

## CHAPTER 1

### INTRODUCTION

#### 1.1. Background of the Study

If in the USA, many people are familiar with Jennifer Lopez, Paris Hilton, and Ricky Martin, while in Japan they are also familiar with Takuya Kimura, Takeshi Kaneshiro. They can be categorized as the famous persons in the show business. India is also well-known for its Bollywood, which brings some famous stars such as Amitabh Bachan, Shah Rukh Khan, and Aishwarya Rai in front of the public.

Bollywood is a part of the Indian film industries which is commonly referred to as Hindi cinema. It is one of the biggest film industries in the world. It is the second film industry after Hollywood. At the beginning of the 21<sup>st</sup> century, Bollywood produced as many as 1,000 feature films annually, and it is believed that 95 % of the Indian population watches Bollywood by going to the cinema (Sidney Home page). Based on the research in 2002, there was an interesting comparison of Hollywood and Bollywood in term of financial. It showed tickets sold and total revenue estimation. Bollywood sold 3.6 billion tickets and had total revenues (theatre tickets, DVDs, television, etc.) of US\$ 1.3 billion, whereas Hollywood films sold 2.6 billion tickets and generated total revenues (again from all formats) of US\$ 51 billion (Aditya Home page).

Bollywood films are generally musical, and are expected to contain catchy music in the form of song and dance numbers woven into the script. The success

of a film often depends on the quality of such musical numbers. Indeed, a film's music (soundtrack) is often released before the movie itself and helps to increase the number of the audience. Beside that, star actors also give contribution to succeed the movies. Star actors, rather than the films themselves have accounted for most box-office success (Munni Home page).

The standard features of the Bollywood films include formulaic story lines, expertly choreographed fight scenes, spectacular song and dance routines, emotion-charged melodrama, and the larger-than-life heroes (Aditya Scoop and News page). A thing that interests the writer from Bollywood movie is the appearance of its culture in every scenes. Bollywood employs people from all parts of India, so that many people go to Mumbai with the hope and dream of becoming a star. Although, stardom in the entertainment industry is very fickle, there are still many actors and actress in Bollywood who can prove that they can stand in this industry.

Shah Rukh Khan is one of the actors who has proved it. He is the icon in Bollywood nowadays after Amitabh Bachan (Mr. Big B). Every character which he played in his films, makes him become a superstar and very famous in India and overseas. It happened when he succeed in his great and box-office movie, *Kuch Kuch Hota Hai* as Rahul. This movie won many of the major awards at 1999's Filmfare Award Ceremony. Since that success, many directors give him a chance to play in their movies because they believe that the movie will succeed if Shah Rukh Khan plays as an actor or the hero.

From his films which mostly bring 'love' as the theme of the story, it can be said that he is always appropriate with romantic characters. His emotions of

love, sadness or happiness seems natural and real. That is why most of his films are successful both in India and overseas. From most of his films, Shah Rukh Khan always brings the character of a young and a bit rebellion person, but he can still appreciate the traditional values in his society. That is the image of him which is depicted more about Shah Rukh Khan as the icon of Bollywood through his movies.

Besides *Kuch-Kuch Hota Hai*, there are still other movies which also get great success. One of them is *Dilwale Dulhania Le Jayenge*. This movie made sky rocketing business, although it had formulas (Bollywood mostly story style) which were technically all wrong because at the time when it was made, people or the viewers got thirsty and wanted to see family dramas and comedy films. While *Dilwale Dulhania Le Jayenge* is more about love and culture, but it became the biggest blockbusters of its time. Actually, this movie was extra long, had twelve to thirteen song and dance sequences and had very simple story. It worked because the story was very real and it had lots of emotions to show. People laughed and cried and enjoyed this movie at the same time.

The other film of Shah Rukh Khan which succeeded of being Oscar nominated in year 2002 is *Devdas*. Although, this movie is actually the remake of 1956s film with the same title, Shah Rukh Khan succeeded in bringing his character in this movie perfectly. Actually, with remake movies, people have become picky and it is not easy to predict which movie will be a hit and which not. The audience wants something creative with new thoughts and ideas. All of these prove that Shah Rukh Khan is a very talented actor.

Shah Rukh Khan is very respected and appreciated person on the public eyes. He was never published as a sensation or confrontation maker. *Bollywood* magazine shows that Shah Rukh Khan is really the best actor who has his own charismatics. He gets his fans in every country in the world, especially in Indonesia. I still remember how Shah Rukh Khan came to Indonesia with (the other actress or actors) his friends like Juhi Chawla, Rani Mukherjee, Sanjay Dutt. There were so many people in Indonesia especially the teenagers came to see him in Jakarta.

He has many fans also in the U.S. and the U.K. It can be seen through his film markets which are always been sold out and his concerts which are always succeed. Indonesia has also *SRK Fans Club* which is opened by *Bollywood* magazine. This club is very active. Sometimes, the members held a party in order to celebrate Shah Rukh Khan's birthday, making a mailing list and talking many things about their idol.

However, I am not only interested in his films but also his charismatics. I am going to analyze Shah Rukh Khan's stardom through print media, because it has the role in making someone's name become famous or notorious. For example Rama Azhari whose name was known-well by the society especially in entertainment world. She got her name not as an entertainer but merely because she is one of the eight sisters of Azharis which is known so far for their sensation and controversial making. This became something interested for the media to bring her in front of the public through print media, especially magazines. It really works because the public finally knew who she was and always came in curious to know more about her. Thus, it can be stated that although he or she is not a movie

star or nobody knows, she or he can be known-well by the society through print media especially magazines.

In this research, I am not looking at Shah Rukh Khan through his movies because I am curious to know how Shah Rukh Khan's image in public media and how the process he becomes the icon of Bollywood industry. So they will have no doubt to buy and read it. That is why in this case, prove Shah Rukh Khan's image is needed. The reason why I choose Shah Rukh Khan is because I am one of his fans. In my opinion, he is very unique and different compare with other celebrities. He has his own style by giving his loyalty to Bollywood industry which gives him the name like he has now.

Print media such as newspaper and magazine insert the articles about Bollywood star. But here, I will use magazine, named *Bollywood* as the print media to analyze the stardom of Shah Rukh Khan. *Bollywood* magazine contains information, gossip, film, music, and India stars. There are some articles about Shah Rukh Khan in all the magazines which I have. Every article in these magazine mostly discuss about his awards and movies. There are also news about his family and his problems about SRK Dreamz Unlimited, his own production House.

## **1.2. Statement of the Problems**

There are two questions which make the writer interested in analyzing the stardom of Shah Rukh Khan, as the following:

1. How does Shah Rukh Khan become the icon in Bollywood industry?
2. How does the image of Shah Rukh Khan from *Bollywood* magazine correspond to his iconic status in Bollywood Industry?

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

This study objective is to answer the statement of problems, those are:

1. To understand the process of Shah Rukh Khan's struggle for achieving his stardom position.
2. To show Shah Rukh Khan's image depicted through print media whether it is correspond or not with his image in Bollywood industry.

### **1.4. Scope and Limitation**

*Bollywood* magazine as the main source of my data was first published on February 2002 until the year 2005. However, I will not look at those 3 years for my data but only from *Bollywood* magazine in the year 2004. Some editions which will be used for the data are from edition number 100, 104, 110, 111, 113, 115, 116, 118, 119, 127, 133, 136, 141, 142, 143, 144, 146. From those numbers of edition, I have found 50 articles about Shah Rukh Khan. Actually, I choose the year 2004, Bollywood movies were booming in Indonesia. We can see there are so many Indian films which appeared on television, every day and in every station.

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

The study has two significances, the first is to give an understanding of stardom of Shah Rukh Khan, and the second is to give contributions for those who want to study about stardom

### **1.6. Theoretical Approach**

The point of the study is about Stardom. The writer chooses to use popular culture theory by John Storey to analyze the correspond image of Shah Rukh

Khan in *Bollywood* magazine with his iconic status in Bollywood industry. The rise of stardom becomes a part of culture and is considered as a contemporary popular culture. According to John Storey's opinion, the term of culture in a culture's theory, is much contain with politic than aesthetic. Therefore, the iconic status of star must be questioned and analyzed to get the balance between the iconic status in reality and in media.

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

Accountable and complete data are required to make a detailed analysis on the work. Therefore, the writer uses library, print media and online research. The writer obtains the data from various books, and magazines. Meanwhile, internet sources are also included. The data also include the main source of the analysis, which is *Bollywood* magazine, and the data concerning Shah Rukh Khan, Bollywood industry and the study of stardom from cultural studies. In the analysis, data from *Bollywood* magazine are translated into English, unless indicated all translations are mine. The next step is to arrange and study the data in order to observe the matter which is analyzed. The theory is applied to limit the analysis to maintain the analysis on one focus. In this research, the writer will use descriptive and qualitative analysis as method of the study. The final step is drawing a conclusion based on the analysis.

### **1.8. Definition of Key Terms**

*Bollywood*: the informal name given to the popular Mumbai-based Hindi-language film industry in India.

*Stardom* : a status of being a star (famous singer, actor, etc)

*Superstar* : a very famous entertainer