CHAPTER I
INTRODUCTION

1.1 Background of the Study

Gender is one of the social phenomena. When the traditions were dominated by men, women were aware of being treated unfairly and felt discriminated. From this stage, the movement of feminism rooted. Feminism wants justice in regarding women’s existence. The definition of this term often occurred by way of the opposition between female nurturing and masculine violence and militarism.

According to Alvesson and Skoldberg (2000: 210), there are three elements which characterize feminism. First, gender represents an essential theme to understand all social relations, institutions, and processes. Second, gender is associated with conditions of dominance, inequality, stress and conflict. Third, gender relations are regarded as socially constructed, which means that they are not given by the nature nor inevitable, rather, they are the result of socio-cultural and historical conditions, and can be altered by human action. Furthermore, Alvesson and Skoldberg (2000: 211) state that any understanding of economic, social and psychological phenomena may bear possible differences between men and women in terms of situation, experiences, discrimination and so on must be taken account.

The writer is interested in conducting research about feminism because it is a theme to understand social relations, conditions of dominance, inequality, stress and conflict, which are the result of socio-cultural and historical condition. Besides,
feminism is also included into cultural studies. According to Culler (1997: 44), the project of cultural studies is to understand the functioning of culture, how cultural productions work and how cultural identities are constructed and organized. Therefore, using feminism to analyze film became the writer’s interest because she wanted to understand the cultural values of the country where the film came from.

In this study, *Bend It Like Beckham* film became the object of the study because this film depicted that there are people who concern and give huge attention to the value of traditional culture as a form of keeping their country’s identity, tradition and believe. It was also because there is strange phenomenon that there are women-football players, which certain people think taboo.

It is common knowledge that so far women are considered as the creature under the men in right. Whereas, human beings, either men or women, are created with the equal right. They may differ in duty only. For instance, in the *Bend It Like Beckham* film, women are forbidden to play football. They should stay at home and serve for their husband. This is the matter which evokes gender equality.

Relating to this study, Murtini (2002) conducted Study of the Novel “Perempuan Jogja” (Feminist Perspective). She focused on the values of emancipation and the author’s concept of feminism. She found that there were several values of emancipation such as the emancipation to abolish the discrimination of education, the women freedom, the emancipation to abolish the men suppression toward the women. The author’s concept of feminism is that the human degree is not determined by sex. So, men and women have their own right to get freedom. The women should have bravery to protest injustice against herself. And the most
important thing is that the woman should not leave the loyalty and devotion to their husband to be called as modern and emancipated women. Safitri (2005) conducted Feminist Perspective Found in Sense and Sensibility by Jane Austen. She focused on women’s right in society and the effect of author’s cultural background toward literary work. The finding showed that there were three women’s rights in society, i.e. women’s right in social affairs, getting education, and making decision. At the time the literary work made, the author could not express her idea in the society about women oppression faced by women. So she tried to protest the bad condition throughout the writing and she wanted the readers to be independent women. Furthermore, Eliana (2007) conducted Feminist Perspective of Marriage Reflected in Danielle Steels Bittersweet. She focused on the characters feminist perspective of marriage reflected and the violence against women in marriage. The finding showed that there were many scenes that a woman got violence and suppression from man in household. Woman was forbidden to work outside as career woman. Many characters suggested that a woman actually has her right to decide her choice whether she wanted to continue her career or not.

Based on the explanation above, a study on “Feminism Reflected on Bend It Like Beckham Film” is urgent to conduct.

1.2 Statement of the Problem

Based on the background above, the statement of the problem is:

“How is feminism reflected in the “Bend It Like Beckham” film?”
1.3 Purpose of the Study

The purpose of this study is:

“To find out how feminism is reflected in the “Bend It Like Beckham” film”.

1.4 Significance of the Study

The result of this study has significance for several parties. The first is for English Department students. The students can see the film from feminism side which enables them to understand socio-cultural relation. Furthermore, it is expected to encourage students to study much more about feminism. The second is for other researchers, it is hoped that this study can be an inspiration for them who are interested in analyzing using cultural studies.

1.5 Scope and Limitation

The scope of this study is focused on feminism. Feminism studied here includes actions, dialogues, and situations which reflect feminism either faced by major characters or minor characters. And it is limited on feminism which is reflected in Bend It Like Beckham film.

1.6 Definition of Key Terms

Feminism is literary theory which focuses on gender as starting point for literary analysis. It refers to awareness of oppression against women in society and action which can change that situation.
Film is one of the means of communication with audiovisual media which consists of a set of signs.

*Bend It Like Beckham* is the film written by Gurinder Chadha and earned a great success in 2002. It tells about a woman who likes playing football very much, but she gets objection from people surrounding her because it contravenes with their culture.