CHAPTER I

INTRODUCTION

A. Background of the Research

Many opinions reveal that women's participation is considered unnecessary. Women's struggle to achieve equal rights with men through developing their best abilities aligns with the principles of feminist struggle. Women's weakness and ignorance are not due to their nature; however, they exist because they are not accustomed to and do not have the same opportunities as men. In reality, fields of work are divided by gender, which places women only in the family sphere while men are capable in the public sphere. As workers in the public sphere, men control the production area.

However, women do not control the material because, as housewives, they have no income. This makes women oppressed, and men can produce material economically. Patriarchy puts women under the power of men. Women only occupy a second-class position, so they are limited in their freedom to carry out daily activities, (Handono et al., 2014, p. 138). Even though the country already independent, even though democracy has built, injustice for women always occurs in the intricacies of life. This triggers the emergence of feminist theories and stereotypes due to women demanding full equality of rights between women and men.

In today's increasingly developed era, not a few people still adhere to the gender patriarchy system, especially for women. Women have been

prioritized in their lives compared to men since ancient times. Many women cannot vote in social, political, and ideological movements. Many people think that women only have to learn good and polite language. This can also be said to be Feminism.

Feminism is a movement of women who want to fight for their rights as women. In the eyes of society, women must have a gentle nature, good speech, and polite. Not a few people consider that a woman who does not have those characteristics is said to be an evil woman. Feminism incorporates the position that society prioritizes the male point of view and that women are mistreated within that society. Efforts to change this include combating gender stereotypes and establishing equal educational and professional opportunities with men. According to feminist theory, language naturally reflects patriarchal attitudes in society.

Every human being communicates with other humans using language to exchange knowledge, inspiration, and so on to achieve specific goals. Language changes as time goes by. Even in its small dynamics, the language used will change with whom they speak. Language is dynamic, meaning that it continues to change and evolve. These changes can occur due to various factors, such as cultural development, socialization, and societal changes. When language is dynamic, it is essential to understand and accept these changes as a natural part of language evolution. This also reflects language's adaptability and sustainability in following society's development.

Within the framework of feminist theory, language is considered one of the most potent tools for reproducing, reinforcing, and reflecting existing gender hierarchies in society. Since the rise of the feminist movement in the 20th century, feminist thinkers have highlighted how language is a medium of communication and an arena where patriarchal power is implied and embodied. Feminist theory considers language an index of patriarchal attitudes and the sexual distribution of social roles and status. (Humm, 2003, p. 143) For example, nouns or phrases that demean women, the emphasis on masculinity as the norm, or excluding women in linguistic representations. This is reflected in the male-centered language structure, where men are often regarded as universal representations, while women are regarded as "variations" or "deviations" from the norm.

In addition, language also plays a vital role in reinforcing the sexual distribution of social roles and statuses. In language, women are often associated with traditional roles such as "mother" or "wife," while men are more often associated with positions of power and authority. These representations in language not only reflect existing gender power structures but also shape perceptions and expectations about gender roles and identities in society. While several studies have explored the relationship between language, power, and gender, there is still a lack of understanding of how language influences and reproduces gender hierarchies in local cultural and societal contexts. Therefore, this research aims to explore Feminist Critical

Discourse Analysis of The Language used in the Netflix Series *The End of F***ing World*.

Feminist CDA focuses on how gender ideology and gendered power relations are reproduced, negotiated, and contested in representations of social practices, social relationships between people, and people's social and personal identities in texts and talks (Lazar, 2005, p. 11). Over the past few decades, feminist CDA research has become increasingly crucial in revealing gendered power dynamics in language and communication. These studies not only highlight how language is used to reinforce existing gender norms but also how language can be a tool to challenge and transform existing gender power structures.

In the explanation above, the writer provides an example of data analysis regarding the feminist approaches. The writer uses one of the movies entitled *The End of the F***ing World*. This Netflix series is based on the graphic novel *The End of the F***ing World* by Charles S. Forsman. On the IMDb website, this movie received a rating of 8/10, with over 800 thousand users in 2022.

This movie tells the story of a 17-year-old girl named Alyssa who feels alienated in her family because her biological mother has a new family: a successful husband and two cute twins. Alyssa becomes uncomfortable, coupled with her stepfather's bold attitude. Then she meets a boy who is the same age as her named James, a boy who labels himself a psychopath. One day, James and Allysa meet. Then, they decide to run away from home in the

shortest possible time. While on the run, James and Alyssa must deal with many events that require them to survive. In this movie, the female characters often use words/clause/sentence that referring to feminism.

The researcher of this thesis is focus on the dialogue by female characters approaches to feminism in Netflix's series *The End of F***ing World*. Discourse portrayed are analyzed and discussed in data analysis. The writer chooses the title "*Feminist Critical Discourse Analysis to the Language Use in Netflix Series The End of F***ing World (2017)*" for this paper as it is understandable.

B. Question and Scope of The Research

    1. Question of the Research

        a. How do female speakers use language to shape the feminist approaches in *The End of F***ing World* series 2017?

        b. What causes the character to use that language, thus influencing the feminist approaches in *The End of F***ing World* series 2017?

    2. Scope of the Research

        In this research, the writer is focused on feminist approaches in the series *The End of F***ing World*. To limit the data, the writer only discusses the language the female characters used in the series. The aspects considered are discourse, discourse analysis, and feminist approaches. The theory that the writer uses as a reference is a feminist theory from Sara Mills (1995).

C. Objective and Significance of the Research

1. Objective of the Research

a. To analyze how female speakers use language to shape the feminist approaches in *The End of F***ing World* series 2017.

b. To identify the causes of the female characters' use of that language, thus influencing the feminist approaches in *The End of F***ing World* series 2017.

2. Significance of the Research

The writer hopes that this research will yield several benefits. The benefits readers expect the writer to yield are divided into two parts: theoretically and practically.

Theoretically, the writer hopes this research can be used by future readers who are researching the same researcher. This paper will help provide knowledge and find solutions for the use of language which refers to feminism.

Practically, the writer hopes this research can help increase readers' knowledge about linguistics, especially in critical discourse analysis studies. Thus, readers will understand language and know how to use language that refers to feminism.

D. Operational Definition

The data of the research used a documentation technique; there are several terminologies in this discussion and described as the following:

1. Critical Discourse Analysis

Critical discourse analysis is the examination and evaluation of texts or communications within a particular social, political, or cultural context that focuses on the ways language is used to construct, express, and enforce ideology, power, and values.

2. Feminism

Feminism is an ideology and social movement that fights for gender equality and women's rights, aiming to end discrimination and injustice experienced by women and build a society where everyone has equal opportunities regardless of gender.

3. Feminist Critical Discourse Analysis (FCDA)

Feminist discourse analysis is an approach that combines the basis of discourse analysis with a feminist perspective to gain an understanding of how texts and communications demonstrate, reinforce, or refute gender-based structures of control.

4. Movie Series

A movie series is a collection of films that are linked together through a common narrative, characters, or concept, with each series typically featuring a similar storyline to the others.

E. Systematization of the Research

Systematization of research means how the paper is structured perfectly. This thesis is divided into five chapters as follows:

Chapter I is introduction. This chapter includes a brief explanation of what the paper is about. It consists of the background, questions, and scope of the research, the objective and significance of the object, and the writer's reasons for choosing the research title, operational definition, and systematization of the study.

Chapter II explains the theoretical description. It presents and explains the theories use in this research. This chapter explains Critical Discourse Analysis, feminism, the history of feminism, feminist critical discourse analysis, and its characteristics, which the writer takes from books and journals.

Chapter III describes the research methodology. This chapter concerns procedures for the object. It describes the data collection techniques, methods of data analysis, and data sources in this research, and the writer will use the object from the film series *The End of F***ing World* 2017.

Chapter IV discussed the data analysis. This chapter presents the data in the movie series. Data analysis is where the writer analyzes all the data that the writer finds in the data, interprets the data, and discusses the objects that the writer chooses.

Chapter V is conclusion. The final part of the research is that the writer finally found the research answer and suggestions from the writer regarding

the importance of the study. The writer provides a summary of conclusions related to the discussion and considers the benefits if the reader reads this research.