

CHAPTER 1

INTRODUCTION

In this chapter, the researcher highlights the background of the study, scope and limitation of the study, statements of the problem, purposes of the study, significances of the study, and definition of key terms.

A. Background of the Study

Everything in this world is paradox, for example, is sugar, sugar is used for sweetener, but in another side consuming the sugar too much is able to get diabetic. Caffeine, for example, it gives a positive effect on our body, and it can boost our mood also. But consuming caffeine itself has a negative effect, for example, if consuming too much caffeine, it can cause stomach ache. However, a paradox is often used to make someone think over an idea and statements of paradox appear to be self-contradictory or silly, but which may include a truth. Another example like a beauty, some women are ready to spend their money for beauty. They want to be beautiful women like princesses. But being beautiful especially focus on the outside also has a negative effect or consequence, for example, if the woman presenting beauty too much, it makes a woman becomes the visual object of a man. Commonly, Princess image is always having a perfect body, for example, tall, thin, sharp nose, and wearing a good dress. Those princess images are able to find in western fairytales. There are so many western fairytales, the researcher chooses four western fairytales as the object of the research, those are Cinderella, Sleeping Beauty, Rapunzel, and Snow White.

Cinderella is a very famous fairytale among the children. Cinderella was a fairytale containing a myth-element of unfair oppression and exciting reward which is experienced by Princess Cinderella. The fairytale told a young woman living in unfortunate conditions, that were suddenly changed to incredible conditions. There are so many thousands of cinderella stories are known throughout the world (Zipes, 2001: 444). In 1634, Giambattista Basile was published the first literary European version of the story

in Italy. In 1697, the famous version that is now most widely known in English was published in French by Charles Perrault. In 1812, another version was later published by the Brothers Grimm in their folk tale collection Grimms' Fairy Tales.

Sleeping beauty is a classic fairytale about a princess that is cursed to sleep for a hundred years by an evil fairy, where she would be awakened by a handsome prince. The fairytale was first published by Giambattista Basile in his collection of fairytales entitled *The Pentamerone* (published in 1634) (Hallet & Karasek, 2009: 63). In 1697, Basile's version was later adapted and published by Charles Perrault in *Histoires ou contes du temps passé*. Then, the version that was later collected and printed by the Brothers Grimm was an orally transmitted version of the literary tale published by Perrault.

Rapunzel is a famous fairytale among the children. The fairytales told a beautiful princess who had a gold long hair named Rapunzel. The Rapunzel was locked in inside a tower in the middle of the woods, with neither stairs nor a door, and only one room and one window. There was a prince who wanted to save Rapunzel. Together rapunzel and prince planed a means of escape, the plan made a piece of silk which was weaved into a ladder. In some versions of the story, The image of rapunzel has hair which is magically growing back after the prince touches it. In the second edition, Rapunzel asked Dame Gothel (when getting forgetfulness) 'why it is easier for her to draw up the prince than her' (Tatar, 1987: 18). The story was a German fairytale in the collection which is presented by the Brothers Grimm, and first published in 1812 as part of Children's and Household Tales.

Snow White is also a famous fairytale among the children. The fairytale consists of the story such as the magic mirror, the poisoned apple, the glass coffin, and the characters of the Evil Queen and the Seven Dwarfs. The fairytale was 1900' German fairytale which becomes known mostly in the western world. The fairytale was written by The Brothers Grimm. The Brothers Grimm creation was published in 1812 in the first edition of their collection Grimms' Fairy Tales.

There are some criteria of beauty image which are wanted by women and reflected in some of the characters in the selected

western fairytales. First, women want to become beautiful, wearing good clothes, and wearing jewels like Cinderella. Second, women want to be the most beautiful creature, being able to do everything gracefully, having brightness skin like Sleeping Beauty. Third, women want to have magnificent long hair, and beautiful look like Rapunzel. Fourth, women also want to be a beautiful woman and the most important thing is getting praises, and recognitions from people like Snow White. The presence of industrial revolution made condition being worst. Since the Industrial Revolution, the middle class of Western women had been attacked by types of ideal woman and stereotypes as much as by material constraints (Wolf, 2002: 15). There were many factories of beauty who made tools of make-up and realized women were able to be beautiful. However, the beauty revealed its paradox where women tried to look beautiful on the other hand women had to accept the consequences, the consequences were able to be visual objects, and implicitly imprisoned women. According to Wolf (2002: 15) the come up of the beauty myth was just one of several appearing social fictions that camouflage as natural components of the feminine sphere, the better to imprison those women inside it.

In the other side, the idea of beauty grew with the idea of money so booth obviously became parallel in the consumer economy. When women had successfully entered the working world, beauty turns into wealth. The beauty myth became material to weaken the position of women in demanding access to power. The presence of beauty myth opens new perspectives, releasing women from the trap of ideal beauty image and as the resistance toward patriarchal culture. According to Foucault (1978: 95) these points of resistance are present everywhere in the power network.

However, studying literature is able to help us understand a life especially in culture, environment, and aesthetics because literature represents the beauty of life, that is needed people in social reality to enjoy their life. There are some literature products that people are able to feel for example like, movie, and narrative text which is consist of novel, biography, autobiography, legend, folktale and fairytale. A fairytale is a short story which is taken from a

folklore genre, usually showing the illogic things, such as fairies, dwarfs, dragons, elves, talking with animals, unicorns, witches, and usually showing impossible things. According to Bettelheim (1989: 25) there is no clear reason for separating myth from a fairytale or a folk, both together create the literature of preliterate societies. The narrative text has an important part to express the feeling and imagination of someone. Mostly some of the aspects are able to be analyzed from the narrative text by using theory, for example, Ferdinand de Saussure in structuralism, Albert Camus in absurdism, George Wilhelm Friedrich Hegel in dialectics and theory of state, Simone de Beauvoir in feminist existentialism, Emmanuel Levinas in the ethics of the Other, Jacques Derrida in deconstruction theory and Naomi Wolf with her theory of beauty myth which is used in the whole of this study.

There are two previous related studies which are used as comparison between this research and other research. The first study is entitled *Beauty Myth in Novel Maya Ayu Utami's Work* by Galih Pangestu Jati (2016) from University of Gadjah Mada, Indonesia. The result of the study is the signifier of beauty contained in the novel *Maya* is a political weapon used to oppress a person or group of people. A wide variety of this oppression is anxiety, abuse, marginalization, and state control. Various operating pressure on some women's leaders and prominent men in it. The beauty myth contained in this novel is a representation of the new order of government power. The second study is entitled *The Myth of Beauty in Dwi Ratih Ramadhany's Short Stories* by Royyan Julian (2016) from University of Madura, Indonesia. There are three results of the study. First is both the short stories illustrate standards of beauty identified by long black hair, long neck, sensual lips, body fragrant, white-toned-smooth-skin and slim body. Second is in both short stories, the quality of beauty refers to behaviours that could arouse an excitement rather than merely consider physical appearance. Third is regarding beauty not as an intrinsic quality, it is affected by external factors, for instance, cosmetic and supernatural powers.

There are differences between those studies and this study. First is this study focuses on princess image in selected western fairytales, such as *Cinderella*, *Sleeping Beauty*, *Rapunzel*, and *Snow*

White which are familiar among the children. Second is this study discusses fairytales which presented luxury, elegance, and magnificence. Those images had related to romanticism era where the literary work ideas were dominated by elements such as imagination, freedom of expression, and have a tendency to matters of taste and feeling. Then, the representations of the princess images in selected western fairytales beauty are patriarchy cultures where women tried to look beautiful on the other hand women had to accept the consequences, the consequences were able to be visual objects, and implicitly imprisoned women. The last is this research teaches pedagogy implication which is women have to accept themselves gracefully, and also loving themselves.

There are some reasons the researcher chooses beauty myth toward princess image in selected western fairytales. First, selected western fairytales such as Cinderella, Sleeping Beauty, Rapunzel, and Snow White show the existence of princess image mostly in the appearance. Second, those fairytales are famous stories among the children, the researcher wants to show the beauty image in the selected western fairytales. Third, beauty myth is also showing the moral value toward women that women do not become fanatic with the beauty image, because of the beauty image implicitly oppress herself. The most important thing is this research gives pedagogy implication toward education that women have to accept themselves because of beauty is not objective, beauty is subjective and the beauty is not something that is absolute.

B. Scope and limitation of the Study

Based on the background of the study above, the researcher can make scope and limitation of the study. The scope of the study is cultural-pedagogy analysis. The cultural-pedagogy analysis consists of many aspects, for example language, art, music, religion, and some aspects in principles of social organization such as literature, philosophy, and mythology or a myth. There are some princess image, for example princess image is always beautiful, started from the appearances until getting praises and recognitions from people. Those princess images are presented in selected western fairytales

that the researcher wants to analyze in this research and becoming a myth among people. In this context, the selected western fairytales that the researcher wants to analyze are Cinderella, Sleeping Beauty, Rapunzel, and Snow White.

The limitation of the study is the beauty myth toward princess image. The beauty myth toward princess image has a massive role in this research because this research wants to analyze princess image which is reflected by main characters in selected western fairytales such as beautiful, being graceful, having magnificent long hair, and recognitions from people. Wolf's theory of the beauty myth wants to release the beauty image, beauty image is not absolute, in fact, there is no appearance of a woman who is truly considered to be right.

C. Statements of the Problem

According to the explanation of the background of the study, there are some main characters in selected western fairytales, for example Cinderella, Sleeping Beauty, Rapunzel, and Snow White. Those main characters are explained as princess image are always beautiful, started from the appearances until getting praises and recognitions from people. From those statements, The researcher arranges the core of the research question in this study, it will be written as follows:

1. How is princess image portrayed in selected western fairytales?
2. What representations do the princess images portray in selected western fairytales?

D. Purposes of the Study

Based on the statements of the problem above, the purposes of this study can be written as follows:

1. This study purposes to describe how is princess image portrayed in selected western fairytales.
2. This study purposes to describe what representations do the princess images portray in selected western fairytales.

E. Significances of the Study

Based on the purpose of the study that has been exposed above, there are some significances in this study, it can be written as follows:

1. For EFL teachers:

First, this study is able to be a reference as learning material for the students, as EFL teachers have to have many references to support their learning process. Second, this study can be the reflection of teachers to teach the students similarly without differentiating them.

2. For students of English education department:

First, this study is able to give an understanding of beauty myth, and patriarchy culture which are used to read selected western fairytales. Second, this study is able to give a different perspective about beauty image and representations of beauty image for students after they read selected western fairytales.

3. For the researcher:

This study can be used as a reference for the next research and this research also has given a new perspective of beauty image, patriarchy culture and the beauty myth to the researcher.

4. For other researchers:

This study is one of the other studies about beauty myth and this study can be used as a reference for other objects of study.

5. For education:

First is this study is able to give pedagogy implication for education because this study is about text narrative which is very famous among the students. Second is hopefully this study can give a new perspective of beauty image.

F. Definitions of the Key Terms

Definition of the key terms has an important role to guide the reader understands this study. These definitions of the key terms are also useful to understand the contexts and problems of this study. The definition of the key terms can be known as below:

1. Face value

Face value is a discourse which has negative impacts for woman, for example women have to present their beauty with make-up, making them look like interesting and prestigious. However, what women do to make them beautiful usually makes them tortured. Women tend to spend their money to buy make-up to present the beauty and even some of women go to beauty specialist for operating the shape of face in order to be beautiful. In 1984, Robin Lakoff and Raquel Scherr found that “among college women, ‘modern’ definitions of beauty—health, energy, self-confidence”—prevailed. The bad impact was they only had one concern which was in the shape and weight of their bodies. Women started to focus on the detail about every flaw in their anatomies and told of the great disgust they felt every time they looked in the mirror (Wolf, 2002: 213).

2. Industrial revolution

Industrial revolution in general is a revolution which at the same time changes the way to make things which are done by hand (human power) then replaced by mechanical power and having goals to make goods can be produced in large quantities in a relatively short time. For two centuries after the industrial revolution, almost all the aspects in the factory were affected by industrial revolution and income per capita in the world increased more than six times. The term of industrial revolution was introduced by Friedrich Engels and Louis Auguste Blanqui in the middle of 19th century. The growth of trade and the rise of business were one of the major effects of the industrial revolution (Landes, 1969: 15).

3. The beauty myth

Myth itself has a definition about a folklore genre which consists of narratives or stories that play a fundamental role in a society, such as foundational tales or origin myths. According to Palmquist (2000: 24) the myth as an old story about the origin of the world or the objects of the world, which in various ways explain why human existence is so, or why cultural norms of society develop in such a way. Therefore, the beauty of myth itself is the old story of beautiful portrayal which is believed by some of society and the beauty myth itself is about the beauty of inside not the outside.

According to Wolf (2002: 14) the beauty myth is actually focusing on behaviour and not the appearance.

4. Patriarchy

Patriarchy in general has a definition which means a social system which is a man has primary power and dominant in some of roles, for example, the role of political leadership, moral authority, and social privilege. According to Walby (1990: 20) the patriarchy is as an organization of social constructions and applies which is men become dominant, oppress, and exploit women.