

CHAPTER I

INTRODUCTION

1.1 Background

Literary work is a medium used by every author in conveying his ideas. Literary works are also a bridge that connects the author's thoughts to the audience. Nowadays, many literary works are developing rapidly. One of the literary works that are currently developing is film. Films are in great demand by the public because films raise a lot of issues that often occur in people's lives.

The film is a type of visual communication scenario that uses moving images and sound to tell a story or teach something to others. Film as a popular mass media communication tool is combined with audio and visual aspects in it. As a popular communication medium among the public, films have a role in shaping the way of thinking and behavior of the audience. The film combines several elements of art: photography, fine arts, literature, music, and dance. The film is a reflection of the actual reality; in other words, the film is a representation of reality. As a medium for delivering messages, every film produced must contain a message aimed at the audience. The story in the film is packaged in such a way that the message contained in the story can be conveyed properly to the audience. The film has many messages in it, one of which is a moral message. This film raises many issues that occur and are close to human life, such as women's issues. Samjin Company English Class is one of the films that raise the issue of women, giving a lot of moral messages to the audience. The moral message is conveyed through the scenes and dialogues of the characters in it.

Films can have a good or bad influence on the audience. Films that contain educational values can have a good impact and become an example for the audience. But it is undeniable that some films include negative values such as violence, discrimination, racism, murder, etc. It can harm the audience if they absorb all the scenes in the film and apply them to real life. The film also raises

issues close to people's lives, such as politics, women's issues, gender issues, and feminism issues. This matter has not stopped being discussed until now.

Feminism has been shown in many scenes in films. The issue of women is a topic of debate that has existed for a long time. The struggle of women in demanding their rights has come a long way. Women want an equal position with men: no more violence, discrimination, harassment, and fulfillment of rights and obligations received by women. Since the 18th century, the feminist movement has developed.

Feminism is a women's movement or ideology that empowers women. Feminism aims to fight for women's rights in the political, economic, personal, and social spheres. The feminist movement strives for equal rights between women and men in all matters. This movement continues to campaign for women's rights, including the right to vote, the right to have a political position, get a fair or equal wage, own property, get an education, have equal rights in marriage, and have maternity leave. Feminists seek to protect women from violence, and social integration, to protect women from sexual harassment or rape, domestic violence, and discrimination at work. Feminists seek to change the view of society that prioritizes the opinions of men and combats gender stereotypes and seeks to build educational opportunities and opportunities in employment so that they are equal to men.

Recently, feminism continues to grow and is defined as a struggle against all forms of injustice that women accept. This feminist movement developed rapidly throughout the 20th century. However, until now, there are still many cases of unfair treatment received by women. It is an exciting topic to discuss. One of the films that raise the issue of feminism is Samjin Company English Class.

The present writer is interested in choosing the Samjin Company English Class film in this study for several reasons: first, because this film raises the issue of women. Samjin Company English Class is a film inspired by a true story in South Korea in the mid-1990s, when gender discrimination was rampant, namely when

female workers tried to demand equal rights in the workplace. Second, this film tells the story of three friends who work at Samjin Company. They are named Dorothy, Michelle, and Silvia. They had worked at the company for eight years. They do less important work and are never promoted. But the boss always asks for their help to do something that is not their responsibility, and their therapy is patient in doing all the work given to them. Third, the female characters in the film try to achieve the right and dream by taking English classes to get a high TOEIC score; this is one of the conditions for being promoted to a higher position to earn fair wages.

1.2 The Statement of the Problem

This research tries to answer the following question:

1. To show the signs of Feminism in the Film Samjin Company English Class.
2. To show the denotation and connotation meanings of feminism signs found in the Film Samjin Company English Class.
3. To show the messages of women's struggle that can be concluded from the representation of Feminism in the Film Samjin Company English Class.

1.3 The Purpose of the Study

This research tries to answer the following question:

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2. To show the denotation and connotation meanings of feminism signs found in the Film Samjin Company English Class.
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1.4 Significance of the Study

In this study, the present writer discusses the representation of Feminism in the Film Samjin Company English Class. The present writer hopes this research can

be a reference for other researchers who use the same object or study so that they can facilitate it in the research process. Also, the present writer wants to provide an understanding to literary enthusiasts regarding the representation of Feminism in Film or in literary works. The present writer recommends watching this Film because this Film provides a lot of moral values and, of course, a lot of analysis of literature.

1.5 Methodology of the Study

This study was conducted using descriptive qualitative research. The object of this research is a film entitled “Samjin Company English Class” written and directed by Lee jong-pil, produced by The LAMP Productions and Principal photography Entertainment. This film tells the story of the struggle of female employees in achieving their goals and dreams. The data and object of this research were derived from chronological events, narrations, and dialogues in the movie script and the pictures related to women’s struggle. After identifying the selected scenes portrayed the research question, the present writer used Roland Barthes’ semiotic theory in order to find the representative of feminism. The semiotic analysis used is Roland Barthes' two-stage significance model. The representative of feminism in each selected scene is found by analyzing the sign and meaning. Both denotation and connotation meaning are used to get the best interpretation of feminism in the film.

1.6 Scope and Limitation of the Study

The scope of this research is Samjin Company English Class film written and directed by Lee Jong-pil. The Film was first released on December 7, 2020, and duration of 1 hour and 50 minutes. In this research, the writer analyzes the representation of Feminism found in the Film Samjin Company English Class. To find the representation of Feminism, the present writer uses Roland Barthes' Semiotics theory, consisting of signs and the meaning of the signs portraying the

idea of women's struggle. The present writer will also limit the analyses to the three woman characters – Dorothy, Michelle, and Silvia.

1.7 Status of the Study

The present writer didn't find any previous studies using the Film Samjin Company English class film as the object. However, many studies have taken the idea of the representation of Feminism in many literary works. They are as follows:

1. Linta and Alisa (2021) conducted a study entitled *A Semiotic Analysis of Feminims Theories in The Movie of & Hati & Cinta directed by Robby Ertanto*. The results of this study indicate that the film 7 Hati 7 Cinta 7 Wanita contains at least three points of findings, namely the first, aspects of women's domestication and gender politics, which encourage women to be placed in the traditional position of being housewives. The second finding is the aspect of segregation, putting women in a weak position concerning men. The latest result of the study is that many women experience a reality that places them in a subordinate position.
2. Rima Sarah (2021) also researched almost the same topic. The research is entitled *Representation of Feminism in The Film Jane Eyre (2011): Semiotic Analysis Study by Charles Sander Peirce*. The subject of research conducted by rhyme is the Jane Eyre film, with the object of research being the scenes representing the Feminism of the main character Jane Eyre. From the results of the study conducted, researchers found the meaning of the representation of Feminism which can be interpreted through the characters, scenes, and properties used in the Film. And also, Feminism contained in the study is Liberal Feminism.
3. The previous research was conducted by Grace (2020) entitled *The Analysis of Marxist Feminism on Empire's Cookie Lyon*. The object of the study conducted by Grace is the main female character in the Empire series, named Cookie Lyon. Cookie Lyon is nobody and a former prisoner but managed to become a businesswoman. Cookie Lyon can get everything she

wants and destroy anyone who gets in her way. She used to be helpless, but now she is strong. Cookie Lyon sets an example that one cannot underestimate a woman. She had been betrayed and forgotten, but that didn't destroy her. The life journey experienced by Cookie Lyon in the series illustrates Marxist Feminism.

The previous studies above help the present writer to understand more about the representation of Feminism in Film.

1.8 Organization of the Study

This research consists of:

Chapter 1: Introduction

This chapter consists of background of the study, the statement of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitation of the study, status of the study, and organization of the study.

Chapter 2: Review of related literature

This chapter consists of Representation, Feminism, Roland Barthes' Semiotic Theory, Film.

Chapter III: Representation of Feminism in the Film Samjin Company English Class

This chapter consists of Sign and Meaning of Feminism in Film Samjin Company English Class and Messages of women's struggle from the representation of feminism in Film Samjin Company English Class

Chapter IV: Conclusion and Suggestion.