CHAPTER I
INTRODUCTION

This introduction provides an overview of this study of culture shock experienced by Hunt Stevenson in “Gung Ho” film. This chapter includes the background of the study, statement of the problem, purpose of the study, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of the Study

Literature is important because it helps the readers to face their life, such as, to understand human’s sentiments, interest, and also human’s problems. As Koesnobroto (1988:2) says that literature exists because it pleases us by imitating life, or more precisely, by displaying its writers’ vision of life as it is or as the writers think it should be. Further, Mayer (1990:4) stated that literature is a source more of pleasure than of information, and we read it for basically the same reason we listen to music or view of dance: enjoy delight, and satisfaction. Literature is derived from human being’s life, it may contain of human problems, feelings, attitudes, or even personal experience.

Literary work as drama, short story, or novel is good to increase and enrich the reader’s insight. The advantages of reading literary works are expanding our imagination and give us an enjoyment understanding of life because literature talks about human life. According to Connoly (1955:1) in “Koesnosobroto the reason for reading literature is because of hunger of information, or amusement,
or solace, because of an appetite for truth that seem to grow by what it feeds on”. So through reading literature, one may expect to enlarge and to discipline both the imagination and the emotions, to increase the understanding of human problems and characters, and to gain aesthetic satisfaction through a participation in the ordered experience which the artist present. Meyer (1990:5) argues that the important values of literature are that it nourishes reader’s emotional lives.

Drama is a play performed before an audience by actors and actresses on a stage” Macmillan (1984:734). Drama differs from short stories and novels. But it has similarity with film because it is made to be performed by different actors in different locations throughout time. While the script remains the same, actors’ interpretations of a single role may differ (Meyer: 1997:97). Basically, between a drama and a film has the same structure. There are characters, setting, plot, theme, etc.

Film is literally a sheet or roll of transparent material coated with light sensitive emulsion for making photograph or moving picture by extension a motion picture made or preserved on such material (Holman-Harm:1986). People in every part of the world watch films that tell stories as a type of entertainment; a way to have fun. Film can take us on journeys we could have only dreamed; whether it’s comedy, adventure, drama or science fiction, they are our greatest escape (Eastwood: 2002:10). In addition, film is cultural artifacts created by specific cultures, which reflect those cultures, and, in turn, affect them. You will also have the opportunity to explore film which features different people and places (Newman, and Friends:2008). It means that from the film we get many advance and more easy to enjoy on of literary work in the form of film.
A culture is set of attitudes, values, beliefs and behaviors shared by a group of people, but different for each individual, communicated from one generation to the next (Matsumoto:1996: 16). Sometimes we compare between stories in drama and the experience in human life and find the exploration of personality, human behavior and human culture. Every human has their own culture. Matsumoto stated that “We use the word culture to refer to rituals, tradition, and heritage. In short, we use the word culture to mean many different things about people-physical and biological characteristic, behaviors, music, dance, and other activities”(1996:12).

Culture processes cause changes in life style learned by, acting on the formation of the opinions of the society. Culture shock is a relatively short-term feeling of disorientation, of discomfort due to the unfamiliarity of surroundings, the lack of familiar cues in the environment (Martin-Nakayama: 2000:206). The term culture shock refers to the adjustment period most people experience when living abroad for an extended period of time. During culture shock the individual may experience anxiety and undergo feelings of surprise, disorientation and confusion as they attempt to operate within the foreign environment. Cultural difference was a single great cause of bringing out misunderstanding. Also it brought a notion that people with different cultural backgrounds tend to misunderstand each other more often than ones with the same cultural background.

Misunderstanding is a communication phenomenon that we often experience in our life. As we put our thoughts and ideas out into verbal messages, there would be always a possibility to be understood differently by others from
what we actually intended to convey. As Jacques (2006:31) says that misunderstanding is perceived as a matter of erroneous interpretation that can easily be traced back to some ambivalence in the signs to be interpreted. The reason could vary from a speaker’s error of expressing his/her thoughts to a listener’s error of decoding the message and to the environment that distort the message.

Based on the reasons above, it is interesting in doing literary research especially in film. Because film is one of media communication and education which reflection the condition and situation of human life. Besides that film is very interesting and full enjoyment to be analyzed. By analyzing film the readers’ can learn about cultures and knowledge in a short time and can give contribution to solve the problem from that movie.

Hopefully, some information and knowledge about culture especially culture shock can be learned in order to avoid misunderstanding. This thesis will explore more about cross cultural problem in “Gung Ho” film, how someone named Hunt Stevenson, an American, gets misunderstanding in entering new culture, Japanese’s culture.

The previous study done by Hidayatun (2010) entitled in “An Analysis of Camerlengo’s Betrayal in Akiva Goldaman’s film” Angel and Demons” proved that literature is important thing because it helps the readers to face their life, such as, to understand human’s sentiments, interest, and also human problems. In addition Ita’s research (2011) entitled “An Analysis of Nathan Algren’s Culture Shocks in the movie “ The Last Samurai” found that culture shocks is influenced
by many different culture. One culture can influence another culture, especially if one society has minority culture and dominant culture.

1.2 Statement of the Problem

Dealing with the analysis, the writer of this study constructed the statement problems as follows:

a. What were the misunderstandings faced by Hunt Stevenson in Edwin Blum and Lowell Ganz film “Gung Ho”?

b. What were the causes of Hunt Stevenson’s misunderstanding in Edwin Blum and Lowell Ganz film “Gung Ho”?

c. How did Hunt Stevenson solve his misunderstanding in Edwin Blum and Lowell Ganz film “Gung Ho”?

1.3 Purpose of this Study

The purpose of this study will be expressed as follows:

a. To describe the misunderstanding faced by Hunt Stevenson.

b. To explain the causes of his misunderstanding.

c. To find out the ways how Hunt Stevenson solve his misunderstanding.

1.4 Significance of The Study

a. For the readers, it hopes that the readers can take advantages in applying what have been learned about literature, knowing further about misunderstanding.
b. For society, this study will give them information about two different cultures, Japan and America in order to avoid misunderstanding when they go to another country.

c. For the next researcher, this study is expected to become an additional literature to conduct similar topic research in different theme.

1.5 Scope and Limitation

The scope of this study is on Hunt Stevenson’s misunderstanding in Edwin Blum and Lowell Ganz film “Gung Ho” film. In addition, the limitation of this study focuses on misunderstanding faced by Hunt Stevenson’s, the causes and how Hunt Stevenson solve his misunderstanding.

1.6 Definition of key terms

In order to avoid misunderstanding, the writer would like to give definitions of key terms used in this thesis. The definitions of key terms are provided as follows:

1. Culture is the behaviors and beliefs characteristic of a particular social, ethnic, religious, or social group (Shulman, 2001).

2. Culture shocks is relatively short-term feeling of disorientation of discomfort due to the unfamiliarity of surroundings, the lack unfamiliar cues in the environment (Martin and Nakayama, 2006:206).

3. Film is literally a sheet or roll of transparent material coated with light sensitive emulsion for making photograph or moving picture by extension a motion picture made or preserved on such material (Holman-Harmon:1986).
4. “Gung Ho” is the title of the film.

5. Hunt Stevenson is the main character in “Gung Ho” film.

6. Ron Howard is the director of “Gung Ho” film.