

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the era of the emergence of media and globalization, we live in an increasingly mediated society and the rate of change in the media environment that never happened before. In these present days, the days of globalization, we are becoming more conscious with the fast changes that happened in media during the twentieth and twenty-first centuries (Stokes 130). Movie, as one form of media, released and played in many countries around the world, for example in Indonesia. There are some movies in Indonesia that passed the censorship and played as it is. Some movies provide some adult scenes in its storyline, such as sexual scenes, violent scenes, fighting scenes and many more. According to the movies that released lately, some movies show sexual activity in its scenes. The scenes are included in movies to support the storyline of movies. Essentially, the movie that provides sexual scene(s) like kissing, act of doing sex or many more in the storyline categorized as adult movie. Those scenes have to be censored if they are shown in non-adult category of audiences (Lembaga Sensor Film).

Censorship occurs in some aspects such as movie, television, newspaper, and many more. Censorship usually used for controlling the information in some media, for example on movies, commercials, books, and some other things that consumed by society. Censorship is the act of prohibiting, discouraging, or giving some acts to the cultural practices that is considered as the inappropriate act or

dangerous by one element of a culture (Sullivan, *Censorship (Media Studies)* 67-68). The way of censoring objects in media is usually do by cutting some scenes or deleting some information that threat the society or by blurring the object in the media. The things that usually censored are the scenes of sexual activity or violence; for example adult scenes like act of doing sex, some rude dialogs, disturbing pictures and/or adult pictures. The purpose of censoring the media is for making the limitation to the given information. However, in some cases, censorship can destroy some information that people needed (Clark and Lee 421).

Some opinions about censorship also stated by Oppenheim and Smith, they said that censorship started long time ago throughout recorded history. As they said in their journal article:

Censorship is an issue that has been presented throughout recorded history [1]. From the beginning, it has been used by individuals and groups to prevent and control the creation, access and dissemination of ideas and information [2]. It has taken many different forms and occurred for many different reasons, whether it is the suppression of a culture, to stretch the understanding of a reader [3] or to retain power (Oppenheim and Smith 159)

Therefore, the censorship has been a world issue in recording history since long time ago. Censorship appears to control the information and it happens because of the culture and politics situation at that time.

In Indonesia, one institution focuses on censoring some media especially in movie, commercials, and infotainment. This institution called as *Lembaga Sensor Film*. *Lembaga Sensor Film* or National Censorship Bureau said in their website that movie censor is a research and rates some movies and movie

advertisement to make a decision whether the movie is appropriate or inappropriate to be shown to the people in Indonesia, either it is shown in full scene or after cutting some particular scenes, pictures, or sound (*Lembaga Sensor Film*). So it is clearly shown that every movie that is going to play in Indonesia has to take some steps and should be censored by *Lembaga Sensor Film*. *Lembaga Sensor Film* will decide which movie that is appropriate (or we can say as safe) or not, to be distributed and played in Indonesia. As Suryadharma Ali stated in media that some scenes in movies like violence and pornographic scenes might affected the children in Indonesia (Republika Online) that is why *Lembaga Sensor Film* in Indonesia should censor some scenes that are not appropriate in Indonesia.

The job of *Lembaga Sensor Film* is not only cutting or deleting everything that is not appropriate to shown to society, especially kids and teenagers, but also guiding and making people to be critical of self-censorship. *Lembaga Sensor Film* wants us, as the part of society, to make a self-censorship, to decide what material that we should see or should not (*Lembaga Sensor Film*). The movie The Twilight Saga: Breaking Dawn Part 1 is a movie that contains some sexual scenes that is shown publicly without being censored when it is released to the public. This movie was released in Indonesia without cut and censor in its scenes

The writer chose the movie The Twilight Saga: Breaking Dawn part 1 because this movie rated by MPAA as PG-13 that is suitable for ages 14+ or above. MPAA rated this movie as PG-13 for disturbing images, violence, sexuality or partial nudity and some thematic elements (IMDb). In Indonesia, as

showed in Figure 1.1, this movie rated as “adult” because of sexual this movie has some sexual scenes that showed in its storyline (Lembaga Sensor Film).

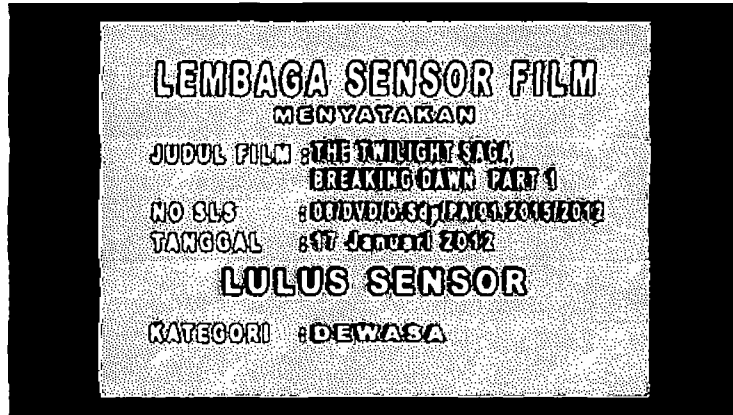


Figure 1.1 Indonesia rating for The Twilight Saga: Breaking Dawn Part 1

Some censors are done because of cultural reasons, while some censors have done because it does not match with the culture, ideology, and behavior of Indonesia. Censorship created by cultural ideologies truth and it is generally concerned with the control, interpretation, content, and dissemination of information. Ideologies relating to censorship include who has an access to and who needs protection from information. Furthermore, the ability of an individual to effectively articulate may undermined by self-censorship and structural censorship (Sullivan, *Censorship (Communication)* 67).

Since the media has a close relation to the audience, the audience also has the important roles to response to the law that the censorship institution decides. Therefore, it is important for scholars to conduct the study about audience responses. Audience reception studies focus on the interpretative relation between audience and medium, where this relation is understood within a broadly

ethnographic context (Livingstone 3). The audiences are important to this research because audiences have power to make opinion or make a resistance of what media have already given. Audience is the most powerful aspects that can make a change to the media or anything given to other people or society. In the case of this study, the writer discusses the response of Universitas Airlangga students toward sexual scenes in The Twilight Saga: Breaking Dawn part 1.

Audiences are people who watch or listen to the performance or something that shown in public. In media and cultural studies, the word audience refers to the people who attend a particular performance or people who watch movie or television. The term audience not only refers to that, but also refers in a broader sense to people who are exposed to, or who respond to media culture. “In its broadest sense, the term ‘audience’ is almost interchangeable with ‘society’, for it is used to refer to the many ways in which the media related to the broader social world” (Stokes 129).

Since the audience are active to give meaning to the media, audience have different interpretation for everything that media gives. Audience also has some power to make some resistance to what media already given. Mediated communication makes some different meaning and interpretation between the producer and receiver. “Meaning that producers of the media and culture are fulfilling a different function from the people who consume the artifacts and events” (Stokes 130). Because of this active audience and different interpretation,

audiences have ways of telling producers what they want. This audience research puts human experience at the center of research.

In this study about audience, Hall, as a theoretician, concerns in audience reception. As quoted by Daniel Chandler (Chandler), Hall stated a theory about audience reception and stressed in the role of social positioning on interpreting of mass media texts by different social groups. Hall suggested three hypothetical positions for the reader of media:

1. Dominant or hegemonic reading: the reader fully accept what media or producer gave
2. Negotiated reading: the reader accept what media or producer gave but there are some resistance
3. Oppositional or counter-hegemonic reading: the reader reject what media or producer gave

In this theory, Hall also stated that media have effect, but as audiences we have power to interpret and give meaning to media.

Media have effects, so the effects will affect our society. As Moores stated in Stokes book that the most controversial ideas and debated themes in media studies is the notion that the media have effects (Stokes 131). Because of media, some impacts occur in our society. These impacts and influences of the media change our way of thinking about things around us in everyday life, such as the changing value of something. By looking at how texts received, we are able to know and understand the impacts, influences and effects of the media. Audience

research also allows us to examine what people get out of the media, what people like from the media, what people do not like from media, and why the audience responds like that (Stokes 131).

1.2 Statement of The Problems

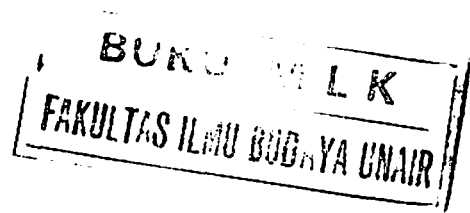
1. How do Universitas Airlangga students' respond to sexual scenes in The Twilight Saga: Breaking Dawn Part 1 the movie?
2. How do the responses inform the audiences' ideological positions?

1.3 Objective of the Study

1. This study aims to identify how Universitas Airlangga students' responses to the sexual scenes in The Twilight Saga: Breaking Dawn part 1.
2. This study aims to reveal how the Universitas Airlangga student' ideology from their responses to this phenomenon.

1.4 Scope and Limitation

This writing focuses on the response of Universitas Airlangga students toward sexual scenes in The Twilight Saga: Breaking Dawn Part 1. The writer used The Twilight Saga: Breaking Dawn part 1 because this movie rated by MPAA as PG-13 that is suitable for ages 14+ and over. MPAA rated this movie as PG-13 for disturbing images, violence, sexuality or partial nudity and some



thematic elements (IMDb). This movie has some sexual scenes that are shown in its storyline.

There is one scene that show Bella and Edward on their honeymoon go skinny dipping in ocean and partial nudity is shown when they thrusting in the water. Later, they appear in bed with little bit nudity scenes. The discussion concerns on the appropriateness of the scenes in Universitas Airlangga students' perspective. This scope and limitation will not make this research out of Universitas Airlangga students' responses, because the writer limits this study focuses only in sexual scene of The Twilight Saga: Breaking Dawn Part 1.

1.5 Significance of the Study

In Indonesia, the issue of movie which showed adult scenes especially in sexual scenes still debatable. It hoped that the readers, most notably Indonesian readers, would understand this phenomenon in a clearer and critical ways of thinking. In other words, this study attempts not only to give beneficial information about the responses from students of Universitas Airlangga Surabaya but also food for critical thoughts in audience studies. In addition, this study is meant to give contribution to the study of audience, particularly in English Department of The Faculty of Humanities of Universitas Airlangga.

1.6 Definition of Key Terms

Adult Scene : Some part of movie that contains violence, sexual act, or rude word.

- Breaking Dawn part 1** : A movie about vampires adapted from the last series of novel written by Stephenie Meyer
- Censorship** : Act of prohibiting, discouraging, or giving some acts to the cultural practices that is considered as the inappropriate act or dangerous by one element of a culture (Sullivan, Censorship (Media Studies) 67-68).
- Ideological Position** : The position of the body of belief that guides an individual, social movement, institution, class, or large group.
- Rating** : Score that given by some institution for movie, commercials, television programs and many more.
- Sexual Scenes** : Some parts of movie that contain adult thing such as kissing, act of doing sex, and everything that only appropriate for adult

CHAPTER II

LITERATURE REVIEW