

UNDERGRADUATE THESIS

**THE SHIFTING OF CELEBRIFICATION AND FRAMING
PROCESS OF TED BUNDY AS A SERIAL KILLER
REPRESENTED IN THE DOCUSERIES ENTITLED
CONVERSATIONS WITH A KILLER: THE TED BUNDY TAPES
SEASON 1**



By

LI'ILA CINDI FEBRIOLA

NIM 121911233057

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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ii

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements for the
Sarjana Degree of English Department Faculty of Humanities
Universitas Airlangga**

By

LI'ILA CINDI FEBRIOLA

NIM 121911233057

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

iii

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Surabaya, 18 Januari 2023



Li'ila Cindi Febriola

121911233057

DEDICATION

This thesis is dedicated to ...

My dearest late father,

with love.

My precious mother,

with heart.

My best second parents, uncle and aunt,

with soul.

My sweet elder sist,

with affection.

My special hero,

with sincerity.

and

My own persistence

through the storms and rainbows.

In the vastness of space and immensity of time,
it is my joy and honour to spend a planet and an epoch with all of you.

APPROVAL SHEET

Title : The Shifting of Celebrification and Framing Process of Ted Bundy as a Serial Killer Represented in the Docu-Series Entitled *Conversations with a Killer: the Ted Bundy Tapes Season 1*
Name : Liila Cindi Febriola
Student's Number : 121911233057
Department : English Department

Approved to be submitted on 18 January 2023 by:

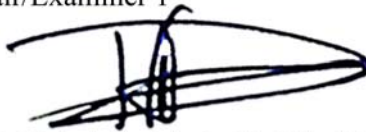
Advisor



Nurul Fitri Hapsari, S.S., M.A.
NIP. 198307142012122002

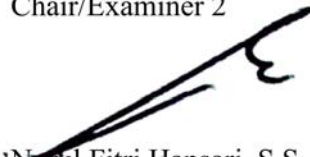
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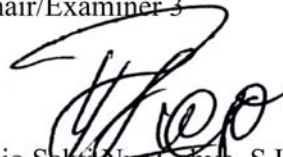
Prof. Diah Ariani Arimbi, S.S., M.A., Ph.D.
NIP. 197004051994032003

Chair/Examiner 2



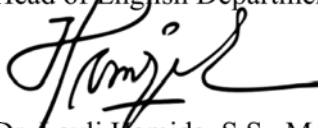
Nurul Fitri Hapsari, S.S., M.A.
NIP. 198307142012122002

Chair/Examiner 3



Pujo Sakri Nur Cahyo, S.Hum., M.Hum.
NIP. 198509232015041003

Acknowledged by
Head of English Department



Dr. Layli Hamida, S.S., M.Hum.
NIP. 197512162003122001

ACKNOWLEDGEMENTS

One of the enormous clichéd expectations and career ambitions is to finish college as quickly as possible. Prima facie, thanks to Allah for allowing me to do it. This gratitude is the beginning that I want to offer to the people behind the scenes.

First and foremost, I place on record a heartfelt thanks to my thesis advisor Nurul Fitri Hapsari, S.S., M.A who is dedicated lovingly and tirelessly in guiding, contributing her energy and expertise to my research since determining the topic, giving me freedom intellectual in my work, involving me in new ideas and interest in the media, offering various ways to maintain physical and mental health, one of which is stress release, and motivating the completion of thesis writing.

I would also like to thank my academic advisor, Ema Faiza, S.S., M.Hum., who has provided professional assistance in personal academic matters. I have also been indebted to lecturers Prof. Diah Ariani Arimbi, S.S., M.A., Ph.D., and Pujo Sakti Nur Cahyo, M.Hum., for sharing their mastery and giving me valuable assistance since the thesis examination. They were magnificently reliable sources of practical scientific knowledge.

To express gratitude, I take this opportunity to all of the lecturers in the English Department Universitas Airlangga who have supported my education career by providing valuable insights during my three and a half years of university.

Nothing was more important to me in pursuing this project than my parents. My late father left me when I was about to start my journey in university, but not with his love and advice, who always accompanied and encouraged me to pursue my goals and passion. For a strong and independent woman, my mother, whose prayers and toil are with me in whatever I pursue—you are the ultimate role model. This thesis stands as a testament to your unconditional love and encouragement of you.

Finally, I must express my very profound gratitude to my classmates in the English Department—my role models and seniors at EDSA 2018, whom I cannot mention one by one that provide unfailing enlightenment through the process of

researching and writing and continuous support in terms of education and life in general. I also dedicate as well as to fellow interns at the City Government of Kediri for their kindness and unending inspiration. Most importantly, I wish to thank my sweet distraction—my 900 kilometers long-distance partner, who wholeheartedly accompanied me in my half-crying, half-laughing times.

I also place on record my gratitude to one and all who, directly or indirectly, have lent their hand in this venture. Without their passionate participation and input, this accomplishment would not have been successful.

Surabaya, 18 January 2022

Li'ila Cindi Febriola

Yesterday I was **clever**, so I wanted to change the world.
Today I am **wise**, so I am changing myself.

—*Jalāl al-Dīn Muḥammad Rūmī*

TABLE OF CONTENTS

Inside Cover Page	ii
Inside Title Page.....	iii
Declaration Page	iv
Dedication Page	v
Approval Sheet.....	vi
Acknowledgements	vii
Epigraph	ix
Table Of Contents	x
List Of Figures	xii
List Of Appendices	xiv
Abstract	xv
Abstrak	xvii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Objectives of the Study	10
1.3 Significance of the Study	10
1.4 Definitions of Key Terms.....	11
CHAPTER II LITERATURE REVIEW	12
2.1 Theoretical Framework	12
2.2 Review of Related Studies	24
CHAPTER III RESEARCH METHOD	29
3.1 Research Approach	29
3.2 Data Sources.....	30
3.3 Scope and Limitation	32
3.4 Techniques of Data Collection.....	32
3.5 Techniques of Data Analysis	33
CHAPTER IV RESULTS AND DISCUSSION.....	37

4.1 The Celebrification of Ted Bundy	37
4.2 The Agenda Setting of the Media in (Re)Framing Ted's Case.....	93
4.3 The Shifting of Serial Killing Representation in the Media Industry	106
CHAPTER V CONCLUSION	124
5.1 Conclusion	124
5.2 Suggestion	128
REFERENCES.....	130
APPENDIX	136

LIST OF FIGURES

Figure 4. 1 Docu-series snippet of Ted's archival footage in the early days of his arrest in 1975 (<i>Episode 2</i>)	39
Figure 4. 2 Ted was being interviewed for participating in his first case in 1976 (<i>Episode 2</i>)	39
Figure 4. 3 Ted archival footage at the trial in Florida (<i>Episode 4</i>).....	42
Figure 4. 4 Archival footage of Bundy posing in court (<i>Episode 4</i>).....	43
Figure 4. 5 Archival footage of Ted at Kimberly Leach's November 1979 trial after being sentenced to death (<i>Episode 4</i>)	45
Figure 4. 6 News of Ted's arrest, <i>The Daily Herald, Utah</i> , Friday, October 03, 1975.....	71
Figure 4. 7 Newspaper clippings of Ted's first escape and second recapture, <i>Standard-Examiner</i> Wednesday, June 8 th , 1977 (<i>Episode 3</i>), <i>The Everett Herald</i> , Friday, February 1978.....	71
Figure 4. 8 Newspaper Headline of Ted's Trial, <i>The Associated Press</i>	72
Figure 4. 9 Newspaper clippings of Bundy's marriage proposal, <i>The Seattle Times</i> , Sunday, February 10 th 1980.....	73
Figure 4. 10 Newspaper clippings of Bundy's guilty, <i>Today Florida's Space Age Newspaper</i> , Wednesday, 25 th July 1979	74
Figure 4. 11 Newspaper clippings of Bundy guilty (2), <i>St Petersburg Times Florida</i> , Wednesday, July 25, 1979	75
Figure 4. 12 Card from church branch to Ted (<i>Episode 2</i>)	76
Figure 4. 13 Ted Bundy's escape headline and FBI's most wanted list (<i>Episode 3</i>)	77
Figure 4. 14 Bundy was emotional when he was sentenced to death (<i>Episode 4</i>)	78
Figure 4. 15 Live media coverage of Ted's trial (<i>Episode 4</i>)	81
Figure 4. 16 Television broadcast about Ted Groupies (<i>WJTV Reports, 1979 "Ted Bundy Trial Groupies" from ArchiveNewsFootage Youtube</i>)	82

Figure 4. 17 The television broadcasts of the days before the death penalty (<i>Episode 4</i>)	83
Figure 4. 18 The reading of the charges by Sheriff Katsaris to Ted (<i>Episode 3</i>)..	85
Figure 4. 19 Huge media hype and attention to Ted's trial (<i>Episode 4</i>).....	86
Figure 4. 20 Ted Bundy Groupies (<i>Episode 4</i>)	87
Figure 4. 21 Ted Bundy's carnivalesque (<i>Episode 4</i>).....	89
Figure 4. 22 Newspaper headline of Ted Bundy's first escape, <i>The Aspen Times</i> , 9 th June 1977 (<i>Episode 4</i>).....	104
Figure 4. 23 Ted Bundy and his girlfriends (<i>Episode 1</i>).....	120

LIST OF APPENDICES

Appendix 1 : Synopsis of the Docu-series	136
Appendix 2: Multiple Law Enforcement Attempts to Arrest Ted Bundy.....	141
Appendix 3: Schools around Aspen Closed by Law Enforcement.....	143
Appendix 4: Determination of the 10 Most Wanted Fugitive.....	144

ABSTRACT

This study aims to examine the celebrification of Ted Bundy as a serial killer and the agenda-setting of the media in (re)framing Ted Bundy's case represented in the documentary series *Conversations with a Killer: The Ted Bundy Tapes Season 1* (2019). It is a docu-series that chronicles Bundy's life from childhood to crimes, arrests, escapes, trials, and execution in detail sourced from a compilation of archival footage and interviews of serial killer Ted Bundy, as well as interviews with his old friends and members of his community, surviving victim, and the law enforcement officers who handled his case. To pursue the aim of the study, four episodes were analyzed with Richard Dyer's Star theory and Maxwell McCombs & Donald Shaw's Agenda-Setting theory using qualitative method together with a textual analysis approach through an in-depth understanding of narrative and non-narrative aspects. This study reveals that 1) Ted Bundy's celebrification is constructed through his image as a man with privilege and attractive duality, 2) The media's agenda is to divert fear, increase profit and warn that serial killers can be even the closest person; the public agenda as the 'idol of destruction,' the difficulty in identifying criminals, and the agenda of sarcasm; the political agenda was the use of Ted as a policy developer to improve the image of law enforcers, and 3) The shift in representation occurs as a result of (re)framing who continue to raise public interest in criminal content. Thus, it can be concluded that although Ted Bundy underwent celebrification and (re)framed by the docu-series as having 'duality,' it still includes the glorification of privileges, plus the power of his myth that has lived for decades in society, his image as a murderer who is loved cannot be significantly destroyed by (re)frames of any kind.

Keywords: *Celebrification, Docuseries, Framing, Serial Killer, Shifting*

ABSTRAK

Penelitian ini bertujuan untuk mengkaji selebrifikasi Ted Bundy sebagai pembunuh berantai dan agenda-setting media dalam pembingkaian ulang kasus Ted Bundy yang direpresentasikan dalam serial dokumenter *Conversations with a Killer: The Ted Bundy Tapes Season 1* (2019). Serial dokumenter ini mengisahkan kehidupan Bundy dari masa kanak-kanak hingga rekam jejak kejahatan, penangkapan, pelarian, persidangan, dan eksekusi secara detail yang bersumber dari kompilasi rekaman arsip dan wawancara pembunuh berantai Ted Bundy, serta wawancara dengan teman lama dan anggota komunitasnya, korban yang selamat, dan aparat penegak hukum yang menangani kasusnya. Untuk mengejar tujuan penelitian, empat episode dianalisis menggunakan teori Star dari Richard Dyer dan teori Agenda Setting dari Maxwell McCombs & Donald Shaw menggunakan metode kualitatif bersama dengan pendekatan analisis tekstual melalui pemahaman mendalam tentang aspek naratif dan non-naratif. Studi ini mengungkapkan bahwa 1) Selebrifikasi Ted Bundy dikonstruksi melalui citranya sebagai pria dengan hak istimewa dan dualitas yang menarik, 2) Agenda media adalah untuk mengalihkan rasa takut, meningkatkan keuntungan, dan memberi peringatan bahwa pembunuh berantai bisa menjadi orang terdekat sekalipun; Agenda publik sebagai 'idola kehancuran', sebagai bentuk kesulitan mengidentifikasi penjahat, dan agenda sarkasme; Agenda politiknya adalah penggunaan Ted sebagai pengembang kebijakan untuk memperbaiki citra penegak hukum, dan 3) Pergeseran representasi terjadi sebagai akibat dari pembingkaian ulang atas minat dan kepentingan publik terhadap konten kriminal. Dengan demikian, dapat disimpulkan bahwa meskipun Ted Bundy mengalami selebrifikasi dan (kembali) dibingkai oleh serial dokumenter sebagai memiliki 'dualitas', namun dengan tetap mencakup pengagungan atas hak istimewa, ditambah kekuatan mitosnya yang telah hidup puluhan tahun di masyarakat, citranya sebagai pembunuh yang dicintai tidak dapat dihancurkan secara signifikan oleh pembingkaian ulang dalam bentuk apapun.

Kata kunci: *Selebrifikasi, Dokuseri, Pembingkaian, Pembunuh berantai, Pergeseran*