

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHODS

This chapter consists of theoretical foundations that support analysis and discussions in the next chapter. This chapter divided into five sub chapters they are patriarchal society, commodity, women as commodity, previous studies and research methods.

2.1 Patriarchal Society

The word “patriarchy” is taken from the Greek *patria* which means father and *arche* which means rule. Patriarchal was explained in various explanation.

The word patriarchy is often used as public control of men in general. Many interpret this to the mean of gender hierarchy in which men dominate or exploit women at all levels such as economical, political and ideological (Selden,1993, p.216). Originally, it is used to describe the power of the father as head of household, the term ‘patriarchy’ has been used within post 1960s feminism refer to the systematic organization of male supremacy and female subordinatiosn (Kamarae, 1992; Stacey, 1993; Aina, 1998; etc.).

According to sociologist Allan Johnson (2005: p.5), society is patriarchal to the degree that it promotes male privilege by being male dominated, male identified, and male centered. It is also organized around an obsession with control and involves as one of its key aspects the oppression of women. Suranjita

Ray (2005, para 2) in *Understanding Patriarchy* for further explanation, states about patriarchy:

Patriarchy is based on a system of power relations which are hierarchical and unequal where men control women's production, reproduction and sexuality. It imposes masculinity and femininity character stereotypes in society which strengthen the iniquitous power relations between men and women. Patriarchy is not a constant and gender relations which are dynamic and complex have changed over the periods of history. The nature of control and subjugation of women varies from one society to the other as it differs due to the differences in class, caste, religion, region, ethnicity and the socio-cultural practices.

According to the explanation, it can be said that patriarchy system is social system that put powers in men. This society expects men to be more competitive and dominant than women. Men are considered to have an advantage to enjoy superior personal characteristics. This condition makes women position controlled by men. Women should accept their destiny that they are inferior than men in the society.

Traditional gender roles in Japan are characterized by a strong sense of patriarchy in society. It is shown how women are subordinated in Japanese society. Most women in this country may not be able to realize their own choice of life, but many believe that it is in their own, their children's, and society's best idea to stay home to devote themselves to their children, until the children are getting older. It is supported by Denise Noe (1992: par.12) in *Women In Japanese Society*, he stated that many women find satisfaction in family life and in the accomplishments of their children, gaining a sense of fulfilment from doing good jobs as household managers and mothers.

2.2 Commodity

Elizabeth S. Anderson (1990: p.91) in *Is Women's Labor a Commodity?* stated that:

Commodities are things, which are properly treated in conformity with the norms of the market. When allowing market norms to control the way we treat things and express modes of value, there is no respect. If value is appropriately given, then it's production, exchange, and enjoyment must not remain within the market norms and must be placed somewhere else surrounded by a different set of social relationships.

Commodities are defined as objects which are offered for sale or are exchanged in a market. In addition, to have use value, commodities must have exchange value that could be sold in the market. When people produce commodities, they sell them so that they can buy other commodities to fulfil their own needs. For further explanation, Adam Smith (1970: p.55) has stated that in the marketplace, where commodities are sold, commodities must have an exchange value, a value that could be sold in the market. Therefore, it can be concluded commodity of economy as long as they have an exchange value, they can fulfill people's needs and in other hand, people who treats them, will get money easier.

Women are often treated as commodities economically and psychologically, for instance women who become trafficking victim. Women are sold purposely to get the higher money. This is another form of oppression faced by women beside their second position in society.

2.3 Women as Commodity

Lois Tyson in "*Critical Theory Today*" mentioned that in every domain where patriarchy reigns, woman is treated as the other, objectified and marginalized, defined only by her difference from male norms and values, defined by what she allegedly lacks and that men allegedly have (2006: p. 92). This statement is also supported by Simone de Beauvoir (2006: p. 96) who mentions that women are defined not just in terms of their differences from men, but in terms of their inadequacy in comparison to men. The word "woman", therefore, has the same implications as the word "other". A woman is not a person in her own right. She is man's other and she is less than a man; she is a kind of alien in a man's world; she is not a fully developed human being the way a man is.

Furthermore, she observes that men are considered essential subjects (independent selves with free will), while women are considered contingent beings (dependent beings controlled by circumstances). Men can act upon the world, change it, give it meaning, while women have meaning only in relation to men. This economic oppression makes women easily controlled by men.

Women are objects to economic constraints and discrimination, which are usually imposed on them to a greater degree than men, both within and outside of the family (Muhammad M. Haj-Yahia Adalah's Newsletter, Volume 20, November 2005).

Michele Barret in *Women Oppression Today* argues that when women's oppression has become almost inseparably entangled with the capitalist

economy, it is not simply caused by capitalism, rather it is also the product of an earlier gender ideology (Barret,1988). It is supported by Delphy (1970: p. 8) who argues that women's position in society can be understood in terms of their position in the domestic mode of production, which exists alongside the capitalist mode of production. She has also claimed that sex class of women is not based on biology but on women's common economic position as unpaid domestic workers (1984). Further, Alle Johnson (2005: p.8) also states that femaleness is not devalued entirely. Women are often prized for their beauty as objects of male sexual desire, for example, but as such they are often possessed and controlled in ways that ultimately devalue them.

Based on those explanation, it is known that women are objectified and marginalised as commodity. Women who have second position in society are still oppressed as a labour economically. It is seen in *Memoirs Of Geisha* movie. In this movie, it is seen how women characters are used as commodity of economy in patriarchal society. For instance, it is shown how Sayuri, one of the characters, is sold into Okiya house and has to give half of her income to pay the rent. Sayuri and other characters are become object of economic condition, treated as commodity.

2.4 Previous Studies

There are two previous studies that have been found by the researcher. The first research was conducted by Astuti (UMS, 2007), entitled *A Comparison between Novel and Movie Version of Arthur Golden's Memoirs of Geisha: A Structural Analysis*. In her research, she found out the similarities and

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differences between *Memoirs of Geisha* novel and its movie. She used structural analysis. The differences of characters and characterization, setting of place, plot and point of view, the similarities lie on the character and characterization, setting, plot and theme. In the novel version there is only one major character (Sayuri), but there are two characters (Sayuri and Hatsumomo) in movie version.

The setting of the novel version takes place in Japan and United States of America; while in the movie version, the story takes place in Kyoto, Japan.

The second research about *Memoirs of Geisha* was conducted by Nanang Muhammad Mahfudh (UMM, 2010) entitled *Women's Position In Memoirs Of A Geisha Written By Arthur Golden (1997): A Feminist Approach*. He used feminist approach to do his research. He found that in this novel, Arthur Golden wants to describe women in order to get their right, they should be smart and talented.

Based on two studies above the researcher decides to use patriarchy system within feminism theory. The reason why the writer uses patriarchy system within feminism theory to analyze this movie is that the writer sees that in *Memoirs Of Geisha*, it is shown how women are subordinated as commodity of economy. The differences between the writer's studies and the two studies is the point of view that the writer uses. From the literature review above, the writer assumes that there is no other researcher who analyzes Women as commodity of economy in *Memoirs of a Geisha* movie.

2.5 Research Methods

In conducting this research, there are two steps taken :

A. Deciding material object

The writer chooses a movie entitled *Memoirs of Geisha* as her material object. It includes ideas, attitude, the ways of thinking, and dialogues among the characters in the novel *Memoirs of Geisha*'s scenes relating to their role.

This movie tells about a young girl named Sayuri with conflicts around her life, love and society which forces her to be commodity of economy in her own life.

The reason the writer chooses this novel is because there are not many researchers in Faculty of Culture Studies of Universitas Brawijaya who discuss about how women characters are exploited as commodity of economy.

B. Deciding the approach

In this step, the writer decides the theory which relates to this research. This theory consist of many ideas which focused on how women are subordinated as commodity. Therefore, the theory of feminism on how women are exploited as commodity of economy will be used in analyzing the movie among other pieces of relevant information .

C. Collecting the data

In this step, the writer will collect the data for the analysis. The data source are the movie *Memoirs of Geisha*'s scenes and its script.

D. Analyzing and Interpreting data

In this steps, the writer watches *Memoirs of Geisha* movie scene by scene thoroughly and carefully to observe this movie. This movie shows the

main character experiences economic oppression. The writer uses patriarchal system within feminism approach as the outline to analyze the condition of the women characters in this movie, who are posited as commodities of economy.

