CHAPTER ONE

INTRODUCTION

1.1 Background of Study

In terms of literature, a movie is a type of narrative art that tells a story using sound and moving pictures. Movies use both visual and audio components to create a multisensory storytelling experience. Meanwhile, according to Septina & Afrianto (2023), Literature represents the manifestation of an individual conveyed through a creation, whether spoken or written. A movie uses different techniques and media to tell its story. Based on a literary standpoint, it has some similarities with other narrative forms like dramas or novels. Furthermore, according to Wardaningsih & Kasih (2022), a movie can convey culture through the dialogue between the director and the audience. A movie also can represent a story based on real life based on the themes, stories, and characters that are delivered in the movie. Vivian (2013:161) also stated that "A movie is also influential because it has become a part of everyday life in multiple ways". Masculinity is a complex and multifaceted concept that is shaped by social and cultural factors and there are elements in the movie that are adapted from social and cultural factors that can develop the plot of a story/characterize a character in the story.

Masculinity refers to a collection of characteristics, qualities, actions, and roles traditionally associated with men in a specific cultural factor. A common definition of masculinity is the embodiment of societal expectations for people with male bodies (Kurniasi, et al, 2022). Masculinity is often juxtaposed with feminism, which is a statement that calls for gender equality. At the same time, Masculinity is an

idea that displays a man's dominance over social and cultural life. In Western societies, the traditional view of masculine characteristics includes strength, courage, independence, leadership, and assertiveness (Kasih, et al, 2022). These characteristics are influenced by cultural, societal, and historical factors, and they can transform over time.

In terms of masculinity studies, the theory of hegemonic masculinity has steered the field in a fresh direction since the 1980s. Connell's hegemonic masculinity is connected to his previous works on gender and power. In those writings, he expressed the perspective that within specific social settings, distinct 'gender orders' prevail, characterized by the dominance of a particular ideology of hegemonic masculinity (Elias & Beasley, 2009). Meanwhile, According to Lasiana & Wedawati (2021), Hegemony is a method for acquiring influence, where the prevailing class consistently promotes ideologies that validate their status, aiming to secure the approval of the subordinate classes. Hegemony can be defined as a cultural and intellectual tool used by dominating social groups, such as the working class, to achieve political agreement to enslave the dominant group and infiltrate it (Kasih, et al, 2022). Moreover, Hegemony fundamentally involves "Guiding or influencing others to accept the prevailing narrative set by those in authority, operating within the established framework of power" (Sary, 2013:5). Examining power dynamics enabled Connell to reveal the intricacies of gender structures and how society shapes and controls gender.

In terms of gender studies, sociology, and cultural studies, issues related to masculinity and hegemony are frequently examined. Although these are two distinct ideas, they can be connected in that traditional conceptions of masculinity

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have always been associated with the exercise and maintenance of hegemonic structures of power. Hegemonic masculinity is a term used in gender studies and sociology to describe the dominant and socially accepted style of masculinity in a certain cultural or socioeconomic environment. It represents a collection of cultural norms, principles, and behaviors connected to what is viewed as the idealized or normative version of masculinity in a particular group of people. Key features of hegemonic masculinity may include traits such as dominance, emotional restraint, toughness, assertiveness, and a lack of vulnerability. These traits are often associated with power and control.

Avatar was directed by James Cameron in 2009, the science fiction epic movie is set in the year 2154 and follows the story of Jake Sully, a paraplegic former Marine who becomes an Avatar operator on the lush moon Pandora. As Jake immerses himself in the Na'vi culture using an Avatar, he faces moral dilemmas and uncovers a corporate plot to exploit Pandora's resources. Jake confidently chooses to join the Na'vi in their battle against military forces to protect their homeland, despite the conflict between loyalty and the harsh reality of human greed. The film expertly showcases stunning visual effects, explores important environmental themes, and tells a powerful story of cultural clash and redemption. In *Avatar*, the concept of hegemony is central to understanding the dynamics between the human corporation (RDA) and the indigenous Na'vi population on the planet Pandora. Hegemony refers to the dominance of one group over others, not only through force but also through cultural, economic, and political means and the character of Miles Quaritch is a military commander in the movie *Avatar* representing a militaristic and

authoritarian figure and this character shows some characteristics of hegemonic masculinity.

The researcher uses the movie *Avatar* (2009) as research material. The researcher thought it was very interesting to discuss and so far research on *Avatar* (2009) has not touched on the realm of Hegemonic masculinity. In terms of masculinity, the researcher found several scenes performed by characters that could be categorized as masculinity such as excessive behavior, the way the character Exercises authoritarian and dominant leadership, emphasis on aggression, and so forth.

The researcher's purpose for conducting this analysis is to portray the hegemonic masculinity in the story and show how the ruling classes control and dominate the society and also to make the readers understand the aspects of hegemonic masculinity in this movie. Therefore, the researcher formulates the objectives of the research to portray the hegemonic masculinity act in this movie. For that the researcher conducting the research related to the background above with the title Hegemonic Masculinity in *Avatar* Movie: A Gender Study.

1.2 Research Questions

− How is hegemonic masculinity seen in *Avatar* movie?

1.3 Research Objectives

− To portray the hegemonic masculinity seen in *Avatar* movie.

1.4 Use Of Study

1.4.1 Theoretical Use

In this research on Avatar (2009), the researcher uses a gender approach in order to analyze the concept of hegemonic masculinity. The film deals with the issue of a land struggle between the Na'vi tribe and a human mining corporation where the colonel of the corporation shows authoritarian leadership actions and wants to take over the resources on the Pandora planet. The researcher also hopes that the results of this study can help people to understand what masculinity is. Especially, hegemonic masculinity in literary works.

1.4.2   Practical Use

Practically, the researcher hoped that this research could contribute to advancing the field of literary studies, especially among people interested in literary studies. In addition, the researcher also wants to provide a portrayal of hegemonic masculinity so that the readers can recognize the acts and habits of masculinity in society.

1.5   Scope of Study

This research focuses on the study of hegemonic masculinity in the entire scenes in the *Avatar* (2009) movie. In this study, the researcher analyses the concepts of hegemonic masculinity in the movie in which the environment & characters in this movie will be examined.