CHAPTER I

INTRODUCTION

This chapter is about research background, research problem, research objective, scope & limitation, research significance, and definition of key terms.

1.1 Research Background

Gender issues is one of the invisible problems, but has a deep impact in the society. It can happen in every aspect such as education, sport, advertising, to campaign. Sexism can affect man or woman. According to United Nations Development program, since 1990, women have made major movements and yet they have not gained gender equity. In this case, woman is discriminated against in political representation or labour market sometimes.

Sexism is one of a gender issues in our society. Not every one of us is aware about sexism. Sexism could happen in every situation in every society. This is a kind of gender discrimination that we have been through in decades, unconsciously. For instance, in 18th century women differ in the terms of their intellectual needs. According to Jane Austen’s *Pride and Prejudice*, women were prohibited to read any kind of books. Women were needed to be good housewives, and maintain the households. They did not even need to think about anything, but getting married to someone who has a high position in their society. There is another example of sexism happens in around 1939 according to Dan Brown (2017) when Francisco Franco lead Spain with his male-centric mentality; woman was not allowed to occupy an important position in the society,
whether becoming a lecturer, having their own bank account, even leaving their abusive husband. Until now, English still has sexism language in it. Women have their own language which is different from the language that men have, even sometimes women language is inferior if it is compared to men’s.

In this 21st century, sexism still becomes a cliché problem that we encounter in our daily basis. Some songs and movies attach sexism lyrics, dialogs, and scenes. This kind of sexism appears frequently in a rap song. It is so easy to recognize a sexism and misogyny in nowadays’ song lyrics. For instance, the lyrics in The Game’s song: Good Girls Gone Bad featuring Drake say “Where’s all the women that still remember who they slept with?/ Where’s all the girls too busy studying to make the guest list?”. These lyrics show sexism explicitly.

Movie is almost everyone’s favourite media to enjoy their spare time. However there are so many movies with so many various genres, almost contain sexism in it. Based on the previous study done by Sandra, Narista, and Suharsono (2013), sexism is an important role in The Duchess movie. The story of the movie is about the internal marital problem that occurs between the Duke and Duchess of Devonshire which makes women turn out underrated and underestimated. The study used Sara Mills’ theory on “Language and Sexism” book.

Period movie like The Duchess is explicitly showing sexism from the language that they use in the movie. Meanwhile, superhero movies can be sexist if it is associated with the female characters in it. Some Female superheroes (Catwoman, Electra Silk, Wonder Woman, and Black Widow) are shown wearing sexy outfits while they are having a combat, but otherwise the male superheroes
are fully armored. The researcher aims to find out whether Superhero movie also contain sexism in the language or not. However this topic is rarely used by researchers, and sexism is an uncommon notion in this global era. So, hopefully this study could help people who read this study become more aware about sexism that happens through the language that is delivered by the casts in the avengers movie.

1.2. Research Problem

The investigation in Marvel: The Avengers movie about whether there is any sexism that contain in the movie. To prove that notion, the researcher formulated the research problem as “What type of sexism shown in Marvel: The Avengers movie?”. 

1.3 Research Objective

In this paragraph, there is an objective that expected to be attained from this research “explaining and mentioning what type of sexism shown in Marvel: The Avengers movie”.

1.4 Scope and Limitation

The extent of the study is about sexism. There might be several sexism that shown in the Marvel: The Avengers movie. Thus, to limit the analysis, the researcher will focus on sexism that exists in the language that shown in Marvel: The Avengers. The researcher will use the movie to collect the data and as a source instead of field study.
1.5 Research Significance

The significance of this study can be viewed from theoretical aspects and practical aspects, as described below:

Theoretically, it is expected that this study can be used to gain more knowledge of sexism in our society to make us more aware about this matter.

Practically, this study is expected to give a positive input to the lecturer as the sociolinguistic material. For students, this study also can be a medium to know about sexism more.

1.6 Definition of Key Terms

In order to avoid misunderstanding and misinterpretation, the researcher will explain the definition of key terms.

*Sexism*(n) : “Prejudice or discrimination based on one’s gender. Sexist attitudes stem from stereotypes of gender roles”. (Parry, 2014).

*Investigation* (n) : “The act or process of examining a crime, problem, statement, etc. carefully, especially to discover the truth”. (Cambridge Dictionary, 2017)

*Avengers* (n) : “A team of superheroes, appearing in comic books published by Marvel Comics” (The Centurion, 2014)