

CHAPTER 1

INTRODUCTION

This chapter will be divided into background of research, previous study, statements of problem, purpose of research, significance of research, clarification of key terms and organization of writings.

1.1 Background of Research

The variety of languages in the world is complex and interesting for people to understand. Language that can be used to convey intent and purpose. As a communication tool, language becomes a medium of language that is used every day to convey information or what to convey to others. The language used usually affects the culture of the user. Therefore they are interrelated.

Speaking of language, it could reflect any types of ideas or experiences that happen in every daily life of human beings. Humans could express any styles or from of their thought as a literary works. Expressing a personal feeling through their literary works which is experienced by themselves to universe. Many form of literary works as a tool of communication (language) to share their feeling or information from literary works (Rabiah, 2018). People may then find various challenges based on language, such as stereotypes, during communication events.

The issue of women's and men's problems has always been an interesting topic to discuss, especially in stereotyping issues of masculinity and femininity. Like the example that was trending on Twitter on August 20, 2020 in the YouTube video of Deddy Corbuzier interviewing Ivan Gunawan (Deddy Corbuzier, 2020). In the interview, Deddy Corbuzier mocked Ivan Gunawan for doing squats and Deddy Corbuzier felt strange because he thought that

"squats" were usually done by women. And then Ivan Gunawan replied to the joke by saying "*Yang pake eyeliner itu cowo loh, Ded!*" The statement makes laughter from Deddy Corbuzier (because he had used Eye liner for his image as a magician before).

The conversation above contained insensitive humor which is questions someone masculinity. According to Anjali Shrivastava, mostly people trying to be funny they have to mock others. This is a real misconception of being funny, it has led to an abundance of jokes targeted as specific group of people that turn into real issue of discrimination (Shrivastava, 2014). She said "*the keys to comedy are one, timing, and two, relating to who you're speaking to.*" So, when trying to make a jokes, make sure do it on the right time and the audience probably understand the context of the joke.

When people targeted someone as an object for their jokes and being humiliated by their offensive humor, then it's not joke but a humiliation. People have their right and free to do anything without fear of rejection and consequence, it's called psychological safety (Norman, 2018). It shows that every human being has their right for their happiness of life without any fear from other human being.

CEO Mulally was one of the four keys to saving Ford Motor Company from the 2008 economic recession — one of the biggest turnarounds in business history stated "*Never make a joke or try for humor at someone else's expense. In a high stakes environment, everyone needs to feel safe.*" (Norman, 2018). Related to this, it shows every human being has their own rights in a state of security, avoiding things that threaten him such as things that hurt his self-esteem.

The utterance from the video shows sensitivity to the perspective of gender stereotype. Utterance does not provide information that can be directly understood. Therefore, a stereotyped relationship is needed that has a linguistic component and a mode of expression that helps an utterance to complete it

explicitly and to provide its communicative function. The relationship is embedded as a cognitive device that humans use to understand the things they have experienced in the world (Wu, 2010, p. 1). Experience could lead stereotype and generalized by action and thought. Stereotyped relationship is a perception and memory of the speaker about the relationship with things in the world that he has experienced. It could be every stereotyped relationships shaped by experience of every human being as generalized belief about a particular category of people.

One of the formation of stereotypes can be widespread through movie as a medium that provides propaganda. Propaganda activity is defined as the dissemination of selected information, whether factual or misleading, with the goal of persuading individuals to adopt a particular view, attitude, or course of action (Munthe, 2012, p. 45). Based on this meaning, propaganda affects social development such as discrimination or ideology. Not all propagandas has negative intention, it also has positive side.

The characters of movies as an audio-visual medium almost do not encounter language and literacy barriers. Instead, movies have had an influence on pre-existing mass media such as the press and radio. Movies have appeal as a popular medium (Irawanto, 2004, p. 5). Therefore, the movies that are present can have an influence on everyone's thinking through the content in it. Because movies are popular medium, it will be easier to give doctrine to the viewer.

Documentaries are commonly used in propaganda movies to persuade viewers of a particular political viewpoint. But, propaganda movies aren't simply only for non-fiction movies (Irawanto, 2004). Its show that fictional movies also carried the function to spread propaganda.

Therefore I then look for movie recommendations about someone's life. The researcher searches on Google with the keyword "The best movie about men" then it recommended the researcher Iron Man, The 40 Years Old Virgin, Sprited Away, etc. Then the researcher choose *The 40 Years Old Virgin*

(Apatow, 2005) as the object of the research, because of the movies recommended by Google, *The 40 Years Old Virgin* (Apatow, 2005) is the most fitted one with the topic that the researcher chose.

This movie tells the story of a 40-year-old virgin Andy who lives an ordinary and monotonous life. He works in an electronics shop. The shop employees always talk about women and sex. Whenever they talked about it, Andy always agreed with what they had to say, as if he understood it. They suspicious because stereotypically man his age tend to love wander around looking for hook up for woman. Suspicious of Andy's behavior, his friends find out Andy is a virgin and try to help him find a woman to date and let go of his virginity. In this movie, the researcher will find stereotyped signs that appear in every conversation. A lot of stereotyped signs such as masculinity and femininity that appear in the movie. So, the researcher decided to choose *The 40 Years Old Virgin* (Apatow, 2005) as the object of the research.

Therefore, the researcher needs a language study that can discuss the true meaning of each sign and stereotype shown in *The 40 Years Old Virgin* (Apatow, 2005). Dwiliarossa (2019) in her thesis analyzed signs and stereotypes of Eastern Indonesian people which represented in *Waktu Indonesia Timur* television program. The theory used for analyzing the issue was Charles Sander Peirce's semiotic theory. Dwiliarossa (2019, p. 3) quoted Peirce a sign is something that for someone represents something in some things or certain capacities. Signs leading to someone, that is to say, create in the mind of that person a commensurate sign, or perhaps a more perfect sign. The issue that were brought by Dwiliarossa has the same issue with the researcher aim to analyze, therefore, in order to succeed in analyzing the issue, the researcher will use Charles Sanders Peirce's semiotic theory as the main theory of the research.

There are many variations of languages, and in a sense the language is all kinds. Ferguso (1971) define linguistic diversity as "one of the language

patterns that is sufficiently homogeneous to be sufficiently homogeneous". Analyzed by the available techniques of synchronous description, it has a large enough repertoire of elements and their placement or process with a broad enough sense to work in all formal communication contexts (Nisa, 2019). In this research, varieties of language being used as part of analysis tool. Variety of language showing the pattern of human speech, how it sound, word, grammatical features, etc. Which can uniquely attribute to some external factor such as geographic area or social group. Also deliver social values associated with the speaker who use them and the contexts wherein they're habitually used.

In order to understand about the topic, the researcher need to look forwards the previous study. There were some previous study that the researcher has found. The research entitled "*Analysis of Stereotypes in Zootopia Movie*" this research aim to identified categories of stereotype with individual function of some characters in *Zootopia movie*, namely gender, race, physical features, occupation and socioeconomic status, national group, and other categories. The result of this research shows that race category is the most widely used as stereotype category. This is due to the fact that the *Zootopia* movie depicts many types of animals that reside in the *Zootopia* city. As a result, racial differences are the most frequently discussed topics. Furthermore, gender and other categories have the least amount of data (Atillah et al., 2020). This research help the researcher found the category of stereotype that showed from the movie.

Second research is entitled "*Representasi Nasionalisme dalam Film Rudy Habibie (Studi Analisis Semiotika Charles Sanders Peirce)*". This research aim to identified sign, object and interpetant as representation of nationalism of Rudy Habibie. It also help the researcher to find sign,

interpretant, and object with the same semiotic theory from Charles Sander Peirce by using this research as an example for analyzing data.

1.2 Statement of Problem

According to the background of this research, the researcher trying to analyzing the sign and stereotype in *The 40 Year Old Virgin* (Apatow, 2005) movie as an information cause many are not aware of the existence of stereotypes that often occur, researchers try to provide information that can help in understanding the signs of stereotypes in the form of research. There are some questions formulated for getting specific purpose based on the background of research above:

1. What is the sign of stereotyping in *The 40 Year Old Virgin* (2005) movie-script?
2. What are the meanings contained in the sign of the stereotype in *The 40 Year Old Virgin* (2005) movie-script?
3. What varieties of language are used as the stereotype sign in *The 40 Years Old Virgin* (2005) movie-script?

1.3 Purpose of Research

By finding signs of stereotypes that appear in *The 40 Years Old Virgin* (2005) movie. It is helped that the reader can understand the intent of the researcher who wants to show signs of stereotypes that must be understood in daily life. According to the problem above, the purposes of this research are as follows:

1. To identify the signs of stereotyping in *The 40 Year Old Virgin* (2005) movie-script.
2. To identify the meanings contained in the sign of the stereotype in *The 40 Year Old Virgin* (2005) movie-script.

3. To identify the varieties of language are used as the stereotype sign in *The 40 Years Old Virgin (2005)* movie-script.

1.4 Significance of Research

Based on the background of research, this research is expected to provide scientific input and contribution to the linguistic study especially the study of semiotic. Theoretically, this research is expected enrich the study of semiotics, particularly in interpreting the meaning or messages. This research can provide some information about the stereotyping human regarding their gender.

Practically about this research, it would be very informative for people who has interest in movie and the propaganda it carried. Moreover, for student who needs knowledge of semiotics in fulfilling their learning reference. For this research, they expected to be useful and apply their knowledge, especially with sign, object, interpretant or semiotic for every subject. The researcher will only explain the stereotyping of human regarding their gender in *The 40 Year Old Virgin (2005)*.

1.5 Clarification of key terms

Sign	Represent something captured by five sense.
Charles Sander Peirce's Theory	The three-dimensional system (triadic/trichotomy), and the relativity of the three typologies or taxonomies of signs (icon, index, and symbol)
Stereotype	Generalized something by characteristic' creature.

Movie Script

Movie script or film script is semi-structured in that it is subdivided into scenes and some-times other structural units.

The 40 Years Old Virgin

A 2005 american romantic comedy movie directed by Judd Apatow, who produced the movie with Clayton Townsend and Shauna Robertson.

