

CHAPTER I

INTRODUCTION

A. Background of the Study

The definition of gender can be interpreted as social gender or social meaning to define social roles based on gender. Another view says that gender is a socially and culturally constructed characteristic of men and women. The term gender is distinguished from the term sex. Masculine or feminine is not a gender-related thing, but society has assumed that culturally men should show the masculine side (Hutabarat, Lubis, and Oxygentri, 2020). British sociologist Oakley was the first to distinguish between the two concepts. Gender refers to the differences in the characteristics of men and women based on the socio-cultural structure associated with their nature, status, position and role in society. In addition, gender refers to human perspectives or perceptions about women or men that are not based on biological gender differences. Gender creates differences between women and men in all aspects of human life, including women's social status which is lower than men. For example, women are known to be gentle, beautiful, emotional, or motherly (Ramadhana and Utami, 2020). Men are seen as strong, rational, masculine, cool. The man considered normal if he is aggressive, sexually active, or rational (Sokowati, 2019).

Masculinity is a set of social practices and cultural representations related to being a male person. It is logical since biological assumptions influence the concept of men and masculinity as the standard of being a man (Sokowati, 2019). Sometimes, a man must meet the criteria of masculinity to be considered a man. Men are described as having a great physique, aggressive, prestigious, dominant-superior, assertive and are mythological as protectors. The word masculinity or masculine itself is taken from the English language muscle, namely traits that are only based on muscle or physical strength. Besides that, Masculinity or masculine also comes from the French masculine which is included in the adjective group and means masculine or shows male characteristics. The concept of gender in society is inherent in almost every aspect of human life, be it in behavior,

determining views and opinions and even how one places oneself in society. Masculinity is often described by physical appearance, for example a man has an upright physical appearance and has a six pack stomach with short hair or maybe a hair style that looks disheveled. Not often, masculinity is often seen in terms of appearance by the public in general, appearances that look macho and dignified are often associated with masculine attitudes. So that the nature of masculinity is highlighted in the details of physical actions, physical conditions and attitudes because it shows the masculine side of a man.

Sometimes masculinity can be reflected in film. Film contain all aids like audio, visual, and drama which wrapped with interesting shooting techniques, It is considered to be able to reach many social segments, and has the potential to influence its audience (Haswari Zahra Demanti, 2019) When it comes to films of different genres such as comedy, action, horror, science fiction, thriller, adventure and romance, they can all have male elements in the film genres, but sometimes you can distinguish genres where films are dominated by male scenes. The action film genre, such as investigative films, favors action scenes that are synonymous with masculine men performing actions such as punching, parkour and stunts. It may not rule out the possibility that the main characters of action films are women, but still, the main female characters usually have masculine attitudes, such as tending to be rather strong or stronger than men. Conversely, in other genres, such as romance, male scenes may also be featured, but are usually not emphasized in this way, focusing more on the tender scenes of the couple.

Lots of films have sprung up in the digital era like today, with the development of technology it can create cool animated scenes that can amaze the eyes of the audience. As is the case with the film that will be studied, namely High and Low the Movie 3 Final Mission, which presents many scenes of fisticuffs that are not rigid and stunning film shooting and conflicts that attract the audience's eye even from the beginning of the film. This film initiated by a Japanese director is very closely related to the details of attitudes and culture that show the masculinity of a man and cultural attitudes that can also influence the masculinity factor in the film. In gender sociology, according to Connell,

masculinity consists of two parts, namely cultural masculinity and secondary masculinity. That is, masculinity can be formed from a culture that has been attached to a person since childhood. We can see this from the scene in the High and Low the Movie 3 Final Mission. There are also many scenes that show a back-timeline showing the main character growing up with his friends where his social environment teaches them to be confident and brave against bullying. From this scene, we know that it is the beginning of the emergence of masculinity in the film because it is closely related to a bold and assertive character who shows a masculine side. Apart from that, this film is very close to street gang fights and a lot of action is seen in the scenes of this film which shows that in action films or other genres, characters usually show a masculine side when carrying out fight scenes. This film is filled with fighting scenes because the film has the theme of fighting between gangs that control certain areas of a well-known gang by using force for violence. Uniquely, in the film that will be examined there are several characters whose appearance is opposite to the male side of masculinity but the characters can still show the masculine side with their attitudes and ways of speaking in the film scene.

The High and Low the Movie 3 Final Mission, debuting in cinemas on November 11, 2017, was directed by Shigeaki Kubo, which has a relatively high rating, reaching 7 and has many fans on Netflix. On the IMDb website, High and Low the Movie 3 Final Mission has a rating of 7.1 and it can be concluded that this rating figure is a relatively high number for a film rating, then 51 percent of people who watched this film gave a rating of 10. It can be concluded that the rating is high in this film proves that many people are interested in and watch the film. This film really spoils the eyes of the audience in terms of story, visuals and graphics. Besides being interesting, in this case the film is also interesting to study because there are many factors or details in the film that contain certain meanings, especially researchers want to know the masculine side of the film. Besides knowing the side of masculinity, we can explore perspectives or compare the development of masculinity from cultures that were born in different environments.

Most Asian films feature the male side, focusing on attitudes and actions, whereas in terms of physical structure and clothing, most Asian films do not emphasize themselves too much, but men are dressed up with many accessories, such as rings, bracelets, necklaces, which is a reflection of the principle against masculinity. Likewise, in *High and Low the Movie 3 Final Mission*, it is stated that masculinity is expressed more through actions and attitudes in the film's scenes. Masculinity with different cultural backgrounds can have different meanings in different places or regions, making it difficult to identify the meaning of masculinity because it can be interpreted that the meaning of masculinity is shaped by the social environment that surrounds it. Thus, the factors that contribute to the development of masculinity in a film are very diverse and even unpredictable, such as scenes where the characters in the film are told narratively that the characters have cold and masculine personalities, it is not necessary to show complex scenes that highlight masculine side of character. The choice of character in the film also influences the perspective of masculinity, if the character is slim and short and wears accessories, it shows something else, could say it's not masculine.

In order to find the meaning of masculinity in film, the semiotic method is usually used. Semiotics is trying to find signs that have meaning and know sign systems such as language, motion, music, pictures and so on. According to Barthes, Semiotics is a science or method of analysis to study signs. Signs are tools that we use in an effort to find our way in this world, among humans and with humans. Semiotics in Barthes' terms, semiology, basically wants to study how humanity makes sense of things. Meaning (to signify) in this case can be mixed up by communicating (to communicate). Interpreting means that the objects want to communicate, but also constitute the structured item of the sign. Meaning means that objects do not only carry information, in this case the objects want to communicate, but also constitute a structured system of signs (Roland Barthes, 1964).

And in the end, This research aims to build gender awareness in society. Masculinity was chosen as the concept to be discussed in this research because

discussions about gender are increasingly widespread and gender issues are now not only limited to the scope of sociology and anthropology, but have entered into other disciplines, one of which is literature. The rise of issues and discussions about women's problems but putting aside men, in other words not involving men in discussions about women's problems so that equality is not achieved. Why the researcher chose this film is that this film is very close to masculinity, seen from the presentation of scenes that are very thick with the aroma of masculinity. So it is easier to examine masculinity in this film. High and Low the Movie 3 Final Mission is a film that is classified as modern, with proven shooting techniques that spoil the audience's eyes. Films that came out in today's modern era where the stigma of masculinity has varied and is updated continuously so that this action genre film not only presents action scenes of fights between men but also shows scenes where even though men like violence but also have a wise attitude so that crime must be abolished even with violence.

B. Problem Statements

Based on all the writings on the background which discuss the semiotic analysis of masculinity in the High and Low the Movie 3 Final Mission, the researcher can find and formulate the problem of the research, namely:

“How masculinity reflected in the film High and Low the Movie 3 Final Mission?”

C. Objective of the Study

This study aims to find out how the masculinity reflected in High and Low the Movie 3 Final Mission using the semiotic approach of Roland Barthes' model and the concept of masculinity expressed by Janet Saltzman Chafetz (Chafetz, 2006).

D. Benefits of the Study

This High and Low the Movie 3 Final Mission film research has two benefits, namely theoretical and practical benefits. Theoretically, the results of this research can be useful for academics and literature, especially those related to gender. The results of this study are expected to provide knowledge about the representation of masculinity which is studied using the semiotic approach of

Roland Barthes' model and the concept of masculinity expressed by Janet Saltzman Chafetz (Chafetz, 2006). The practical benefits of this research are expected to provide an overview of masculinity and masculinity discourses that are currently developing.

E. Limitations of the Study

In line with problem identification, the focus of the research is on analyzing the semiotics of masculinity using Roland Barthes' theory which was then studied using Janet Saltzman Chafetz's theory. The target of this research is to investigate the semiotics of masculinity in films, namely High and Low the Movie 3 Final Mission which is a Japanese film.