CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Studies

Several studies have been conducted regarding journals, articles, sources, and theses that discuss masculinity. Especially Hegemonic Masculinity. Hegemonic masculinity commonly analyzes social structure, power, and domination of men in society. The researcher would like to mention several previous studies related to masculinity analyses that explore the domination of men in society and also in daily life.

The first previous study is from Kasih, et al (2022), entitled *Delineating Masculinity Belief in Guy de Maupassants' Three Short Stories*. The objective of this research is to identify the issue related to masculinity in Guy Maupassant's short stories, *Father Milon, A Duel, and The Coloniel's Ideas*. According to this study, the social construction of masculinity validates men's dominance, the overall subjugation of women and men, and other suppressed aspects of masculine identity. To define masculinity, this study used Gramsci's hegemony theory and Stuart Hall's representation theory. The method utilized was the qualitative descriptive method because the data included dialogues and narrations. The dominance of men in society, which serves as justification for the widespread subjugation of both males and females, was made evident in the short stories. In the end, Guy Maupassant attempts to balance the masculine character he develops in Father Milon, A Duel, and The Coloniel's Ideas by creating a variety of male characters with varying degrees of masculine nature. Maupassant is only attempting to depict the various

forms of men that are observed in society, which validates the similarity between fictional characters and actual people. This study discusses the same topic which is masculinity but the researcher of this study uses Gramsci's Hegemonic theory and Hall's Representation Theory to determine masculinity and the researcher will use this study as a reference to describe hegemonic masculinity because this study used hegemony theory to identify the masculinity.

The second previous study is from Eklesia & Erlangga (2022) entitled *Hegemonic Masculinity In Aladin Movie (2019)*. The researchers aim to examine how hegemonic masculinity is disseminated through the American fantasy film *Aladdin* which was released in 2019. The main male character, Aladdin, was designed to exhibit the researcher's ideal type of hegemonic masculinity. According to the findings, masculinity is portrayed in the Aladdin film as being kind, brave, skillful, protective, and bright, or having very good intelligence. This study discusses hegemonic masculinity and this study uses Gramsci's Hegemonic Theory and Connell's Hegemonic Masculinity Theory and the researcher will use this research as a reference to describe hegemonic masculinity because this study also discusses the same topic as the researcher will do.

Another previous study is from Ni'mah & Kurniawati (2022) with the title *The Representation of Masculinity Through Peter Parker as The Main Character in Spider-Man No Way Home Movie*. The objective of the research is to explain and examine the characteristics of masculinity using masculinity theory to examine the personal traits of Peter Parker. This study uses Janet Saltzman Chafetz's theory to identify the traits of masculinity in the main character. Peter Parker possesses every aspect of masculinity, including physical attributes, manly functions, sexual

aggression, emotion, intelligence, interpersonal traits, and other personal qualities, according to the sources consulted for this research. It is evident from the movie and its allusions that Peter Parker possesses a hegemonic masculinity. This study discusses masculinity and this study uses Connell's Hegemonic Masculinity Theory and the researcher of this study also uses Janet Saltzman Chafetz's theory to identify the traits of masculinity in the main character. The researcher will use this research as a reference to describe hegemonic masculinity because this study also discusses the same topic as the researcher will do.

The next previous study is from Viollen, et al (2012) with the title *An Analysis of Politeness Strategies in Requesting Used in Real Human and Non-Human Conversation On Avatar Movie*. This study aims to analyze the use of politeness speech acts in requests that dominate fictional genre films and also to see the form of politeness speech acts in conversations, as films are depictions of everyday life. The results of the research in the film genre fiction show that the use of politeness speech acts in requests is widely used by human and human-like characters. Furthermore, the dominant strategy used in politeness speech acts in requests is the negative politeness strategy. For example, characters in the film Avatar tend to use negative politeness strategies when asking for something or making a request. Human and humane characters dominate in the use of politeness speech acts in requests. This study discusses the same film that will be researched by the researcher. However, this study explains the use of politeness speech acts in requests that dominate the fiction genre films and also shows the form of politeness speech acts in conversation, because films are depictions of everyday life. The

researcher will use this study as a reference and benchmark for how far the film has been researched.

The last previous study is from Runtu (2022) titled *Selfishness In James Cameron's Avatar (Character Analysis).* This study aims to identify the selfishness of Colonel Miles Quaritch, the main antagonist in the movie Avatar by James Cameron, and also to examine the reason and consequences of the selfishness. The researcher is using qualitative research methods in this study, which collects data in the form of words and presents it descriptively. As a result, the researcher's only sources of data are the movie script and other books that are related to this research. The result shows that having a selfish mindset is not a good quality. The reason the researcher refers to it as a negative attribute is that it doesn't only help the individual but also those around them. Colonel Miles Quaritch possesses selfishness. His actions demonstrate that he is willing to put his own interests ahead of other people's and the troop's safety in order to accomplish his goal. Colonel Miles's selfishness can be attributed to his ambition, arrogance, and insanity. Colonel Miles's selfishness also led to the war's defeat and his assassination by Neytiri. Researchers will use this research as a reference and benchmark for how far the film has been researched.

Those previous studies will help the researcher to finish the analysis of this research. The researcher also uses those previous studies as a reference because those studies discuss the same topic and material which is masculinity and *Avatar* as research material. Also, studies on the Avatar movies have not yet addressed the topic of masculinity. Based on references the researcher gathered from other studies, the researcher will portray the activities related to hegemonic masculinity. in this movie, there is a hegemonic masculinity behavior conducted by the characters in

this movie such as excessive behavior, the way the characters exercise authoritarian and dominant leadership, emphasis on aggression, and so forth. These characteristics are frequently associated with traditional ideas of masculinity. This new research can examine the hegemonic masculinity portrayed by the characters in this movie.

2.2 Theoretical Framework

The researcher applies a hegemonic masculinity theory by Raewyn Connell (2005). She developed masculinity theory and made this theory one of the key theoretical frameworks in gender studies, especially hegemonic masculinity. 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. By using this theory, the researcher will focus on portraying hegemonic masculinity behavior conducted by the Character in this movie such as excessive behavior, the way the character Exercising authoritarian and dominant leadership, emphasis on aggression, and so forth.

2.2.1 Gender Approach

Gender refers to the relationship between the sexes. Gender is a fundamental notion in biology that covers anatomical and physiological differences that are unique to each individual (Hotamovna & Abdusalamovna, 2022). The literary gender approach is a framework for examining how gender is represented, constructed, and portrayed in literature. This approach involves examining how authors depict and

construct gender roles, identities, and relationships in their works. It investigates how literature both reflects and shapes societal conceptions of gender, helping us to better understand cultural norms and expectations.

Gender is quite related to human identity (Ramadhani & Setiawan, 2021). According to Nababan & Nurmaily (2021). When a child is born, they are given a certificate that matches their gender, which serves as their identity till the end of their life. The existence of distinct genders, comprising men and women, contributes to societal dynamics, wherein variations between these genders influence how individuals are treated within the community. According to Hotamovna & Abdusalamovna, (2022), Gender dynamics permeate the entirety of culture, societal structures, state institutions, decision-making processes, and cognitive frameworks. These dynamics exert a profound impact on language, traditions, domestic spheres, and even productive activities.

The complex nature of the unequal treatment that men and women experience in society emphasizes how deeply ingrained it is in a fabric that is molded by social, historical, and cultural factors. This complex interaction not only shows significant differences across different countries but has also changed over time, demonstrating the ongoing complexity of gender relations. Gender also emerges as the primary factor that consistently shapes an individual's perspective on matters that require consideration from an alternative perspective about social and cultural aspects of society. This perspective creates a stereotype about whether or not men and women have different responsibilities and regulations to conform to be considered regular members of society (Samanik and Lianasari, 2016).

Gender stereotypes have repercussions on the self-perception and treatment of both men and women, shaping their cognitive and motivational processes. Additionally, these stereotypes have the potential to contribute to equitable assessments in circumstances where gender-based preconceptions are influential (Ellemers, et al, 2018). Men are viewed differently in society based on social, historical, and cultural contexts. Men have historically been linked to qualities like aggressiveness, leadership, and strength. However, changing social norms are challenging stereotypes and encouraging a broader definition of masculinity. According to Kasih, et al, (2022), The dominance exercised by men within societal structures renders women in a position of vulnerability. The pervasive influence of male authority has evolved into a standard guiding various policies, thereby indirectly establishing societal hegemony. The normative expectation is for men to assume leadership roles, relegating women to non-leadership positions. Men wield control over diverse issues, while women lack such influence. This dynamic has evolved implicitly, as societal inquiries routinely center on the absence of male representation within a community.

This approach highlights the impact of literature in shaping and reflecting cultural attitudes toward gender and highlights the historical and contemporary nuances of gender relations. Moreover, it provides a valuable lens for literary scholars to explore the complexities of human experience and contribute to the broader conversation about gender in society. In practice, the analysis of *Avatar* movie can be analyzed using this approach. This approach can also be used to demonstrate the dominance of gender in society, starting from the nature, mindset, and courage to make decisions.

2.2.2 Hegemony

Hegemony is the domination or influence that a specific group, philosophy, or culture has over other members of a community. It has to do with the power relationships that influence the creation, dissemination, and interpretation of literature. The study of hegemony looks at how prevailing social groups retain their power by influencing the laws, customs, and ideologies that guide society, including how literature is created and received. Furthermore, according to Fauziyah (2020), To maintain hegemony inside a state or globally, the ruling class must wield immense power to shape and forge agreement over social norms and values.

In the framework of hegemony, the ruling class's dominance implies that the social order is hierarchical. The concept of hegemony cannot be separated from Marxist theory, which focuses on the discrepancies between social classes. Marxism theory, in general, focuses on how capitalism affects political, economic, and intellectual spheres, with the bourgeois class dominating the proletarian class (Jessop, 2004).

Hegemony theory suggests that dominant groups in society maintain their power not only through violence or coercion, but also through the dissemination of their ideologies. Literature plays a crucial role in this process by promoting certain worldviews and values that align with the interests of the dominant class. According to Ashcroft (2007:106), Hegemony theory suggests that dominant groups in society maintain their power not only through violence or coercion, but also through the dissemination of their ideologies. Literature plays a crucial role in this process by promoting certain worldviews and values that align with the interests of the

dominant class. Meanwhile, according to Kasih, et al, (2022), Hegemony may be defined as a cultural and ideological tool used by dominating social groups, such as the working class, to negotiate an ideological consensus inside politics and into the ranks of the prevailing and dominated group.

2.2.3 Masculinity

The concept of masculinity is deeply rooted in human history and has evolved. The concept of masculinity is not a recent development, it has existed since the emergence of human societies. Early human communities probably defined gender roles based on physical characteristics and reproductive responsibilities. As societies progressed, cultural, religious, and societal factors further shaped the concept of masculinity. Ancient civilizations, such as those of Mesopotamia, Egypt, Greece, and Rome, had specific expectations and ideals associated with masculinity. These ideals were often associated with qualities such as strength, courage, and leadership.

In the realm of literary studies, Masculinity serves as a foundational theoretical framework, dedicated to delving into and dissecting the intricate depictions and analyses of masculine identities as portrayed within the pages of literature. Raewyn Connell is one of the pioneers of this theory, whose work on gender, including the concept of hegemonic masculinity, has been widely cited. Connell's book *Masculinities*, published in 1995, is often considered the foundational text in masculinity studies. According to Connel (2005:44), Gender relations shape the forms of practice that makeup masculinities. They are essentially historical, and the political processes involved in their construction and reconstruction have an impact

on the direction of social growth as well as the distribution of societal interests. In brief, "A man's position in gender relations, the behaviors he engages in that position, and the impact these behaviors have on his perception of himself, culture, and personality are all considered aspects of masculinity" (Connel, 2005:248).

Mainly, this theory discusses men's dominance and behavior in society. According to Merdeka & Kumoro, (2018), Masculinity refers to a set of characteristics, behaviors, and roles associated with men. It is built and accepted by society. Societal expectations and stereotypes have a significant impact on shaping masculine identity, reinforcing qualities such as strength, independence, and assertiveness. However, it is important to recognize that understandings of masculinity are diverse and evolving. Contemporary debates challenge traditional norms to promote a more inclusive and nuanced view of gender roles.

Masculinity can be described as ideals that shape a person's identity in society (Lehman, 2001). Masculinity is a construction of masculinity towards men. Masculinity does not originate within man. However, it can be influenced by culture. The concept of masculinities, whether viewed as physical states or fixed personalities, is not inherent but rather a product of social behavior. "Masculinities come into existence through human actions and are shaped by societal influences and norms" (Connell, 2015:44). Therefore, According to Kurniasi, et al, (2022), Masculinity can take several forms. It might be either physical or non-physical. The physical appearance is apparent, although the non-physical appearance encompasses various identical characteristics. In social life, men are more reliable in all aspects, such as the strength and way of thinking of men, which relies more

on logic, making men dominant in society, and this has been embedded in the culture for generations.

Throughout history, reflecting the values and norms of each society, different cultures and periods have ascribed different attributes and expectations to masculinity. The concept of masculinity is in a constant state of evolution, under the influence of social, economic, and political changes. Today, discussions about masculinity encompass a wide range of perspectives. Traditional norms are being challenged and a more inclusive understanding of gender identity is being promoted. In the current era, masculinity is undergoing a transformative change, moving beyond traditional stereotypes to a more diverse and inclusive definition. Men are increasingly challenging outdated norms that dictate rigid expectations, recognizing and celebrating a wide range of expressions. Modern masculinity is characterized by emotional intelligence, empathy, and a rejection of toxic behaviors.

2.2.4 Hegemonic Masculinity

The term hegemonic masculinity refers to "The dominant type of masculinity in a particular culture" (Connell, 2015:43). Hegemonic masculinity refers to the socially and culturally accepted norms and expectations that are associated with what it means to be a man. Traits such as dominance, strength, competitiveness, and emotional restraint are often emphasized in these norms. Connell also argues that hegemonic masculinity is not a universal or fixed concept, but that it varies from one society to another and from one historical period to another.

Messerschmid (2019) stated that an individual can be identified as embodying hegemonic masculinity if he possesses distinctive traits or characteristics that set him apart from others, particularly in the context of a particular environment, and if these traits are consistent with a prevailing and dominant pattern of masculinity. Hegemonic masculinity refers to the culturally accepted and socially reinforced idealized form of male behavior and identity within a particular social or cultural setting. It encompasses not only individual characteristics but also the broader social expectations and norms that define what it means to be a 'real man' in a particular context. Thus, a man who exhibits hegemonic masculinity may demonstrate a strong adherence to the prevailing ideals of masculinity, thereby reinforcing and perpetuating the established gender norms within that specific social framework. However, there are certain characteristics commonly associated with hegemonic masculinity in many cultures. These may include:

Physical Strength and Toughness

The idealized masculine figure often emphasizes physical prowess, including strength, endurance, and resilience. This can manifest in activities such as sports, labor-intensive work, or physical combat.

Emotional Restraint

Hegemonic masculinity often discourages displays of vulnerability or emotional sensitivity. Men are expected to remain stoic and composed, suppressing emotions such as sadness, fear, or vulnerability.

Dominance and Control

The idealized masculine role often involves being in control of oneself, as well as exerting control over others and one's environment. This can extend to areas such as leadership, decision-making, and assertiveness.

Heterosexuality and Sexual Conquest

Hegemonic masculinity tends to valorize heterosexuality and emphasize sexual prowess and conquest as markers of masculine success. This can contribute to attitudes of sexual objectification and the objectification of women.

Risk-taking and Adventurousness

Men are often encouraged to engage in risky or adventurous behavior as a demonstration of their masculinity. This can include activities such as extreme sports, reckless driving, or thrill-seeking behaviors.

Independence and Self-Reliance

Hegemonic masculinity often emphasizes independence and self-reliance, discouraging men from seeking help or relying on others for support. This can lead to isolation and reluctance to express vulnerability or seek assistance when needed.

Aggression and Competition

Traditional notions of masculinity often promote aggression and competitiveness as desirable traits. This can manifest in various contexts, including sports, business, and interpersonal relationships.

It's essential to recognize that these traits represent an idealized and often unattainable standard of masculinity, and they can have negative consequences for both men and women. Challenging and deconstructing hegemonic masculinity is an important step toward creating more inclusive and equitable societies.

In the study of literature, hegemony refers to the dominance or control that is exercised by one group or ideology over other groups within a particular cultural context. Based on the theories of the Italian Marxist Antonio Gramsci, hegemony does not only include political or economic power but also extends to the shaping of social norms and values through cultural institutions. In addition, the theory of hegemony discusses the form of power domination by one social class over another social class, which is considered to be the lower class, through intellectual and moral leadership, supported by domination or oppression (Hendarsyah, et al, 2021).

There is a complex relationship between hegemony and masculinity, as the two concepts often overlap in the shaping of societal power structures. Hegemony is present in several aspects of society, including economics, education, culture, and politics (Lasiana & Wedawati, 2021). Furthermore, Hegemony typically associated with dominant social, political, or cultural influence, has historically been maintained through patriarchal norms. An individual with such a high position, a certain ability, and a superior race may be able to use these advantages to control others. Institutional power and social norms helped to shape this masculine brand (Ni'mah & Kurniawati, 2022). In this context, masculinity becomes a tool for reinforcing hegemonic power, manifested in traditional gender roles and expectations. Moreover, Hegemony is a method of gaining power in which the

dominant class always promotes beliefs that strengthen their position in order to gain the acceptance of the subordinate classes (Lasiana & Wedawati, 2021).

The dominance of masculine ideals often coincides with maintaining hegemonic structures, suppressing alternative expressions of power and reinforcing a hierarchical order. Moreover, Once the dominant group's views are diffused in both private and public areas of society, they begin to be accepted as common sense. This technique exists through manipulation and strategy rather than violence (Litowitz, 2000). This correlation highlights how societal norms around masculinity can contribute to the maintenance and consolidation of hegemonic power dynamics in different spheres of life.

2.2.5 Film Study

According to sikov (2010:18), Film studies begins with an assumption and works logically forward from it "To address issues of representation and reality". The underlying presumption is that every representation has significance. The fundamental aspect of cinematic depiction is referred to as mise-en-scène. mise en scene is the first step in understanding how films create and reflect meaning.

Mise en scene means putting on stage or staging. It describes how every element that appears in a movie frame is arranged, including actors, lighting, décor, outfits, and props. In essence, it includes every visual component that contributes to the overall look and feel of a scene. The director's use of mise en scène affects the audience's understanding of the story and is a critical component of filmmaking. It conveys mood, theme, and narrative. It's similar to creating a composition of images within the camera frame to enhance the narrative and create a certain mood.

In addition, the performers' gestures and facial expressions are a part of the performance and are used to convey messages in the movie. Many messages may be successfully communicated by the performers' facial expressions and body language. Ultimately, a film's lighting design helps to express a certain message. Collectively, these components comprise the mise en scène, or the scene that is shown to the viewer (Wardaningsih & Kasih, 2023).