

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

A film is entertainment for the public in the form of an audio-visual communication medium that displays moving images. Film, according to Darojah in Umrotul Hasanah and Lukman Nulhakim (2015), is a series of images with the illusion of movement so that they appear to be alive in frames that are projected through a projector and mechanically produced so that they can be seen and heard. Film can be in the form of entertainment or medium to convey a message. A series is a collection of visual displays whose stories are divided and develop gradually from episode to episode. According to Mittell (2015), “A new model of storytelling has emerged as an alternative to the conventional episodic and serial forms that have typified most American television since its inception, a mode that I call narrative complexity” (p.17). Films or series can be in the form of visual displays, this can be entertainment, education, therapy and advertising.

A film or series are related to literary works. As narrative works, films and series contain various literary elements such as plot, setting, theme, and conflict. These elements are very important to build a story so that the meaning and story are conveyed deeper to the audience like traditional literature. Series and film is not only a form of entertainment for the

community but can also be a depiction of the reality of social life, psychological conditions and how humans behave. Psychology, according to Henry Gleitman (IAI Al Khoziny Buduran Sidoarjo, 2016), is a study that investigates how humans behave, the mechanisms behind that behavior, and how they think and feel. Films or series generally raise psychological issues related to the conditions of the social community. The social issues are usually relationships between humans, the formation of human behavior, self-identity, and social control. One of the series that strongly conveys psychological issues is *The Umbrella Academy* (2019).

The *Umbrella Academy* is a drama, action, superhero, and mystery genre series released in 2019. It was produced by Universal Content Production studio and produced by Steve Blackman. The story in this series focuses on the superheroes from the Hargreeves family who have the goal of saving the world from ending. Starting from a mysterious incident in 1989, where 43 babies were born to every woman who previously showed no signs of pregnancy. A wealthy man named Sir Reginald Hargreeves adopted the seven children from the 43 babies then created an academy, called *The Umbrella Academy*, to train them to become superheroes to save the world.

The seven children have different abilities, and each child is given a number from number one to number seven based on the level of potential they possess. Number One is named Luther, who has extraordinary physical strength and is often portrayed as the leader of the group. Number

Two, Diego, has the ability to throw any object with perfect accuracy, often using knives as his weapon of choice. Number Three, Allison, can manipulate others by rumors. Number Four, Klaus, has the ability to communicate with the dead. Number Five, has the power to jump through time and space. Number Six, Ben, who died at a young age, has the power to summon monstrous tentacles from his body. Number Seven, Vanya, initially believed to be powerless, turns out to have the most destructive ability to unleash deadly energy through sound waves.

The story focuses on the seven characters throughout the series, as they strive to prevent an apocalypse that threatens to destroy their family and all of humanity on Earth. In addition to external conflicts, they also face complex internal struggles. The characters are confronted with past traumas, inner turmoil, and complicated family dynamics. The Umbrella Academy offers not just an ordinary superhero story, but an intense emotional journey of seven individuals trying to understand who they truly are and what they were created for.

In this study, the researcher focuses on analyzing eight characters, namely Luther, Diego, Allison, Klaus, Five, Vanya, Reginald and Harlan. These characters describe psychological problems such as behavioral development due to experience, behavioral reinforcement, social control, and other problems that will be discussed. The eight will be analyzed using the behaviorism theory by B.F. Skinner using the concept of operant conditioning such as reinforcement, extinction, and shaping.

## 1.2 Limitation of the Problem

The researcher limits the scope of the study on analyzing the eight characters of the series, Luther, Diego, Allison, Klaus, Five, Vanya, Reginald, and Harlan using behaviorism theory.

## 1.3 Research Question

Based on the explanation above, the research questions were obtained:

1. How are the main characters and their characterizations in The Umbrella Academy Series?
2. How do Operant Conditioning and Shaping shape the main characters behavior?

## 1.4 Objectives of the Research

The research aims to:

1. Identify the main characters and their characterizations in The Umbrella Academy Series.
2. Analyzing how Operant Conditioning and Shaping shape the main characters behavior.