

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

Literary works are the author's ideas or thoughts that are shaped by human creativity, emotions, and will and that can characterize the culture in which they were born.(Biru & Gina, 2023). Literary works are ideas from an author presented in various forms, aimed at helping audiences understand what the author means. Literary works do not only discuss the author's ideas, literary works are a field of communication and medium of communication to convey messages from author to audience. Literary works create a connection between the author and the audience, allowing the audience to receive the author's messages. In general, communication are media places to convey information. The information can be indirect interaction for example news and film. Film is an imaginative composition inspired by environmental and life related elements.(Rahayu et al., 2022).

Film is an example of a literary work that presents a sequence of stories told through images, depicting a person's life or various environmental aspects. Film is a digital literary form and serves as a medium to convey the author's messages to the audience because it includes visual elements that explain concepts clearly. According to Klarer film is a type of literary work that functions as a medium to convey the author's message to the audience.(Permatasari, 2020). This is because film and literature share similarities, such as types of literary texts, and can be explained through a textual framework. In every film, an author creates literary based on human existence. In a film, human existence is depicted

through characters. Moreover, the imagery of human actions is referred to as characterization in film. One of the elements of story development is the role of characters and characterization. Both of these elements serve to convey the author's meaning to the audience, making it easier for them to understand that meaning. Aminuddin stated that character is a shape that illustrates the character of human existence in literary works. Through the character, the author can create a unique story.(Magdalena et al., 2021).

Nurgiyantoro stated that characterization and character are similar because they are related to each other. However, through characterization, the character in a film can be illustrated more clearly by adding dramatic value, such as emotions or feelings.(Magdalena et al., 2021). A character is an image of a human as portrayed by the author in literary works. Characterization reflects human life in a movie; when a movie includes strong characterization, it makes the story clearer and more realistic in terms of human experience. Additionally, well-developed characters through effective characterization make the story more engaging. The author also usually creates a problem that reflects human experiences through character, such as social issues, to make the story's theme more realistic. The author uses these social issues as ideas in their work to make it easier for the audience to relate. These problems can be more complex to discuss within the field of psychology.

Kagan & Havemann (1968) stated that psychology is the science that methodically investigates and tries to explain observable behavior and how it relates to both external environmental events and unknown mental processes. The psychological elements in literary works can be observed in the characters,

whether in films or prose.(Endraswara 2003). Psychology is the study of human behavior, while literary works focus on environmental aspects. Both can be combined in the movie "The Greatest Showman," which discusses how the environment affects human behavior.

Film The Greatest Showman (2017) combines comedy and musical elements in movie, moreover The Greatest Showman movie has a message from the author to convey to the audience. The authors are Jenny Bicks and Bill Condon, and the director is Michael Gracey. The Greatest Showman was released in 2017 in the United States with the movie background in 19th-century New York City. There were many problems and challenges for living in New York. The main character, P. T. Barnum (Phineas Taylor Barnum), in the beginning of the movie, always follows his father to work, however, when Barnum's father passed away, he must fight to live alone, and no one can help him. Barnum can do anything to stay alive, even he also get discriminated. Barnum also wants to change people perspective about his crazy ideas looks like impossible.

Based on the plot of The Greatest Showman movie, Barnum's character shows how the surrounding environment can affect behavior. the response is not only a reaction, rather, it is deeper because there are components that support positive or negative behavioral changes. Both of them have connections that trigger responses, such as effects from the environment. According to (Setyawan, 2019) environmental influence has the power to change behavior because the stimulus can come from the environment.

Changes in individual behavior are triggered by stimulus actions. In Skinner's theory, this action is called reinforcement. Reinforcement involves providing a stimulus to the individual with the aim of triggering a possible response in the future. Skinner's theory identifies two types of reinforcement: positive reinforcement and negative reinforcement. Each type of reinforcement has a different role, and the results from the individual may not always align with what the stimulus intended. Skinner (1938) stated that in his book, *The Behavior of Organisms: An Experimental Analysis*, the results of reinforcement can vary in response and are not always associated with the same stimuli.(p.312).

In this study, the researcher analyzes how the surrounding environment affects the main character of The Greatest Showman (2017) as a stimulus or trigger for change, using Skinner's theory of reinforcement.

1.2 Limitation of the problems

This research focuses on analyzing changes and developments Barnum's behavior as the main character of The Greatest Showman movie. To limit the focus of this study, the researcher is using the aspect of operant conditioning from Skinner's theory, specifically reinforcement.

1.3 Research Questions

1. How are the developments in Barnum's character and characterization as the main character in his journey to find the meaning of life during the era of social class equality?
2. How does the surrounding environment act as reinforcement that affects Barnum's behavior in the movie The Greatest Showman?

1.4 Objectives of the Research

1. To analyze and describe the how developments in Barnum's character and characterization as the main character in his journey to find the meaning of life during the era of social class equality.
2. To analyze and describe how does the surrounding environment act as reinforcement that affects Barnum's behavior in the movie The Greatest Showman.

