

CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Study

This chapter explained the theory the researcher uses in research and the results of various previous studies used as a reference in this thesis. Previous studies are critical and will be used as notes or concerns to help reveal the findings in the novel. In addition, several previous studies with the same item or subject matter as a guide for researchers. Therefore, certain studies with the same concept, method, object, theory, and problem were chosen as guidelines for researchers to write a thesis. The researcher selected five previous studies in this study, as listed below.

The first research came from Universitas Jember entitled *The Representation of Beauty Discourse by Media Text in Toni Morrison The Bluest Eye* by Viyantini Rakita Sari (2015). The study discussed the representation of beautiful women as reflected in Toni Morrison's novel. In that novel, the representation of beauty by a woman with white skin, straight hair, and blue eyes. Those characteristics create discrimination because all women who do not possess those things will not be considered beautiful. Viyantini (2015), in her research, reveals the representation of a beautiful woman by applying the representation theory by Stuart Hall. Viyantini also uses the reflective approach to support her research because the beauty concepts mentioned above are real situations that happened in society in America during 1960. Therefore, this previous study can help the researcher gain a deeper understanding of the representation theory by Stuart Hall. Furthermore,

because Korean Americans are a whole society in America, this theory will help the researcher see the Representation of Korean Culture in American society.

The second research is *Science and Society: The Impact of Science Abuse on Social Life in Well's The Invisible Man* by Jimino suhadi, Burhanuddin Arafah, Fatnia Paramitha Makatita, Herawaty Abbas, Azhariah Nur B. Arafah (2022).

This study explores the connection between science and society in the invisible man and elaborates on the impact of science abuse on social existence conveyed in H.G properly's *The Invisible man*. The observed result shows that the science abuse act committed by the principal person later leads to social rejection and anger in his direction. Accordingly, humans hunted and murdered him. The Invisible guy has presented a captivating glimpse of the capacity courting among science and society. Science frequently associated with goodwill can be risky on the wrong hand. Even though it should be fee-unfastened, anyone must be guided by the results on society so it might not be harmful. This paper highlights the effect of science abuse on social existence as a brilliant example of selling attention to science application and its outcomes on society. This text used the qualitative and sociology of literature method through Alan Swingewood and Diana Laurenson. The explanation shows that the researcher used the sociology approach to help the researcher gain information about the impact of scientific abuse on society. This approach can help the Writer understand the effects of different cultures on someone's life.

And in the third research is *The Korean Language in America: The Role of Cultural Identity in Heritage Language Learning* by Jin Sook Lee (2002). This research focus on the study was to provide a descriptive analysis of Korean proficiency among second-generation Korean-Americans, the cultural identity of second generations of Korean-Americans, and the relation between cultural identity and heritage language proficiency. The study showed that cultural identity and heritage language proficiency were strongly interrelated; the higher the heritage language proficiency, the stronger one identified with Korean and American cultures. In other words, those who were more proficient in the heritage language tended to be more bicultural. This paper examines the interrelationship between cultural identification and language desire among participants of the second-generation Korean ethnic institution in America. Forming cultural identity through a complex configuration focuses on one's lifestyle and recognizes the social institutions one practices to maintain one's culture. Language has been stated as one of the most outstanding elements of the competency of tradition when you consider that, inside a cultural surroundings, it acts as a salient indicator of a collection's identity that is transmitted from technology to technology and serves as the number one device to internalize lifestyle. This research helps the researcher understand that the family and society must maintain culture.

The fourth research is *The Korean Wave in America: Assessing the Status of K-pop and K-drama between Global and Local* by Lisa M. Longenecker and Jooyun Lee (2018). This research focuses worldwide popularity of the Korean Wave, which has explored the popularity and appeals phenomenon inside the U.S.A.

This study seeks to fill this hole by analyzing the volume to which Hallyu has been identified and general by American audiences specializing in k-pop and k-drama. Exploring how hallyu received in us gives meaningful insights into how a country with the most critical culture impacts the worldwide stage and responds to any other us of a's transnational famous tradition. This statement has a look at demonstrates that k-pop and k-drama are regularly gaining reputation and visibility in the U.S through diverse channels. The growing enchantment of k-pop and k-drama inside the American media and society confirms the global attain of the Korean wave within America. Drawing on the legacy of the American presence in South Korea, k-pop keeps utilizing the American thing of big band, funk, disco, rock, swing, and jazz music. This statement makes k-pop acquainted and attractive to American audiences. K-drama's emerging popularity in the united states is partially generated and sustained by Asian individuals' interest and consumption. This research helps the researcher to gain information about the Korean wave in America.

The last research is *Emergence of The Korean Popular Culture in The World* by *Thao Emillie Do (2012)*. This study talks approximately about South Korea's achievement in famous culture in Asia in around twenty years. Known as Hallyu in Korean, the Korean wave has become a global phenomenon as it appeals to more audiences than the Asian continent. The Korean wave represents a hybrid tradition with an aggregate of Western and Asian effects because of globalization. Because the Hallyu phenomenon became more potent and quicker with Korean songs, virtual media was essential in spreading global motion with the internet. As

a result, the Korean wave has emerged as a worldwide cultural phenomenon because it appeals to an increasing number of audiences past the Asian continent. This famous lifestyle results from several cultural policies that intend to reinforce and aid the Korean culture and identity, including the traditional components of the tradition. Therefore, the research by Thao seems essential to give the researcher deeper information about Korean Culture.

In the previous studies above, it can be seen similarities and differences, both in terms of theory, method, and research object. The researcher chose to review all the studies because this research highlights several issues related to techniques, ideas, and Korean culture reflected in America. This study will analyze Korean culture in the P.S I Still Love You book by Jenny Han.

2.2 Theory Representations

A cultural theorist is also a significant determinant of the development of media and cultural studies. "*Representation: Representation of culture and the practice of signification*," Hall published this book in 1997, studying the importance of language, culture, and the shared meaning represented in language. Hall believes that culture plays a significant role in creating history and that Representation has a relationship with tradition. Representation is how a person communicates through language. Literary representation frames our knowledge of literature. Literature is a source of understanding that involves facts and meanings. The representation of events, characters, communities, and many others, advances the reader's knowledge of the issues in the text. The author's desire to encourage

readers to understand the content of the text in a certain way is the abstract ideas behind certain representations, symbols, and characters. The representation technique consists of language, dialect, setting, symbolism, character, form, and structure. Moreover, literary representations can tell us about the life of the author.

According to Hall (2005), representation is the ability to describe or imagine. Representation is essential because culture always has meaning and language; in this case, a language is a symbolic form or form of representation. This theory focuses on what the audience understands, which means that the audience not only passively accepts a text, be it a book or film, but also understands what the author wants to convey. So the reader's understanding will depend on the person's cultural background. Readers' backgrounds can explain how they accept text points while others reject them. This theory is also one of the leading proponents of audience reception.

On the subject of the idea of representation, Hall (1997) proposes three approaches to the representation theory. First, he divides the views of representations into the reflective, the intentional, and the constructionist approaches.

1. The reflective, also known as the mimetic language, work with words to reflect the meaning within the object, character, concept, or event. So the thoughtful approach is a theory that language imitates the true meaning, the reflection of the natural world of the object, person, etc.

From the previous explanation, the reflective approach is the concept of meaning produced by people through ideology and experiences reflected by reality or culture in society.

2. The intentional approach shows that the meaning contained in the phrase is the meaning that the author should mean; this approach is challenging to prove because every people has their perspective on seeing and interpreting a work of literature. The intentional process controverts the reflective practice because the statement from this approach is author imposes meaning by themselves. Therefore, this approach focuses on the writer's or speaker's point of view.
3. The constructionist or constructivist approach. This method argues that the meaning no longer lies in the individual, customers of language, or material matters. Instead, this approach states that people build sense through concepts and singing, so we produce our meanings to objects through our language. Therefore the purpose is constructed either by the Writer or the reader.

Based on the explanation above, the representation theory would be suitable for analyzing the novel *P.S I Still Love You* by Jenny Han. And the reason why the researcher chooses the representation theory by Stuart Hall in this research is that the title of this research is The Representation of Korean Culture in American society as Described in the novel *P.S I Still Love You* by Jenny Han. So the highlight of this research is the representation of Korean culture.

2.3 Sociological Approach

The word sociology is the study of society. Sociology studies various cultural characteristics and the relationship between culture and the social stability of its environment. Sociology is always related to human activities within their environment. Therefore, studying sociology is not only about human behavior but also sociological elements such as social structure, social stability, and social change. The sociological approach is a broad knowledge of why and how problems develop, how humans are affected, and what relates to dealing with them.

In other terms, the sociological technique is an approach to finding imaginary meaning in literary works that study society, social class, love relationships, religion, nature, etc. According to Alan Swingewood in the sociology of literature: "Sociology is essentially the scientific, objective study of man in society, the study of social institutions and social processes, it seeks to answer the question of how society is possible, how it works, why it persists" (1972). The sociological approach helps the reader understand what the author sees in the community. The principle of Laurensen and Swingwood (1972): Support other understandings. Understand the distribution of the social context of writing or literary texts in a social environment. Literary works as a mirror of the times. Literary works as a particular historical movement. From the previous explanation, Sociology literature cannot be from humans and the society that relies on its literature as the object of discussion.

Swingewood proposes three perspectives of literary sociology:

1. Literature is considered a direct reflection of various aspects of social structure, family relations, class struggle, and the structure of society. Swingewood (1972) stated that the most known perspective in literary issue adopts elements of literary documentary, arguing that it provides a mirror on the times.
2. The authors and their work have a relationship with the social situation of the author. Swingewood (1972) stated that the author is as a part of sociology of literature movements which has emphasis at the work of literature itself to the manufacturing aspect and particularly to the social state of affairs of the author.
3. Historical events influence literary works which relates to the human paradigm of literary works. Swingewood (1972) underlines that a literary work has connection to a particular society at a specific historical moment.

According to Swingewood's perspective above, the researcher views literary works as a reflection of society poured into writing that has something to do with the author's life, the structure of the community, and historical events. This is applied in Jenny Han's novel *P.S I Still Love You* (2015). Furthermore, this novel is appropriate research to be analyzed using the sociological method as a theoretical framework. Literature is an imitation of reality that uses language as a medium for the author to convey her thoughts and feelings. Novelist *P.S I Still Love You* applies Korean Culture as part of Lara Jean's life in fiction novels. This theory

explains that stories are considered imitations of Asian life in America, especially Korea. Therefore, this study uses a sociological approach.

2.4 Concept of Korean Culture

The definition of cultural values is the core principles or ideals on which an entire community or society. The concepts contained in cultural values include traditions, rituals, and community beliefs. Traditions are customs and assumptions from generation to generation. They preserve the ideals and concepts of society. For example, trust is when an individual from a particular culture shares ideas with others in their community. A ritual is a series of activities carried out because of a belief. This ritual is familiar in the religious beliefs of a culture. Finally, the custom is a tradition widely accepted in a particular culture.

Korean culture is one of the oldest sustainable cultures worldwide. Korean culture consists of its history, customs, traditions, and beliefs. That tradition from one-of-a-kind dynasties, wars, adjustments in spiritual beliefs, the modernization of the world as a whole, and many other customs and traditions exceeded among generations cause adjustments in every age. According to Lehrer (1996), some traditional Korean values and customs established under Confucianism include the authority of fathers, wives' obedience to husbands, children's obedience to parents, filial piety, self to family, submission to civil authorities, and high expectations in education. Korean lifestyle also contains food, country-wide, sports activities, vacation, and social norms, as well as its popular subculture in

song, movies, drama, and fashion. Moreover, that is just a tiny part of the culture as a whole. Here is some Korean culture:

1. Korean beliefs, the religious foundations, and thoughts of Koreans are built specifically across the religions of confucianism, buddhism, and christianity. Although these, specifically confucianism, have an extended record of affecting Korea, its political and social philosophy can still be visible in Korea these days.
2. Korean traditions and customs, There are essential vacations in South Korea every 12 months. For example, what's Lunar New Year's Day (seollal) in January-February and Korean Thanksgiving in September-October. Both of those vacations are celebrating with the own family, regarding ancestors, food is simplest available on certain days, and own family games play a big part in the day. But, one of the crucial elements of the birthday party, each traditional and today, is appearing a ritual referred to as (sebae). The own complete family, wearing traditional clothes, hopes this yr brings several good fortunes. For the meals served, typically eat rice cake soup, savory pancakes, and fried noodles with vegetables.
3. Korean popular tradition, regularly known as "Hallyu," is not the handiest well-known and famous in Korea but additionally spreads globally. The way of life consists of Korean pop songs, dramas, and movies. Even though k-Pop has ended up a hot topic in recent times, in the starting, Korean dramas became the forerunner of famous Korean subculture to observe in other nations.

4. In Korean traditional clothing, this material is referred to as (Hanbok). This material consists of a long-sleeved blouse and a long extensive-waisted skirt. The unique material and colorations each have a special meaning. Nevertheless, they're regularly worn at weddings by the bride and groom's mother and father at some point after the ceremony or even all through the rite if it's far in a traditional Korean wedding ceremony style. It can also be worn on special activities within the family, at the corporation, or on business occasions. There are distinctive sorts of Hanbok used daily, for ceremonial occasions, and particular sorts for shamans, officers, etc. Garb became an essential signal of one's social rank or elegance. Those of low reputation typically wore plain garments of simple color, while the upper classes and nobles wore heavy and flashy clothes, complete with jewelry.
5. Koreans typically devour lots of rice, veggies, and meat in Korean cuisine. Usually, every meal consists of several exclusive facet dishes, called (banchan), similarly to the main course. Of them, Kimchi is the staple facet dish at each meal. Further, many Korean ingredients are served grilled, steamed, fermented, or pickled. There is additionally an extensive style of soups, stews, and noodles. Similarly, certain meals, along with salted pancakes or tofu with Kimchi, are generally eaten while taking part in alcohol.

The Korean culture above shows that Korea consists of one race, Asia (Northeast). It has a unique culture, character, clothing, and food that is separate

from the nearby countries of Korea. And Korean values are built around Confucianism. Neo-Confucianism was introduced to Korea from Yuan China by philosopher Zhu Xi (1279-1368) in the 13th century and adopted as official state learning by the founders of the dynasty in 1392 and widely accepted throughout the whole country afterward. Confucianism is an ancient Chinese belief system that focuses on the importance of personal ethics and morality. Confucianism has had the most substantial influence on Korean intellectual history due to the introduction of Confucian thought as part of the cultural influence of China. Diligence, hard work, filial piety, and humility are characteristics of people Koreans respect. According to Lee Kwang-Kyu (1989), Confucianism posits the family as the fundamental unit of society, incorporating the economic functions of production, consumption, the social functions of education, and socialization, guided by moral and ethical principles. Confucianism views men or male descendants as the head of the family.

Education is one essential thing for Koreans. Education is the way to be successful. That's why in Korea, parents feel it is more important for their son to get the best education than their daughter. On the other hand, education is so important because parents usually rely on their children for support after retirement. Therefore, higher education is a way to improve one's socioeconomic status in Korea. According to Lee (1989), in this respect, Confucianism can be viewed as a family religion. It seems that no other culture emphasizes the family as Confucian in East Asia. By that statement, Confucianism beliefs are used to

shape Korean culture today, so everything related to culture is part of Confucianism beliefs.

2.5 Korean Americans in the U.S

Korean emigration to the United States can be divided into three critical waves. According to Jackson (2006), The first began from 1903 to 1905. Then, 7,500 Koreans worked on Hawaii's sugar plantations as deal people. The second, beginning in 1950, consisted of women married to American soldiers and young children adopted into American families. As a result, nearly 100,000 "internationally married girls" or "army brides" entered the U.S. Finally, between 1950 and 1989, about 300,000 Korean adopted children entered the United States starting in 1953. As a result, the U.S. signs a peace, friendship, and change treaty with Korea. From then on, Koreans began participating in the U.S. as diplomats, politicians, investors, and students. Korean-Americans celebrated 2003, the centennial anniversary of Korean immigration to the U.S.

From the first generation, also known as 1.5, Koreans talk about their problems adapting to new traditions and environments. In the acculturation method, the ethnic identity of generation 1.5, or the first generation, looks solid because they build the ethnicity or culture of their country of origin. However, in line with Joann & Steve (1996), the first generation of Korean immigrants struggled to conquer linguistic and cultural variations. In addition, the first generation is more challenging to adapt to than the second generation or 2.0 because they were born in the U.S., making them more fluent in English than Korean. This problem

causes conflict between children and parents because they are not fluent in communicating; each mother and father are fluent in Korean while their children are more fluent in English.

The five cardinal virtues of Confucianism in its moral-ethical human are the connection between father and son, husband and wife, the older and younger, courting with friends, and among lord and subject. The parents of Korean immigrant Americans still maintain the heritage culture of their children at home, such as try speak the Korean language. As Korean-Americans, Perhaps no other ethnic group in the United States has retained their indigenous cultural values and practices. Most Korean Americans can and do speak some Korean, eat mainly Korean food, and practice Korean cultural behavior. Korean-Americans have adopted Confucian laws. Confucian rules of conduct are evident in many Korean-American cultural practices. For example, Korean Americans tend to display strong respect for educated people and emphasize their children's education. Most Korean immigrants work hard to improve their lives for themselves and their children. At the same time, the second generation, through cultural confusion and endless battle with minority status, tries to fit in with all as part of American Culture. Therefore, the second generation assimilates more quickly and efficiently than their first-generation parents.

In addition to Koreans who decided to improve the economy and education in America, Korean culture also began to enter America through the media, which spread very quickly. The growing appeal of k-pop and k-drama through media

and the global reach of the Korean Wave in the U.S. Illustrate that globalization is happening very fast through the media, and people know that Korean products spread through the broader population in the global market. In addition, the advancement of Korean culture has allowed Korean culture to be accessed and loved by audiences around the world. YouTube, for example, with the unexpected success of PSY's mega-hit "Gangnam Style" and modern-day performances from boy band BTS. Because social media is now enhancing and accelerating the spread of Korean traditions in the United States and around the world. Furthermore, many collaborations between Korean and American singers, including BTS, who collaborated with Nicki Minaj, Halsey, and many other musicians, not just BTS but also many Korean musicians who collaborate with American musicians, show that Korean popular culture is growing. Furthermore, the music industry is overgrowing, and the Korean drama or film industry is also increasing, such as the film Parasite, which received the Academy Award Oscars in 2020 with a nomination for the best film directed by Bong Joon Ho.

