

Chapter 1

INTRODUCTION

This chapter discusses some important points relating to the area of the research. Those are background of the study, problems of the study, and objectives of the study.

1.1 Background of the study

Culture is an important part in human life. It grows along with people. People live with culture and cannot be separated from it. According to Kuntjoroningrat (1979) "culture has been shaped as an idea, values, and activity of human being."

It influences the past, present, and future in each society. Hofstede also said that culture influences how people behave and think (1980, as cited in Sun, 2008 p.138). Culture has many definitions but out of the many possible definitions examined in brief explanation, culture is a set of shared and enduring meaning, values, and beliefs that characterize national, ethnic, or other groups and orient their behavior (Mulholland, 1991). Certain values, religion, or beliefs that share together in a certain group create a culture. In daily life, human do their activity based on their culture. Based on Oxford Learner's Pocket Dictionary Fourth Edition, culture is the customs, beliefs, arts, and a way of life of a particular country or group. According to Hornsby, Cowie and Gimson (1974) the word *culture* is a noun from French *culture* or directly from Latin *cultura* means

'growing, cultivation'; and the verb from French *culturer* or medieval Latin *culturare*, based on Latin *colere* means 'tend' or 'cultivate'.

Hall (1976, p.16) said that culture is not "genetically inherited, and cannot exist on its own, but is always shared by members of a society". It is shared by generation to generation. Values as a part of culture also shared and applied by certain cultural group hereditary. Parents teach their children what their parents taught when they were children. They teach how they assume based on what they get through generation. While Deborah Mackin said that cultural value is certain way of thinking, acting and communicating that have had by a group of society or people" (2006, p.12). She explains that cultural value creates difference between one cultural group to another. Some groups may have similar value but there must be at least one value that makes them special. For example, obligation to the group and collectivism are two of Japanese cultural values, while European people are well-known with their tradition and socialism. Simply, cultural value creates an identity in a certain group or the member of those groups. In this modern era, culture that is known and accepted by almost all of society is called popular culture.

Popular culture as the result of an individual act of creation is produced in a massive way. Storey (2008, p.5) explains popular culture as a simple culture that is widely favored or well-liked by many people. It means popular culture is a culture that made by people's creation and being used to get commercial profit or pride in the society. To create popular culture, sometimes people combine their creation with modern innovation such as technology. One of the examples is mass-media. According to Srinanti (2004) mass-media gives a big part in

constructing popular culture in society. Television program is a product of popular culture that helps the development of literary work such as television serial.

Nowadays people are familiar with television. Television is one of the most important media to express program creator's idea. Television gives the viewer a new kind of show and information. As time goes by, technology helps the development of literary work. In the past, drama can only be seen if the audiences go to the theater. The existence of motion pictures such as movies, television serial, and advertisement can be the transformation of literary work and make them easier to enjoy. The changes of literary work form as one of the ways to communicate is not focused on written work anymore. Technology changes the way the writer expresses the intention of the new literary work form for the viewer or audience. Because of technology, writer's perspective can be enjoyed visually by the audience. People now can turn on their television and watch drama which has been transformed in movies or television serial. They can enjoy the conflict and the social message. For the example, one television program that represents social life is television serial. Television serial puts social phenomena such as value as the main theme.

1.1.1 Television Serial in America

In the development of television serial in America, there are some serials that take American lifestyle and society as the main theme, such as *Sex and the City The Series* (1998-2004) and *New Girl* (2011). Both of those television serial tell about the daily life of American adult and take setting of place in New York. *Sex and the City the Series* tells about four women who are best friends with different

personal background and had a glamorous lifestyle. The series takes American consumerism as the main theme of the story. The serial contains American consumerism element in the characters, the setting of places, costumes, and the approach. *New Girl* tells about the daily life of a girl named Jess who lives with her boy roommates. This serial shows the struggle of American life such as financial problem, personal and social conflict, and so on. The serial also gives another social problem in American society such as the struggle of homeless people in America and limited free space especially in New York.

The other television serial that also presents American society as the theme is *Glee*. The setting place of *Glee* is in Lima, Ohio. *Glee* tells about the daily activity of American teenager especially in high school. *Glee* also represents the situation of modern American society. In *Glee* there are some social problems such as the struggle of teenagers in their way to their future. *Glee* is a musical television drama. *Sex and the city* serial and *New Girl* focused on adult American lifestyle, while *Glee* focused on the dream of American teenager and the way the characters reach their dream by applying the value of American society.

1.1.2 American Value

Many people came to America to reach their "American Dream". The official site of *History* channel explains that immigrants came to America seeking greater economic opportunity. Some of them such as the Pilgrims in the early 1600s arrived in search of religious freedom. Japanese, African, Arabian, Indonesian, and other cultural groups migrate to America. America is one of the countries that has various cultures which most of its culture is related with the values that they apply. The immigrants came as a small group into a new land and united with

another small group as one big group of culture called American. They also have the same value that guide them and keep them in the role as an American people.

Value is a part of culture as a way to do something (Triandis and Gelfand, 2012).

Many researchers believe that there are many theories about American values.

According to Kohl (1984), there are thirteen American values that consist of

Personal Control over Environment, Change, Time and its Control, Equality,

Individualism, Self-help, Competition, Future Orientation, Work Orientation,

Informality, Honesty, Efficiency, and Materialism. The aforementioned American

values take a big part in American Society. Zogby stated that what holds

American is that they shared common values that make them American

(Datesman 2005, p.28). American believes that if they apply the values in their

life, they will have a better future. American values become important to shape

the life of American since one of it is written indirectly on the *Declaration of*

Independence of United States. Simply, American values is the value that most

American believes as the basic trait for their activity in their life.

American values live in every aspects of American society. American values

also has big influence in television program. Television as a mass media helps the

spread of American values using the product of arts such as song, movie,

advertising, and also television serial.

1.1.3 Rachel Berry in Glee Serial: Brief Description

Glee, according to *Fox* official site, is a musical comedy about a group of

ambitious and talented kids who escapes the harsh realities of high school by

joining a *glee* club, where they find strength, acceptance and, ultimately, their

voice. *Glee* is an American television serial airing on American television station

called Fox. It was directed by Ryan Murphy, Brad Falchuk, and Ian Brennan.

According to the official site of International Movie Databased, the pilot episode of the show was broadcast on May 19, 2009, and the rest of the *season* began on September 9, 2009. This serial completed its fifth season on May 13, 2014. This serial consists of five *seasons*, each *season* has twenty two episodes.

The series focuses on a high school choir group, also known as a *Glee club*, in the fictional William McKinley High School in Lima, Ohio. A major focus of the series is the students in the *Glee club*: their relationships as couples, their love of singing and desire for popularity coming into conflict due to their membership in the low-status club, and the many vicissitudes of life in high school and as a teenager. One of the most important characters in this show is “Rachel Berry”.

Rachel Berry is the captain of the *Glee Club* and the best singer. She is a Jewish girl with her two gay dads. In the first *season* of the show Rachel is an annoying-Jewish girl with awesome voice. She was obsessed by a Gold Star. She has a big dream that one day she will be a Broadway star like her role idol miss *Barbra Streisand*, the player of Fanny Brice in a play entitled *Funny Girl*. In the whole *Season 1* until *Season 3*, it showed the changes of this character. During the time, Rachel became stronger. She prepared her dream quite well to become a big star on Broadway. In the middle of *Season 3*, this character was choked in her audition for New York Academy of Drama and Arts (NYADA). Because of her struggle, she could prove to the examiner that she was worthy to become NYADA student. In the last part of *Season 3*, the director showed that Rachel Berry got what she wants. She is accepted into NYADA because of her own effort. In the

half-last of *Season 4*, Rachel Berry was auditioned for the part that she really wanted since she was a child. She was auditioned for the role Fanny Brice in the play entitled “Funny Girl”. At the beginning of *Season 5*, Rachel Berry got the role as Fanny Brice. She assumed that she get what everyone called “Dream Comes True”.

In this serial, the character Rachel Berry is the one who has more confidence and bigger dreams than the other character. To gain her dream, she is really ambitious and became the most individual person in the whole story. She could be a portrayal of an American who had used the American Value that is individualism as a guide to make her dream comes true in her real life.

1.1.4 Significance of the Study

Rachel Berry in *Glee* television serial discussed in this study shows the optimistic and ambitious behavior to gain her dream. She tries to reach her dream by applying one of the basic American values that is Individualism. Therefore, the result of this study hopefully can show people that American individualism is an important value in America and it is really useful to gain American Dream.

1.2 Problem of the Study

Glee television serial depicts the struggle of American teenagers to gain their dream; one of them is Rachel Berry. As an American, in her obsession to gain her dream, she indirectly applies American value in her daily life. Therefore, there are two problems in this study. First is how Rachel Berry is influenced by the American individualism as one of American value and the second is how Rachel

Berry's behavior as the effect of the value of American individualism in the society.

1.3 Objective of the Study

Since the study focuses on how the American Individualism influenced the behavior of Rachel Berry character in her daily life, there are two objectives of the study. First is to analyze how American Individualism influences Rachel Berry's life in her way to gain her dream. The second is to explore Rachel Berry's behavior as the effect of American Individualism.

