretical significance. Practically, the researcher hopes this study is useful for the next researcher as a reference to help in comprehending the literary works. Moreover, theoretically, the research being a new challenge to explore and improve the comprehension of literary studies, especially related about women stereotype and the struggle of rejection the women stereotype in the film.

1.5 Definition of Key Terms

The definition of key terms used in this research are:

Stereotypes : stereotypes are perspective or assessments that include the characteristics, roles and attributes given to and through a class and it becomes an identity for the group.

Women stereotype : women stereotype is a view or assessment that includes the characteristics, roles and attributes given to and through women. It is regarded as identity for the woman, usually as a differentiator for the other group, male.

Film : is story, etc, recorded as a set of moving pictures to be shown on television or at the cinema (Hornby, 434).

Popular Culture : can be interpreted as a pleasant culture and widely favored by people or commercial culture which is the impact of mass production is carried out by the media.