CHAPTER I

INTRODUCTION

This chapter will discuss the background of the research as well the problem identification in this research. Also includes, are the statement of the problem and purpose of this research study.

I.1   Background of the Problem

Media has become such a prominent part of today's life. These days, the role of mass media is established as the principal and crucial instrument in shaping the cultural sphere of societies. The exchange of public information and social knowledge in society now depends on mass media (Hall, 1977). By this means that media is one powerful medium to deliver messages to the masses.

Film as a part of mass media is one powerful tool in helping to communicate messages to the people. Seitz (1930) argues that motion picture is the greatest medium of expression the world has ever known, especially with the way film can captivate people minds through its motion that resulting in the connection of emotion, which makes it more special (Sanders & Norris, 2001).

The world of moving pictures plays a unique role in communication. Shabana Azmi, a veteran actor and activist, also talk about how film is a vital medium of communication in one of the article of The Express Tribune. Azmi (2017) talk about how the cinema industries can put the real situation and reflecting it in movies so the real change in society can actually happen. In a way,

the communication process of cinema is like mirroring Berlo's SMCR Model of Communication (1960). The directors or producers are the 'Sender'; they give 'Message' through their film, which is the 'Channel', to the audience or the 'Receiver' of the film.

Besides its capability to convey messages, film also has the power to create bonds, develop people's critical thinking, increase knowledge and awaken interest (Summerfield, 2004). It is not only a medium for entertainment but it also serves as a medium for education, especially for today's generation who would rather watch a movie than read a book.

Film can be used as part of alternative education methods to teach all the important stuff the next generation need to learn like history, social issues to technology. For example, the award winning "Schindler's List" shows how someone who is a Nazi supporter has a change of heart and later protects the live of many Jews. Peter Weir's "Dead Poets Society" inspires people, especially students, to live an extraordinary life and be true to themselves since a young age through poetry. Andrew Stanton's "WALL-E" depicts a future where mankind no longer lives on earth and became dependent to technology; it pictures a very ironic situation of people and earth that could possibly happen in the near future.

As products of mass culture, movies reflect cultural attitudes, trends, and concern (Lule, 2016). The world that people see on screen reflect back to the reality because film presents a situation that is real while also serving solutions to the social issues that is represents.

Just as movies reflect the anxieties, beliefs, and values of the cultures that

produce them, they also help to shape and solidify a culture's beliefs where the impact can be profound, leading to social or political reform, or the shaping of ideologies (Lule, 2016, p. 327).

When talking about good film or impactful movie, people's mind doesn't get far away from Hollywood, which proved by their existential as the largest, oldest, and most profitable in the film industry world according to the research done by Theatrical Market Statistics (worldatlas.com, 2018). As a prominent part of film industry, Hollywood becomes the channel in showing many layers of culture in the world to global audiences.

Recent study by Creative Artists Agency (CAA) show that films with more diverse casts are more success at the box office than film with less diversity, according to research from 2014 to 2016 (theguardian.com). Especially with recent success of Asian representation film like "To All The Boys I've Loved Before", a film from streaming service Netflix, with Asian leading actress portraying a Korean-American teenager and box office success "Crazy Rich Asians", a major Hollywood produce film which feature majority Asian descent cast in the last two decade since the premiere of "The Joy Luck Club" in 1993 (nytimes.com).

I.2 Identification of the Problem

As mentioned before, film is one medium to distribute messages to people. It function as entertainment as well as for education or learning purpose. Through

watching film, people can be educated and learn new things from various subjects to enhance our knowledge and understanding.

While American movies certainly influence the mass culture that consumes them, they are also an integral part of that culture, a product of it, and therefore a reflection of prevailing concerns, attitudes, and beliefs (Lule, 2016).

One of the most important things to learn for every human being is family value. When taught correctly, family value can be a strong foundation for people as they build and go through life. The portrayal of family in the media is one place where people can learn about what families look like, how they behave and act towards one another, and the role of each family member (Gerbner et al, 1980).

Family has become one of the subjects that have been showcased in many Hollywood movies. "The Godfather", a film about crimes family by Francis Coppola is one of the examples of movie that represent family values in spite of the dark theme of the film. One popular line from the movie that set the family tone is when Vito Corleone, the patriarch of the family said "a man who doesn't spend time with his family can never be a real man," in one of the scene.

Other Hollywood movies that brought up family as their main topic are Disney's "Coco" that introduces audience to a Mexican family and Joel Zwick's "My Big Fat Greek Wedding" that tells the story of a Greek women and her family. What special about these three films mentioned before is they surround the topic of family values from minority ethnic in America.

Asians, is also one of the minority ethnic in America which are not really represented well in Hollywood and are frequently stereotyped through mainstream media.

A study by the University of Southern California show that only 5.3% of Asian contributed in the media industries since 2007 to 2014 (hollywoodreporter.com, 2015). Asian descent actor and/or actresses usually could only play the minor part in the movie, as the smartest kid in class, the loser or the bullied, or just someone. It hasn't been represented well enough to do justice to the cultural side of Asians when there are many matter to explore and shown through cinematic experience. But the emergence of "Crazy Rich Asians" has change the Asian representation in Hollywood film industry.

Directed by Jon M. Chu, the movie set in the modern time and tells the story of Chinese-American Economic Professor, Rachel Chu, and her Chinese-Singaporean boyfriend, Nicholas Young, who travel together to meet Nick family in Singapore while also attending his best friend wedding. As a Chinese-American who never steps foot in Asia, Rachel is clueless about how she should behave around this traditional Chinese people (theverge.com, 2018).

The movie showcases Chinese cultures and traditions that are rarely brought up in mainstream media. Family is the main theme addresses here, upholding the most valuable thing in Chinese tradition, family play big role in the lives of these people. This what intrigue researcher to write this paper, knowing its a Hollywood film, researcher wants to know how the movie delivers and communicate an accurate representation of Chinese family values.

With these backgrounds, this thesis is going to discuss about the representation of Chinese family values in Chinese culture using "Crazy Rich Asians" as its research object through a critical discourse analysis by Norman Fairclough.

I.3 Statement of the Problem

Based on the background and identification of the problem that has been discussed above, researcher came up with a research question:

How are Chinese family values being represented in the movie "Crazy Rich Asians"?

I.4 Purpose of the Study

The purpose of this study is to analyze the representation of Chinese family values in the movie "Crazy Rich Asians".

I.5 Significance of the Study

I.5.1 Academic Purpose

The purpose of this research for academic use is to give knowledge on doing critical discourse analysis research and also further insight for researcher who wishes to do research with similar topics.

I.5.2 Practical Purpose

Researcher hopes that through this research, other practitioners can know more about the representation of Chinese family values in a movie. This research

can be practical as source of information for movie producer to produce another movies with family values messages.

I.5.3 Social Purpose

Another purpose of this research is to give society more insight about the culture, tradition, and demeanor of Chinese family through film, especially to non-Chinese society.

I.6 Organization of the Study

This research will consists of chapters as follows:

CHAPTER I: INTRODUCTION

Chapter one is the base of the research. This chapter will explain about the background of the problem, where the topic of the research came from and why it's important to be research. Then followed by identification of the problem, statement of the problem, purpose and the significance of the study.

CHAPTER II: RESEARCH OBJECT

Chapter two will further discuss about the object of the research, in this case is the movie Crazy Rich Asians. In this chapter, there will be full explanation about the movie, synopsis, and description of key characters in the movie Crazy Rich Asians.

CHAPTER III: LITERATURE REVIEW

In chapter three, researcher will explain theories and concepts used in making this research. Also giving definitions of things related to the research topic.

CHAPTER IV: RESEARCH METHODOLOGY

Chapter four will include detail explanations of methodology of this research. This research used qualitative method, therefore explanations about data collection and data analysis will also be found in this chapter.

CHAPTER V: RESEARCH FINDINGS AND DISCUSSION

Chapter five of this research will be filled with results of the findings and detailed analysis of the data and information obtained during the data collecting process.

CHAPTER VI: CONCLUSION AND SUGGESTION

Chapter six will be the final conclusion of the overall research, where researcher will answer the question of this research, as well as the suggestion for the next research.