

**WOMEN AS CONSUMERS OF MEN'S IDEALS IN *UPSIDE DOWN***

**FILM**

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining the Bachelor Degree in  
English Literature



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A FINAL PROJECT STATEMENT

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Atas perhatiannya, kami ucapkan terima kasih.

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## **WOMEN AS CONSUMERS OF MEN'S IDEALS IN *UPSIDE DOWN* FILM**

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### **ABSTRACT**

*Upside Down* is one of fantasy filmstelling about a couple named Adam Kirk and Eden Moore who lived in two twin worldswhich had opposite gravity. Adam had a project idea to create an anti-aging cream productthat couldleadhimto gain a significant position in Transworld. This cream product was produced by men and would be consumed by women. This case brings up a questionwhy anti-aging creamis important to be produced. This is also the evidence that discussing a gender problem in this film especially regarding women as consumers is essential to be done. Women who apply this beauty product are the object of men's ideals that must be beautiful by purchasing the product. This research was analyzed by using Marxist Feminist Theory. Moreover, the Film theory was also employed to sharpen the analysis. This is a qualitative research that deploys a qualitative descriptive method. The analysis of woman exploitation is divided into two sides, namely physical exploitation side and economic exploitation side. The researcher concludes that women are exploited as consumers of men's ideals in this film. From the physical exploitation side, they are demanded to be ideal women that must be beautiful in some criteria by consuming the beauty cream product. From the economicexploitation side, the oppression toward women is when they consume the beauty product, and it means they are hegemonized by the capitalist to be beautiful by buying the beauty product.

**Keywords:** *Women's consumer, Capitalist, Body, Economic*

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## **WOMEN AS CONSUMERS OF MEN'S IDEALS IN *UPSIDE DOWN* FILM**

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### **ABSTRAK**

*Upside Down* adalah salah satu film fantasi yang menceritakan tentang pasangan bernama Adam Kirk dan Eden Moore yang tinggal di dua dunia kembar yang memiliki gravitasi yang berlawanan. Adam mempunyai ide proyek untuk menciptakan produk krim anti penuaan yang bisa membuatnya mendapatkan posisi yang penting di Transworld. Produk krim ini diproduksi oleh pria dan akan dikonsumsi oleh wanita. Kasus ini memunculkan pertanyaan mengapa krim anti penuaan penting untuk diproduksi. Ini juga merupakan bukti yang membahas masalah gender dalam film ini terutama mengenai wanita sebagai konsumen sangat penting untuk dilakukan. Wanita yang menerapkan produk kecantikan ini adalah objek ideal pria yang harus cantik dengan membeli produk. Penelitian ini dianalisis menggunakan Teori Feminis Marxis. Selain itu, teori Film juga digunakan untuk mempertajam analisis. Penelitian ini adalah penelitian kualitatif yang menggunakan metode deskriptif kualitatif. Analisis eksploitasi perempuan terbagi menjadi dua sisi, yaitu sisi eksploitasi fisik dan sisi eksploitasi ekonomi. Peneliti menyimpulkan bahwa wanita dieksploitasi sebagai konsumen dari cita-cita pria dalam film ini. Dari sisi eksploitasi fisik, mereka dituntut untuk menjadi wanita ideal yang harus cantik dalam beberapa kriteria dengan mengkonsumsi produk cream kecantikan. Dari sisi eksploitasi ekonomi, penindasan terhadap wanita adalah ketika mereka mengkonsumsi produk kecantikan, dan itu artinya mereka dihegemoni oleh kapitalis untuk menjadi cantik dengan membeli produk kecantikan.

Kata kunci: *Konsumen wanita, Kapitalis, Tubuh, Ekonomi*

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**MOTTO**

*No matter what happens, Life goes on*



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## DEDICATION

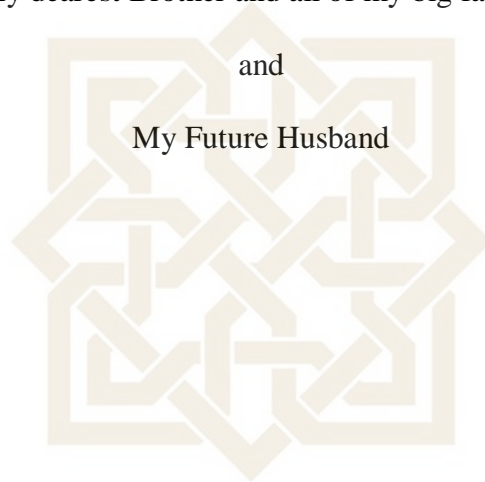
I dedicate this graduating paper for

My beloved Parents *Mamak* Wartu and *Bapak* Suliki

My dearest Brother and all of my big family

and

My Future Husband



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I realize that this paper is not a perfect one. Therefore, I gladly and warmly welcome the criticism and suggestions for the improvement of this paper.

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# CHAPTER I

## INTRODUCTION

### 1.1. Background of Study

Literature is important for human life even though the term of literature is still debatable. The definition of literature is not absolute, but understanding what literature is can be done by recognizing the characteristic. Eagleton stated that literature probably is definable, yet it is not because of its fictional or imaginative character but rather uses a language in peculiar ways (1996: 2). There are several kinds of literature such as prose, poetry, drama, and others. There is also traditional literature as mentioned above and modern literature like film which is a modern version of drama. The components of film are mostly like drama such as script, act, sound, artistic, etc. Film belongs to popular culture. Every person in the world likes to watch a film. According to John Storey, '...An obvious starting point in any attempts to define popular culture is simply culture that is widely favored or well-liked by many people' (2008:5). It shows that film is part of popular culture because it is well-liked by many people, and analysing film is one of interesting parts that we can explore.

Film becomes very popular and interesting because it combines both audio and visual art works and begins with the film script. The visual aspect is moving pictures. It is why film can be the medium to express ideas, thoughts, criticism, and expressions with audio visual works. Therefore, film has a great influence in human life, and sometimes it is

hegemonic. So, analyzing film is essential to do. Noel Carol stated that contemporary film theorists do hold onto a portion of the realist approach. They reject the notion that film is a slice of reality. Nevertheless, they agree that film imparts a realistic effect, a psychological effect to its viewer (1996: 78). There are many genres of film such as horror, science fiction, and drama fantasy. The researcher analyzes one of the drama fantasy film entitled *Upside Down*.

“Fantasy film is often in the context of the imagination, dreams, or hallucinations of a character within the projected vision of the storyteller. Fantasy films often have an element of magic, myth, wonder, escapism, and the extraordinary. They may appeal to both children and adults, depending upon the particular film” ([www.filmsite.org](http://www.filmsite.org)).

The researcher chooses *Upside Down* Film because it tells that nobody from Down Below got a high position in Transworld, but here Adam could gain the position because he offered the product of anti-aging cream. The most exciting part is why anti-aging cream is used in this film with women as the consumers and men as the producers. It means that women are used as the object of men and also capitalists, which is the corporation named Transworld. Women in this film unconsciously are taken as the object. They are oppressed indirectly, provoked to consume the unneeded thing, and also exploited physically to be beautiful for men. In this case, women in this film are acted as the object that has no action as the subject to rule anything even their own body because the model shape

of the body is also created by the culture. The producer of the product in this film is Adam and the Managing Director of Transworld, which is also a man. The cosmetic is purchased by women because it is designed for them. It can also be related to cosmetic industry nowadays.

Related to this movie, the cosmetic industry has great development. The global skin care industry has experienced a shift in demand as young consumers have become the major contributors to the industry's revenue. According to the analyst of consumers, women are using skin products at age in a bid to delay the sign of aging (Gyan Research and Analytics Pvt. Ltd., 2014: 13). Then, from the same source, he also said that the world of anti-aging product market is anticipated to be USD XX billion in 2018 (2014:13). It is proven that cosmetic industry gets big income from selling the anti-aging cosmetic. It also means that woman consumers do need this kind of product. Then, it is taken by the capitalists to get the profit, and it makes sense if the capitalists sell the anti-aging cream product.

When women consume the cosmetics, it can be concluded that they are oppressed physically and economically. As stated above, this movie shows that the producers of the products are men, and the consumers are women. Meanwhile, they do not have any right to rule anything even their own bodies. The shapes of their bodies are also politically shackled by the beauty standard. Here are women depicted as the consumers of the capitalist's product especially cosmetic products. Women are exploited not only by the capitalist in Transworld but also by men in general that form an ideal woman.



As described above, the film entitled *Upside Down* actually told about the couple named Adam Kirk and Eden Moore. They lived in the two twin worlds, but each has its own and opposite gravity. This planet has three laws. First, every single object is pulled by the gravity of the world where it comes from, not the other. Second, an object's weight can be offset using a matter from the opposite world's inverse matter. Third, after a few hours the matter in contact with inverse matter could burn. The law is unchangeable and no exceptions. As told here, Adam fell in love with Eden, and unfortunately they were from different planets. Adam came from the Down Below while Eden was from Up Top. Up Top grew rich, but Down Below was poor. The only authorized contact between these two worlds was through Transworld, a giant corporation of Up Top.

Transworld took cheap oil from Down Below and sold them back in higher price. Eden was one of the employees in Transpublicity, the part of Transworld. She works as the graphic designer for Transworld. She was an urban woman, and it could be seen from her activities and her fashion style. The main problem of the story in this film is actually about Adam's struggle to get closer with Eden, so he applied for a job to develop the anti-aging cream in Transworld. Adam created the formula to make an anti-aging cream and proposed it to Transworld.

## 1.2. Research Question

As stated in the background of study, there is a question that needs to be answered, namely: “How are women in *Upside Down* film portrayed as the consumers of men’s ideals (economically and physically)?”

## 1.3 Objective of Study

This research aims to find out how women in *Upside Down* movie are used as a consumer of men’s ideals using the Feminist Marxist approach.

## 1.4 Significance of Study

The significance of this study is to find out and look through the problem about the gender trouble in *Upside Down* film, especially the way of women is treated as a consumer of men’s ideals to be someone that is needed by men. It also shows that a small thing such as selling cosmetics can also oppress women economically and physically.

## 1.5 Literature Review

The *Upside Down* film has been discussed in one of graduating papers written by Muhammad Tomy Mahfudz as one of the students in 2017 at UIN Sunan Kalijaga majoring English Department. The research is entitled “*Class Struggle as Seen as in Upside Down Movie*”. This graduating paper analyzes the class struggle shown in the movie using Marxist Theory. The writer concludes that it is because of the restriction and differentiation between the two worlds, and the parties of the proletariat strive to struggle their class.

This prior research makes the writer interested to analyze the social phenomena in *Upside Down* Film to find out about women's oppression through beauty myth or concept of beauty. Hence, it can be concluded that this research is distinctive from the prior research because the prior research did not employ the Feminist Marxist Theory to analyze it.

## **1.6. Theoretical Approach**

In this research the researcher applies two theories, the feminist Marxist/socialist theory and Film Theories. Both of the theories will be explained as follows:

### **1.6.1 Feminist Marxist Theory**

Feminism is a theory that claims women's body as their own selves. Women do not want to be exploited by men or the patriarchal system. The patriarchal system is derived from the word 'patriarchy', and it is a political-social system which insists that males are inherently dominating (Hooks, 2010:1). According to Tong, feminist is differentiated into liberal, radical, Marxist/Socialist, psychoanalytic, care-focused, multicultural/global/colonial, ecofeminist, and post-modern/third wave (2009:1). The main problem that the researcher analyzes in *Upside Down* film is about the position of women in economics and social. Therefore, the researcher decides to use Feminist Marxist theory to analyze the problem of the research.

Feminist Marxist/socialist theory is a feminist theory that focuses on the position of women in economic life. Women are used as the object of capitalist system in conscious or unconscious ways. The concept of capitalism is one of the concepts from Marxism, but



the Feminist Marxist theory focuses on the gender issues and the relation between Capitalist and Workers in the context of sex and gender. The term sex and gender is different, sex is biological while gender is cultural. There are two kinds of Marxist Feminist, and Rosemary Tong divided Marxist Feminist into two kinds, Classical and Contemporary.

The Classical believes that women's oppression was caused by the class system not patriarchal system since bourgeois women can oppress proletariat women and men. As cited in Tong, "Clearly Reed believed that the primary enemy of at least proletarian women is not patriarchy, but first and foremost capitalism" (2009:107). Thus, it can be stated that capital and power relation has stronger power than patriarchy.

In the Contemporary, As Allison Jaggar said, capitalism oppressed women as workers, but patriarchy oppressed women as women, an oppression that affects women's identity as well as the activity (Tong. 2009: 113). Women are oppressed, and their body is exploited by both capitalists and patriarchal system. Women are always women, as Jaggar also says that "no matter what women's work role, are alienated in ways that men are not. . . Women may insist that they diet, exercise, and dress only to please themselves, but in reality they most likely shape and adorn their flesh primarily for the pleasure of men" (2009. 113). From the explanation above, the researcher decides to choose Contemporary Feminist Marxist rather than Classical Feminist Marxist. In the *Upside Down* film, women become the consumers of men's ideals because they are exploited as the object of capitalism and also patriarchy. In this film, men are acted as the producers, and women as the consumers have no right to rule anything even their body.

Marxist feminist theory employed by the researcher focuses on the physical and economic oppression toward women. The explanation of oppression was divided into two, the body side and the economic side. The body side is the body politic. The researcher used Simone de Beauvoir the *Second Sex*. For the body side, the researcher used what it is called body politic. It means that the shape of the body of women is not actually wanted by women, but it is because of what men want. Eventhough, Women still believe that they reshape their body for themselves, but it is actually not.

Naomy Wolf also has ever explained in her writing that women are oppressed into a myth or false ideal of beauty. Feminism maybe has won in getting the right of social life (seemingly), but actually they are still shackled by an obsession with the physical appearance and a very narrow concept of beauty that women have to be white, thin, young, and made-up. This concept of beauty is the social construction that is created by the patriarchy (Beauty Myth.2002). The beauty myth is the standard of beauty that is emerged caused by patriarchy, and it is an oppression that unconsciously happens to women.

The second is woman oppression that happens from the economic side. It uses the Marxism to analyze it. The Marxist theory especially capitalism supports the analysis of woman oppression from the economic side. Capitalism itself is the system of economic where the economic stability is dominated by one social class. Generally capitalism is often equated with private ownership of capital (Edwards, Richard, C.1978: xii). This research focuses on the capitalism in Market, which discussed about the relation between capitalist as product maker and the consumer, especially woman consumers.

Woman consumers are oppressed differently by the capitalist of a consumer. In this research, the researcher employs the hegemonic capitalism, the hegemony that makes women consume the product in several ways. It focuses more on the consumer and consuming. According to Gramsci, hegemony (“predominance by consent”) is a condition in which a fundamental class exercise, a political, intellectual, and moral role of leadership within a hegemonic system are cemented by a common world-view or “organic ideology.” (Valleriano Ramos, Jr. [www.marxists.org/history/erol/periodicals/theoretical-review/1982301.htm](http://www.marxists.org/history/erol/periodicals/theoretical-review/1982301.htm))

Veblen states that Fashion depends on the taste of men. The ideal beauty standards change frequently, so is the definition of ‘femininity’. Women are required to consume the new ‘femininities’. Fashion is a clear sample of ‘conspicuous waste’ (as cited in Karacan, 2009: 79). For the researcher fashion is also part of the ‘beauty’ standard. It means that women are hegemonized by the product of beauty that is created by the capitalist.

### **1.6.2. Film Theory**

Since the object of this research is film, the researcher uses film theory to support the analysis. There are three bases of film analysis such as Mise-en-Scene, Cinematography, and Semiotic of Film. The researcher applies Mise-en-Scene and Cinematography. According to Amy Villarejo, Mise-en-Scene retains the theatrical overtones, meaning “put into the scene” and designating all the encompassed by the Frame (2007: 28). Mise-en-Scene analyzes everything that’s shown in the frame such as

setting including the property; Lighting; Costume and Hair; Make Up and Figure Behavior.

Cinematography is the way of creating the scene while mise-en-scene is analyzing what is on the frame. Camera angles are position of the camera while taking or recording the picture. In Amy Villarejo Camera Angles consist of seven elements as mentioned below:

1. The Extreme Long Shot (ELS), in which one can barely distinguish the human figure; it is used to show the setting of the place of the scene. This kind of shot is used to show the setting and all of the ambience of the place from long distance;
2. The Long shot (LS), in which humans are distinguishable but remain dwarfed by the background;
3. The Medium Long Shot (MLS), or plan americain, in which the human is framed from the knees up;
4. The Medium Shot (MS), in which we move in slightly to frame the human from the waist up;
5. The Medium Close-Up (MCU), in which we are slightly closer and see the human from the chest up;
6. The Close Up (CU), which isolates a portion of a human (the face, most prominently); to show the expression clearly.
7. The Extreme Medium Close Up (ECU), in which we see a mere portion of the face (an eye, the lips) (2007: 38). It shows the focus on the expression of the actors by looking at the specific part of the body such as the eye to show when the actor is crying.



## **1.7. Method of Research**

Generally, methods of research consist of several elements such as:

### **1.7.1. Type of Research**

The type of this research is library research. It is applied because the object material used is film, and the analysis focuses on the image that is depicted in the film. The type of research is suitable for analyzing the object.

### **1.7.2. Data Sources**

The main data source is *Upside Down* film, and the unit of the data is the shots, the scenes, and also the film script. For the secondary data, the researcher takes them from books, articles, and news.

### **1.7.3 Data Collection Technique**

The technique of collecting the data is observation. The object observed in this research is film. The researcher watched the film thoroughly. Then, screenshooting the shot of the film, classified it into the variables, such as beauty exploitation, then sorting the representative picture to each of the variable categories. The picture of the film's shot is used to show the evidence of analysis according to the theory. The researcher also employed the library research as the supporting data by collecting other data source from the books, articles, and statistic data.

#### **1.7.4 Data Analysis Technique**

The data analysis technique chosen in this paper is descriptive qualitative. It analyzes the data using the literary theory and film theory descriptively. The result of the main data analysis is presented descriptively to draw the analysis.

First, the researcher collected the data that have been categorized into several variables. Second, the data are analyzed using the suitable theory. In this thesis, researcher uses feminist marxist theory as the main theory and film theory to support the analysis. Here, the researcher decides the variables. Then, the data are presented with the tables to show the classification clearly, and the analysis is narrated to conclude the data analysis.

#### **1.8 Paper Organization**

This research consists of four chapters. Chapter I is Introduction. Introduction consists of background of study, research question, objective of study, significance of study, literature review, theoretical approach, method of research (consists of type of research, data sources, data collecting technique, and data analysis technique), and paper organization of this research.

Chapter II is intrinsic elements. This chapter explains about the intrinsic element of *Upside Down* Film. The intrinsic elements are character, characterization, setting, and plot summary.

Chapter III is Analysis. In this chapter the researcher analyzes the data using feminist Marxist theory and supported by film theory that previously have been collected.

Chapter IV is conclusion. This chapter consists of the result of the analysis in chapter III.

It is also provides some suggestions for the next researcher.



false need by creating the anti-aging cream product. Mrs. Nathanson has been provoked by the false need that the capitalist makes. He needs the anti-aging cream that is actually not so important in her life needs.





## CHAPTER IV

### CONCLUSION

#### 4.1 Conclusion

This research aims to find out how women are used as consumers of men's ideals in *Upside Down* film. The exploitation of women as consumers in this film comes from two sides, physically and economically. From the analysis in the previous chapter, the researcher can conclude that women as consumers of men's ideals are demanded to be perfect just the sake of men's ideals.

In the *Upside Down* film, women are demanded to be young, sexy, and lean based on the beauty standard that was unconsciously made by Transworld. The Managing Director of Transworld company is a man. Adam, the product maker of beauty cream, is also a man. The beauty cosmetic product that the advertisement hegemonized is the evidence that women are used as consumers of men's ideals, from the body side is to be beautiful for men. The exploitation also comes from the economic side. It is when women consume the product because they believe that using beauty product can make them beautiful and still young as the normal thing, not as an exploitation.

This happened because of the capitalist and patriarchal system. Both of the systems are exploiting and oppressing women, but they do not aware of it. Capitalists can create new ideology in women's life on consuming the cosmetic product. The portrayal of a perfect and beautiful woman means that they must be young, have white skin, lean, and sexy. The category is actually created by the capitalist by using the model of

advertisement. The advertisement and the beauty cosmetic product are aimed for women. In this phase, women unconsciously purchase it without any doubt because they have been hegemonized.

## 5.2 Suggestion

For the next researchers who want to analyze a film using the Feminist Marxist theory especially about the beauty issues, it would be better if using another verse to support the analysis from the Islamic perspective, like finding another film that has the same issues of the beauty concept, beauty myth, and also the economical oppression toward women. There are many discussions about this issue, but women do not realize it. It can be seen from the case of women that do not love their body. They reshape and cut their body to get perfect because of the social construct caused by patriarchy.

There is no specific image or criteria of beauty in Islam. Islam only distinguished which one is allowed and disallowed. The reshaping of body to be beautiful is not suggested in Islam. It can be seen in surah Al-Ahzab, Verse 36:

أَمْ أُنذِرُ الْبَاطِلِينَ الَّذِينَ كَفَرُوا بِآيَاتِ اللَّهِ وَسُوِّءَ مَا كَانُوا يَعْمَلُونَ  
 وَأَمَّا الَّذِينَ آمَنُوا فَمِنْهُمْ قَوْمٌ مُّسْتَسِرِّينَ إِذَا قُضِيَ إِلَيْهِمْ الْأَمْرُ فَلَمْ يُدْعُوا فِيهِمْ  
 (36) فُؤَادُ الْمُؤْمِنِينَ

Which means “It is not fitting for a Believer, man or woman, when a matter has been decided by Allah and His Messenger, to have any option about their decision: if anyone disobeys Allah and His Messenger he is indeed on a clearly wrong Path.” (Quran Explorer)

The verse above explains that when something has been decided for the Believer. It means that we have to accept our body as God's gift to us. Reshapping our body is also not allowed. Allah creates humans perfectly with their uniqueness.



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