

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study.

Human's natural instinct is to constantly develop their quality of life in order to survive. Thus, human learns to apply science and technology, discovering community, political system and other things that will make their life easier and more meaningful. Science and technology has been a key to the improvement on civilization. However, due to geographical condition, the advancement in one region or country is different from the other ones. Thus, people whose culture is more developed tend to perceive other country as having lower intelligence than them. This is apparent in America, where they have better technology advancement. Americans tend to perceive themselves as part of the Western hemisphere, which are identified as more developed than Eastern part of the world, which is Asia. The western is more developed in several aspects, such as technology and knowledge. The gap on civilization on the western created a sense of feeling that they are more superior nation than the nations they invade, including the East. Therefore they consider East more inferior by judging from the development on Science and Technology. Soon this gap would make the western develop a mindset that they are the main creature in this world, and makes a comparison with the East merely to emphasize their sense of superiority. From

their point of view, the westerns think that they are more civilized, that their culture and technology is better. Therefore, they refer themselves as 'us' and the eastern as 'the other'. This sense of otherness have constructed a sense of domination and a burden for them as a better civilized nation.

*Transformer 2 the movie: Revenge of the Fallen* is one of the example of western dominations towards eastern. Premiered in 2009, it is one of the box-office movies during that year and is considered one of the best American science-fiction movies ever made. The movie is directed by Michael Bay who was born and raised in [Los Angeles](#), California. Michael Bay is known primarily for directing high-budget action films with substantial use of [special effects](#). He has directed many films such as *Armageddon*, *Pearl Harbor*, and *Transformer*, which emphasized on American patriotism and heroic plots. The movie *Transformer 2: Revenge of the Fallen* was a box office success, setting up records upon release, and grossing a total of \$402 million in North America and \$836 million worldwide (online). It was the second most successful film of 2009 (after *Avatar*) and eleventh overall domestically, and the 23<sup>rd</sup> highest-grossing film of all time and fourth highest of the year (after *Avatar*, *Harry Potter and the Half-Blood Prince*, and *Ice Age: Dawn of the Dinosaurs*) internationally.

The movie tells about the search for the Matrix to open Energon, an energy source for the race of ancient Transformers, The Prime. In the present day, Optimus is seen leading NEST, a military organization consisting of human troops and his own team of [Autobots](#) including newcomers [Arcee](#), [Chromia](#), [Elita](#)

[One](#), [Sideswipe](#), [Jolt](#), and the twins [Skids](#) and [Mudflap](#) aimed at killing the remaining Decepticon on Earth. Decepticon [Soundwave](#) hacks into a US satellite and learns the locations of the dead Decepticon leader [Megatron](#) and another piece of the AllSpark. After Prime's death, The Fallen is freed from his imprisonment and Megatron orders a full scale attack on the planet. The military arrives with the Autobots, but so do the Decepticons, and a battle arises. During the fight, Decepticon [Devastator](#) is formed and unearths the Sun Harvester from inside one of the pyramids before being destroyed by the US military with the help of Sam and his friends.

The movie *Transformer 2: Revenge of the Fallen* is interesting to be discussed because the movie is a part of the mass media' popular culture which implies western perception of Eastern culture in the form of cinematic features. The movie *Transformer 2: Revenge of the Fallen* depicts several distinctions between Western and Eastern people and their culture, in terms that the Western people are depicted as the people who posses higher level of technology and intelligence. Therefore, the writer deemed it adequate to use the movie as analysis material, seeing that Western people generalize the culture and lifestyle of Eastern people according to its general conception.

## **1.2. Statements of the Problems**

Based on the above explanation, the statements of the problem of this study are:

1. How is America's superiority reflected in the movie?
2. How does America view Egypt in the movie?

## **1.3. Objective of the Study**

This study is then designed to find the answer of the statement of the problem, which are:

1. To show the reflection of America's superiority in the movie
2. To show how America views Egypt in the movie.

## **1.4. Scope and Limitation**

The study concentrates on the practice on Western superiority represented by America and west and east as the objects in the Orientalism analysis in a literary work. This study is intended to observe Western superiority in the movie, and the scope and limitation focus on narrative and non-narrative forms in order to get clear understanding about Western superiority that appears in the film. To make an analysis of this study the writer applies Orientalism theory by Edward Said. The limitation on the analysis is expected to gain a deeper analysis.

### **1.5. Significance of the Study**

The writer hopes this research paper can make the reader understand about Orientalism and how it view west and east as seen in *Transformer 2: Revenge of The Fallen*. This study is significant in elaborating how far the domination of the West toward the East in the movie. This work also wants to raise the awareness of the movie audiences about the role of western people that always become the main characters in Hollywood movie production. The analysis is helpful to understand deeper about Western sense of superiority and its evidence. Moreover, the study is dedicated to enrich literary criticism in literary works, so it can be useful for academic purposes, Orientalism critical analysis, and movie audiences.

### **1.6. Theoretical Background**

The focus of the film is seen from the comparison between America and Egypt, and the way American people think about Egypt to show Western dominance over East. The writer decides to use Orientalism theory in order to make reasonable analysis, as seen through narrative and non-narrative form.

### **1.7. Method of the Study**

To analyze the problem, the writer uses several researches to gain information which is important for the analysis. The information is collected from the books and browsing the internet. The method in this study is library research.

Some related data and sources are taken from original writings, critical studies, collection of essays, and some related websites. After collecting some data, the writer will arrange to study them, in order to reach good understanding about the movie and make sharper and deeper analysis from some problems that rise in the movie. In the data analysis, the writer intends to use descriptive analysis as the method of analysis. Finally, the next step is drawing the conclusion, so that the study is complete based on the academic research requirements.

### **1.8. Definition and Key Terms**

Orientalism	: western style for dominating, restructuring, and having authority over the orient
The West (Occident)	: the white colored people; the ex-colonized countries in Europe; Europe and America.
The East (Orient)	: the people of color; the ex-colonized countries of Asia and Africa; any part of the world to the East of Europe.
White Man's Burden	: west think that east cannot represent themselves, so they must be represented.
Narrative	: dealing with how stories are told.
Non-narrative	: Explaining how the film is constructed for and create viewing subject by camera movement, lighting, editing, and all the available techniques