

## **CHAPTER TWO**

### **LITERATURE REVIEW**

In this chapter, the researcher discusses several previous studies related to this research. Some theories use to help the researcher in analyzing the research problem. The first subchapter shows some previous studies related to this thesis. The second subchapter describes the theories related to the issues that have been found previously by the researcher and also explains the reasons for choosing the theory used to solve the problem.

#### **2.1 Previous Studies**

##### **2.1.1 Women Exploitation in Prostitution Business (2019)**

This study is from Pratama (2019), and this study is descriptive qualitative research to discuss more women's exploitation, starting with factors, reasons, and causes why irresponsible people exploit women. The proliferation of prostitution today shows that many state laws are violated. The prostitution business can be interpreted as a business that provides services to fulfill the desire to have sex that cannot be separated from the existence of women, and this is what can state that prostitution is the place of exploitation of women.

This study shows three reasons why men are willing to employ or exploit women, firstly, because it is not complicated, secondly is easy and fast, and thirdly it triggers fantasy compared with their own wife. According to Professor Louise Brown, commercial sex workers are divided into three groups in this study. The first is a group of beautiful women who deliberately offered to be a prostitute, and

they provided themselves to be exploited by moving from one city to another city. The second group is a group that relinquishes her self-exploitation by having a network and structure and is accompanied by pimps in marketing. The last group is women who do prostitution due to economic impetus. The primary reasons women become an object of exploitation in prostitution are not always on their own. Some are forced to volunteer themselves because of coercion and deception against them.

That is, we are both the same talking about the exploitation of women. The similarities between this study with the researcher's research is we both are talking about women's exploitation. However, the study done by Pratama is more focused on the prostitution business, which is one part of women's exploitation that the researcher analyzes. Meanwhile, the researcher's research explained what kind of exploitation happened in *Last Night In Soho* movie. This research is function to create an understanding on the picture of women's exploitation in prostitution business in my analysis.

### **2.1.2 Women Exploitation Reflected in Memoirs of A Geisha by Arthur Golden (2020)**

Fahas (2022) article entitled Women Exploitation Reflected in Memoirs of A Geisha by Arthur Golden uses descriptive analyses and library research. Four things were analyzed in this research found by Fahas in Memoirs of A Geisha novel: woman's position, woman's role, woman's participation, and woman's right. In women positions, women are always regarded as second-class citizens in society, with little influence over life decisions. It is known as patriarchy and

refers to the condition in which man is the primary rule in a woman's life. The role of the geisha in this novel is they must be sexually appealing to attract a guest (man), also they learn how to be a cunning woman. The woman in this novel does not have the power to make decisions in her own life because men have complete control over their life. Sayuri, the novel's main character, has no rights in her life. She is unable to decide what she wants. Her father sold her when she was a child. It can be seen that the man who is supposed to protect Sayuri has no responsibilities to her.

Based on feminist conclusions, women's positions, roles, participation, and rights are ignored. As a result, women are exploited to do whatever men want. The result of the study shows that women are also exploited under the control of men. It also shows that women have to fight for their rights. Women have to be smart and intelligent to have freedom.

The researcher and Fahas's research have something in common. We both discussed the exploitation of women from a feminist perspective. However, there is also a difference, such as the media used to analyze, the researcher used *Last Night In Soho* movie, while this journal used the novel *Memoirs of A Geisha*. This study's function is to understand women's position, role, participation, and rights from a feminist point of view, especially in the issue of women's exploitation which is also included in my analysis.

### **2.1.3 The Exploitation of Women's Body in the Practice of Warung Kopi Pangku (2019)**

Arladin and Sutinah's (2019) article used descriptive qualitative method with a critical paradigm. This article examines the exploitation of women's bodies in the social practice of Warung Kopi Pangku at Jombang. Women's bodies are considered an object to attract customers. It is proven by the sexy appearance of the waiters, both through minimalist clothes and excessive makeup. The bodily exploitation of the waitress can occur variously. The waitress's appearance is the most seen aspect of exploitation. It is proven by the beautiful body image of the waitress to attract the sexual desire of the customers.

Body exploitation is also done through the control of the work activity of the waitress. They should give an entertaining atmosphere while accompanying the customers. This form of exploitation of women's bodies also occurs in the practice of covert prostitution, namely with the transaction of sexual relations at the Warung Kopi Pangku, the waitress's body is used to satisfy sexual needs.

The exploitation of the waitress's body was used as a strategy by her boss to increase the existence of the Warung Kopi Pangku. The exploitation of women's bodies is one of the women's exploitation in our society. Also, it is one of the cases that occurred in the research conducted by the researcher, and this similarity makes this study one of the previous studies in this thesis. This research is helpful for the researcher to analyze the exploitation of women's bodies using the same theory, because this article exposes the perspective of women who are used as an object, it's enrich the researcher's perspective.

#### **2.1.4 Women Exploitation in Jane Smiley's A Thousand Acres (2020)**

An article by Ulya and Wedawati (2020) described the representation of women's exploitation experienced by the female characters in Jane Smiley's novel *A Thousand Acres*, as well as the struggles of the female characters in combating the exploitation described in the novel. This article used the qualitative method and the theory of feminism to analyze the novel. Women's exploitation is defined as the act of unfairly treating women in order to benefit from their labor or exploiting the situation to gain an unfair advantage for women. As revealed in Jane Smiley's *A Thousand Acres*, an imbalance in rights leads to men exploiting women. The sexual harassment experienced by the two female characters, Ginny and Rose, explains the novel's representation of women's exploitation. In this case, Simone de Beauvoir explained that women are the other and men are the subject, which is very pertinent to the novel's plot.

Women are considered weak because men dominate them in many ways. Jane Smiley, on the other hand, gives readers insight into women's struggles by presenting Ginny and Rose, demonstrating that women have courage and freedom in life. Simone de Beauvoir also revealed that women have the freedom and right to create their own without being influenced by men who dominate them. Although women in this novel are exploited by being dominated by men, they are also portrayed as women who fight for their freedom, even though they are oppressed by male domination.

This article has similarities with research conducted by researchers, which both discuss women's exploitation using the feminism theory by Simone de Beauvoir.

This article helps to add insight to researchers regarding the feminist theory by Simone de Beauvoir, which explains about women's exploitation. However, the media used in these two studies are different, this article uses Jane Smiley's *A Thousand Acres*, while the author uses the *Last Night In Soho* movie.

### **2.1.5 Women Exploitation in Warkop DKI Poster Film (2021)**

Patria, Kristiana, and Aryanto created this study. This study aims to explain the representation of the image of women in the comedy film poster of Warkop DKI in 1980-1989 from a woman's point of view. This research uses a descriptive qualitative method, with the object being a comedy film poster of Warkop DKI from 1980-1989. There are *Gengsi Dong* (1980), *Dongkrak Antik* (1982), *Maju Kena Mundu Kena* (1983), *Depan Bisa Belakang Bisa* (1987), and *Makin Lama Makin Asyik* (1987).

Women are often used for profit as a commodity of capitalism. In patriarchal rules, men are often considered to be created as cultural makers in women are subordinated. Warkop DKI is a comedy film featuring beautiful women with erotic and sexy poses adorning the illustrations/visuals on each episode's Warkop DKI film poster. The producer uses beautiful women as visual objects to make their business profit. In early 2000 there was a shift in the genre of Indonesian films from comedy to horror, but what was sold remained the same, still around the exposed chest and thighs.

The emergence of the horror movie genre and its film poster advertisements also take advantage of sexuality and eroticism as an attraction to attract potential audiences. Capitalists seem to run out of ideas that always use women as victims

of patriarchal power. In the patriarchal pleasure method, women are used as the 'cherry on tops' to attract viewers and increase rankings. Women are only used as number two above all, including in the context of sexuality. The similarity of this article with the research conducted by the researcher is that they both discuss the exploitation of women, specifically women used as objects to increase a business's profit. This article exposes the perspective of women who are used as visual objects to make business profits, and it enriches the researcher's perspective. However, the media used differs where the researcher uses the movie as the media, while this article uses film posters.

## **2.2 Feminism Approach**

In my perspective, this research uses a feminism approach due to the perspective that it is related to women's exploitation and is connected to every woman's rights. This study employs Simone de Beauvoir's theory to gain a perspective on the data discovered, as Simone de Beauvoir sees women's positions and experiences as distinct from men's. Existentialist feminism comes to a close with Simone de Beauvoir's theory. Existentialism considers all aspects of human existence and how humans exist in this world.

According to Ruede et al. (2007), liberal feminism focuses on small groups that focus on lobbying the government for pro-government reforms and attempting to influence policymakers. One of the most obscure feminist theories is the marginalization of women as someone else in a culture created and dominated by men. In the meantime, women are their objects. Existential feminism is a struggle

of women through individual movements in the domestic sphere, as opposed to other feminists who fought in the public sphere.

Simone de Beauvoir's typical thought is exciting; she explained clearly how the history and beliefs about the definition of women have evolved. In her opinion, the situation of women has suffered from an existentialist disability. History has shown that men have always held concrete forces in various fields, indicating that men's desires are more dominant. As a result, the researcher contends that Simone de Beauvoir's theory is the most appropriate theory to study and analyze *Last Night In Soho* movie in the case of women's exploitation by the female character depicted in this movie. Researchers also find that the realm of feminism covers issues of women's exploitation.

### **2.3 Theory of Representation by Hall**

According to Hall (2005), representation is a critical practice that produces culture. Culture concerns 'personal experience' that has a significant concept. If humans share the same experience, share the same code of culture, speak the same language, and share the same concept, it can be said that they are from the same culture. Representation relates to the concepts in people's minds by using language that allows the natural interpreting of objects, events, people, and imaginary worlds of objects, fiction, and people (Hall, 2005). Pranoto and Afrilita (2018) stated that according to Hall, representation is a concept of representing or retelling something and describing something's meaning. The things that can be represented are part of an image, picture, audio, sentence, and sign (Kuswoyo & Siregar, 2019).



According to Ramadhani & Setiawan (2021), the theory representation by Hall is to share the meaning of something through language. The concept of this theory is pictured as the moment that catch by our senses. The concept of representation itself is seen as a product of the representation process. Representation is a meaning production from the concepts of people's minds through language because this theory explains something from thought.

Hall's limits about language sound, words, things, visual imagination, or objects that functioned as a sign and arranged with the other sign to create meaning and used the 5W+1H concept there are what, who, when, where, why, and how. Representation is also a part of a meaning process that shapes and collides with culture. Representation itself not only includes how cultural identity is served or instead constructed in a text but is also constructed on the production process and societal perspective that consumes the cultural values. This includes using signs, language, and pictures to represent something.

According to Hall (2005), there are three approaches to representation:

1. Reflective Approach

This approach is how a language or symbols reflect the meaning contained in a symbol. The meaning is contained in the object and not separated from reality.

2. Intentional Approach

The intentional approach shows meaning as a part of the researcher/author. Language is a medium used by the speaker to communicate the meaning in everything that applies, specifically unique. Therefore the words are meaningful according to the will of the researcher.

### 3. Constructionist Approach

The last approach is that meaning is constructed on language and through language. Meaning is not only getting from the author but also through the representation system.

#### **2.4 Semiotics Theory by Metz**

The researcher combines the theory of representation and semiotics to explain the depiction of women's exploitation in *Last Night In Soho* movie. According to Saussure, semiotics or semiology is a science that studies signs in social life. Semiotics is a science or analysis method to study signs. According to Saussure on Piliang (2000), a sign consists of a signifier and a signified. Signifier refers to signified and then refers to the reference or reality. The relation between signifier and signified is arbitrary because there is no logical relation. Marking is a process that occurs in the mind when using or interpreting signs.

Christian Metz is a figure in the field of Semiotic Cinema, where he brings up some discussion about regarding shooting patterns and the meaning behind those shootings. Metz reveals that cinema is not a language system. However, cinema is a language (a sign of support). According to Metz, what always prioritizes is the content of each filmed motif (in opposition to the shot as the result of shooting). According to Fithratullah (2021, p.63) "Metz tries to explain how films are interpreted through codes and signs both inside the cinematic sign non-cinematic which are included in the mise en scene". Metz contends that code and sign are distinct because one is a sign and the other is the message when analyzing sign and code.

To understand Christian Metz's semiotics in the *Last Night In Soho* movie, a grand syntagmatic analysis of Metz is needed, divided into eight syntagms. Those eight grand syntagmatic Metz are found in the book *New Vocabularies In Film Semiotics* by Stam (2005).

#### 1. Autonomous Shot

This single shot usually describes the entire segment of a film plot. It is divided into two, namely, single sequence shot and insert.

#### 2. Parallel Syntagma

This syntagma usually means merging two or more stories united on one topic, for example, lucky people with unlucky in a comedy, great island scenery with small boats, and the like.

#### 3. Bracket Syntagma

This syntagma means a series of scenes that show the entirety of a scene or event in the film. This syntagma shows the film's audience that this series of scenes is the essence of the film.

#### 4. Descriptive Syntagma

This syntagma is descriptive and usually only applies to motionless objects. This syntax is usually used to describe the background or setting of an object.

#### 5. Alternating Syntagma

This syntagm describes two or more events that co-occur and are also connected. Like the relationship between the protagonist and the antagonist chasing each other, the shots take place at the same time.

## 6. Scene

A series of events or events that occur sequentially, according to the time chronology of the film, are related and do not use effects or changes in the setting of the incident, which means that it is specific in time and place. It can be in settings, places, events, and actions. Consisting of more than one shot provides an immersive space and time continuity as if without a break.

## 7. Episodic Sequence

A summary of an event symbolically, according to the chronology of time, and sequentially. Usually combines more than one shot that relates together and is linear.

## 8. Ordinary Sequence

Same as episodic sequences, but it focuses more on the important things in the film. Moreover, the difference with episodic sequences, they usually are not sequential.

In this research, the researcher uses two types of those eight grand syntagmas, and there are parallel and bracket syntagmas in analyzing the picture found in the movie.

## **2.5 Women Exploitation**

According to Suharto (2005), exploitation is a discriminatory attitude or treatment carried out arbitrarily. Exploitation is an unfair treatment of a person or group of people to get a benefit from their work because of their lower position (Dowding, 2019). Undang-Undang Republik Indonesia, in article 2 paragraph (1) of Law Number 21 of 2007 concerning the Eradication of the Crime of Trafficking in

Persons, exploitation is an act with or without the consent of the victim, which includes but is not limited to prostitution, forced labor or services, slavery or practices similar to slavery, suppression, extortion, use of physical, sexual, reproductive organs, or unlawfully or transplant organs and or body tissues or take advantage of a person's power or ability by another party to obtain material or immaterial benefits. Simply put, exploitation is an activity of taking advantage of something excessively and arbitrarily without any responsibility, and it causes harm to some parties. Since this study discusses women's exploitation in *Last Night In Soho*, the women's exploitation theory is used.

In the case of women's exploitation, women are often seen as second-class citizens, which makes women vulnerable to exploitation. Currently, equality between men and women has been declared, but women often receive discrimination and exploitation in practice. Women's exploitation is putting women as subordinates. Women are not only used by their images and signs as an attraction but also commoditized and placed as objects to satisfy men's sexual needs for profit (Prasetyo et al., 2021). According to Wicaksono (2012), exploitation of women means using all things attached to women, both images and signs. Ermawati and Burhadi (2020) said that women face various forms of exploitation, such as rape, kidnapping, dowry, crime, abuse, and sexual harassment. World Health Organization also said that forcing sex of someone to have sex with anyone, forcing someone to involve in pornography and prostitution, and also demanding sex in any context, or making sex a condition for getting help are the things acts of sexual exploitation and abuse which is a form of exploitation of women.

According to Sagala et al. (2007) and Fakhri (1999), the researcher can use four women's exploitation types to analyze the women's exploitation in the *Last Night In Soho* movie. There are:

### **2.5.1 Sexual Exploitation**

It is where they are involved in prostitution, sex services/work, or become objects of pornographic activities because of threats, coercion, kidnapping, abuse, being sold to people (debt traps), or being victims of fraud.

### **2.5.2 Forced Labor**

Any form of work or services obtained by the perpetrator using the power of a person threatened with punishment and that person work without their own will. This happens when someone is forced to provide work or services through coercion, fraud, or force.

### **2.5.3 Slavery**

Slavery is the status or condition of a person who has been deprived of his freedom of life to work for the benefit of other humans, and his status is like property that can be traded.

### **2.5.4 Violence**

Violence against a person's physical or psychological integrity, namely violence against fellow human beings, comes from various sources. The forms of violence committed include beatings, sexual harassment, holding organs without willingness, degrading words, etc.