CHAPTER I

INTRODUCTION

1.1. The Background

Nowadays learning can be done in a various ways. One of the ways is to learn from media such as movies, newspaper, magazine, radio, etc. Currently, learning can be conducted whenever and wherever as everybody has often spend some time for entertainment media – one of them is film. There is no doubt that film plays an important role in people's life because it can be the source of entertainment as well as knowledge (Adi, 2011: 71). This means, people can also learn many things by watching films. Because of their essential role in people's daily life, movies need to be observed and learned (Buckland, 1998: 1).

Movie is audio visual communication media to supply a message to a group of humans gathered somewhere (Uchjana, 1986: 134). The goal of the movie is to entertain audiences. Therefore, this study can show the importance of film in transferring knowledge, especially on how one's character may be influenced. Further, it can be understood that movie is conceptualized as a part of art which may function as a portrait of truth and characteristics of people reflected in media. It is true that he characters, plot, settings, and so on shown in films are indeed fictive. However, behind those fictions, there can be many signs or symbols that mean something. Therefore, it is interesting as well as essential to learn what a film may represent.

For many years, American films have dominated all the cinemas around the world, including Indonesia. Those films are served in many kinds of genres so that they can attract people from all ages. As a result, watching film becomes a fascinating activity to do, especially among teenagers. Animation films, for example, have been popular among youngsters. Even a lot of adults enjoy watching animation movies.

Many may people obtain opinions, perceptions, etc. about their surroundings through the films they watch (Norden, 2007: xvii). Thus, it makes sense that many people,

particularly children, will be influenced by the animation film characters they watch. Therefore, an animation movie can be an interesting film that everyone can learn in order to identify important aspects related to human behaviors. One of the popular American animation movies is *Frozen*. This animation movie has gained a lot of popularity around the world.

Moviegoers in Indonesia, for instance, enjoy this animation films. This condition may let people know that *Frozen* can have certain impacts on those who watch it. Thus, this study concentrates on the relation between character shaping and the American animation film – *Frozen*.

1.2. The Problems of The Study

The problems of the study are formulated in the forms of research questions as followings:

(a) What kinds of characteristics represented by the main characters in American Animation film *Frozen*?

(b) Why is character building essential?

1.3. The Objectives of The Study

Based on the research questions listed above, the objectives of the study are pointed as followings:

(a) to identify the kinds of characteristics represented by the main characters in American animation film *Frozen*.

(b) to understand the importance of character building.

1.4. The Purpose of The Study

The purpose of the study can be perceived from two ways. First, theoretically, this study is used to contribute to the development of relevant studies such as film studies, cultural studies, literary studies, pedagogy, etc. This study may also offer a theoretical

perspective or a way to conceptualize social and cultural phenomena for research purposes.

Second, practically, this study may contribute to help teachers or parents to teach their children about characteristics from animation films and how to build their character through animation movie. In general, this study is expected to help people to understand the role of films in shaping people's characteristics.

1.5. The Scope of The Study

The American animation film discussed in this study is the *Frozen* (2013) and *Frozen II* (2019). The study focuses on the main characters of the animation film in ordert to identify the characteristics depicted by the main characters. It is undeniable that animation films produced by Walt Disney can always attract people to watch. This is due to the creativity, beautiful arts, and a lot of qualified works which Walt Disney has generated.

As the point mentioned previously, the two American animation films were used in this study because these two animation movies were phenomenal when they were released. The leading character has been widely known by a lot of moviegoers in Southeast of Asia, especially in Indonesia. Thus, using these two animation movies in this study can be very useful to depict the what the dialogues and scenes represent.