

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Patriarchy culture is a set of social and cultural which men were positioned as superior to and dominant over women (Sikweyiya *et al.*, 2020). The patriarchy culture that has long run through the social life of society has become one of the sources of the declining legitimacy of women in society. This will certainly have implications for the placement of women in subordinate positions. This situation creates of gender inequality between men and women (Idrus *et al.*, 2023). Gender inequality and patriarchal culture are what cause discriminatory treatment of women (Apriliandra & Krisnani, 2021). Discrimination can be seen from the many general norms or gender roles specifically assigned to girls. In contrast, such norms hardly apply to boys in the same age group. If girls do not adhere to or go against these norms, they are labeled as 'girls with a naughty personality' or 'anti-social'. Personality is a description of how a person behaves towards those around him, which can be seen from his habits of thinking, attitudes and interests, as well as his unique outlook on life (Khairunas, Pratama, & Wardani, 2018) Personality greatly reflects a person's behavior. One of the theories for personality is the personality trait theory commonly known as "the big five" factors, namely openness, conscientiousness, introversion/extraversion, agreeableness, and the last neuroticism.

The movie Pink, directed by Aniruddha Roy Chowdhury, won the Best Movie on Other Social Issues at the 64th National Movie Awards. The movie

Pink, also received 5 nominations at the 62nd movie fare Awards, including Best Movie, Best Actor, and Best Supporting Actress, and won Best Dialogue. The movie “Pink” 2016 tells the story of three young women Minal, Falak, and Andrea, who meet three affluent men, Dumpy, Vishwajyoti, and Rajvir Singh, and they have some drinks together. Unfortunately, the night takes an ugly turn when after a few drinks, Andrea finds herself being touched inappropriately by Dumpy, and Minal is forced to accept obscene advances from Rajvir despite her clearly and repetitively saying ‘NO’ to his advances. Finding no other alternative to release herself, Minal attacks Rajvir with a bottle in self-defense which results in grievous injury above one of his eyes. After the incident, Minal and her friends were often terrorized by Rajvir's friends. A few days later, Minal was arrested based on a complaint from Rajvir who called the woman a prostitute and charged Minal with attempted murder while Minal appealed in the name of “rape”. However, Rajvir Singh avoided it because he thought Minal and her friends were sex workers. After all, Minal Arora's appearance and behavior attracted Rajvir Singh's lust. In court, Minal fought to defend her honor as a woman, assisted by her lawyer Deepak Sehgal. At the end of the movie, Minal Arora manages to restore her good name and dignity as a woman by winning the trial. This movie depicts a woman's struggle against injustice.

There are many kinds of studies about patriarchal culture. First, Artanti & Triwedawati (2019) analyses Subalternity in Amitav Ghosh’s *Sea of Poppies: Representation of Indian Women’s Struggle against Patriarchy*. Second, Nirwana (2018) analyses *Women Subordinate Position in Patriarchy System Depicted in Anna Jacobs’ an Independent Woman*. Third, Tamakuwala (2017) analyses

Victimhood of Women Under Patriarchy: Some Reflections from Bollywood Movie “Pink”. Fourth, Dutt (2018) analyses *Locating Patriarchy In Violence Against Women In India: Social, Legal And Alternative Responses*.

Research on this movie has been conducted by three researchers. The first researcher is Kumar (2016) entitled “An Analytical Study of Structural Violence Against Working Girls In Aniruddha Roy Chowdhury’s Movie *Pink*.” The issue discussed in this study is three working girls- Minal Arora (Taapsee Pannu), Falak Ali (Kriti Kulhari), and Andrea (Andrea Tariang). They suffer a lot not because of their reasons but because of the various social structures. These social structures prove to be the chief reasons behind their exploitation. Johan Galtung, a Norwegian sociologist and the principal founder of the discipline of Peace and Conflict Studies, points out various social and religious structures that curtail the freedom of those people who deviate from such structures. Thus, these structures inflict violence on people without any clear actor behind them. This movie has shown various social norms that become violent for working girls.

The second researcher is Sakdiyah (2018) entitled “Gender Discrimination in the Movie *Pink* (Semiotic Analysis of Roland Barthes).” The results of this research are that the dominant markers and signifiers of gender discrimination in the movie *Pink* are dialogue and scenes of violence committed by several actors in the movie *Pink* and the dominant meaning of gender discrimination in the movie *Pink* is restrictions on social behavior, in the form of marginalization, subordination, stereotypes, and psychological and mental violence against women.

The third researcher is Parajuli (2022) ‘No’ means ‘NO’: A Critical Discourse Analysis of the Image of ‘Bad girls’ in Chowdhary’s *Pink*. The results

of this research are that the analysis revealed some striking influences in the socio-judicial system of judging cases of VAW. In the illustration part, the interrelated strands of discussion have been clustered thematically as Strand 1: Dos and don'ts for girls, Strand 2: Sex appeals of girls, Strand 3: 'Good girls' in the eyes of a male chauvinist, Strand 4: Virginity matters for men, and Strand 5: 'No' means 'NO!' These five strands of discussion and their legal implications work as the key trope in bringing the case hearing to a logical conclusion. Taking account of the issues, the lawyer, who is advocating for the victims, brings his advocacy to a cogent conclusion.

The researcher is interested in conducting research with the title "Minal's Personality Depicted in Patriarchy Culture of a Movie Entitled *Pink*," because there is no research about it.

1.2 Statements of Problem

Based on the explanation of the background of the study above, the researcher formulate the research question what is :

1. How is patriarchy described in Movie entitled "*Pink*" ?
2. How is Minal's Personality Depicted in Patriarchy Culture of a Movie Entitled "*Pink*" ?

1.3 Objective of the Study

Dealing with the problem statement above, the objective of the study is :

1. To describe patriarchy in Movie entitled "*Pink*"
2. To describe Minal's personality in patriarchy culture of a movie entitled "*Pink*"

1.4 Scope and Limitation

This research will scope focuses a movie Pink and the limitation of thus study is to analysis Minal's Personality Depicted in Patriarchy Culture of a Movie Entitled *Pink*.

1.5 Significance of the Study

The result of the study gives theoretical contrihoweverions to the literature study, especially giving more information andd knowledge to the readers about personality theory, gender descrimination, and patriarchy. It can be reference to elaborate and explain further about personality theory, gender descrimination, and patriarchy in movie.

1.6 Definition of Key Terms

The key term of this study need clarisation to avoid misunderstanding and misinterpretation.

1. Patriarchy

Patriarchal culture can be seen when Minal apealed in the name of "rape". However Rajvir Singh avoided it because he thought Minal and her friends were sex workers, because Minal's appearance and behavior attracted Rajvir Singh's lust.

2. Gender descrimination

Gender descrimination can be seen when Minal and her friends late coming to her house whereas there are no such compulsions for the boys. They are free to come anytime they like. This shows the traditional mindset of a majority of India where girls and boys are judged by different yardsticks.

3. Personality

Minal an independent woman can be shown that Minal works and lives in a separate house with her parents