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## **Audience Response of Working Women in Hidden Figures Movie 2016**

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### **ABSTRACT**

This study is about audience response of working women in Hidden Figures Movie which is aimed to reveal the response of the audience about working women in Hidden Figures Movie. This study used the reader-response theory by Rosenblatt (1982). Data were analyzed by using interpretative qualitative method. the interview sheet is used as the instrument to find out the valid data. The study showed varied responses toward the working women in Hidden Figures Movie. The response of the audience is classified into two categories; positive and negative. The finding of this study showed that all

the audience response is a positive response. It shows that all the response is support the women who work and having a career. There are the difference between female response and male response toward working women in Hidden Figures Movie where male audience believed that there should be a limitation for married women to work. The difference also shows that the opinion is came from different brain, and absolutely with different thought.

### **Keywords:**

*Audience Response, Working Women, Movie*

### **INTRODUCTION**

Most women did not work outside the home in the early twentieth century, and those who did were mostly young and unmarried. The Census Bureau categorized involvement by just 20% of women as "winners" and only 5% of married women as such. Only 20% of women are "winners" because of their classification. The fact that many women abandoned their jobs when they married reflected cultural conventions, the nature of the work accessible to them, and legal constraints.

This research will analyze the response of the audience toward working women in Hidden Figures Movie 2016 using theory of Rosenblatt (1982). The researcher discuss about how is the reader or audience response related to working women in the America. This

research also discuss about the differences between female and male response related on working women. The reason why the researcher analyzes the audience response of working women in Hidden Figures Movie is that will help the researcher and the readers to give a better understanding and an useful information related to audience response. This research is qualitative research study, the object and data of this study is Hidden Figures Movie 2016 and the response of the audience.

## **Film Studies**

Film studies are an academic field that addresses diverse cinematic theory, history and criticism as an art form and media. It is typically subsumed under media studies and contrasted with TV studies. Film theory or film study is an academic field which attemptsto study the essence of film and provides conceptual structures to understand the relationship of film with reality, other arts, audiences and society at large.

### **Author Theory**

An author is a solitary artist who controls all element of a collective production, who is the author or a playwright equivalent. The term is often referred to as filmmakers or directors having a recognized style or subject matter.

### **Film Theory**

Feminist film theory is a critique in feminist policy and feminist theory. Feministshave numerous ways to examine the film, to analyze the film parts and their theoretical basis. This theory focused on the role of women in certain cinema stories or genres and the stereotypes of the perspective of women.

### **Formalist Film Theory**

The formalist film theory is a philosophy of cinema that emphasizes on formal and technical components of film: lighting, soundtrack, sound and set design, use ofcolor, shooting arrangement and editing. It's an important philosophy of films today.

### **Marxist theory film**

One of the earliest kinds of cinema theory is Marxist film theory. In the 1920s, Sergei Eisenstein and many other soviet filmmakers voiced thoughts on marxism via cinema. In reality, in cinema / editing through the Mulihoe experiment and montage growth, Hegel's dialectic was regarded the finest one.

## **Semiotics**

Semiotics is the theory of creation and interpretation of meaning; it is a fundamental premise that the use of acts and objects acts as 'signs' is created by means of other signals.

## **Reader Response**

Includes the reader's views of what is written in the text. Reader Response is a literary theory school that focuses on the reader or public and their experience of literary work. The idea of reader response is founded on the notion that literary activity is carried out in the interaction between the reader and the text. Readers or the audience have always answered literary work. The reader's response is utterances or how the literary piece is experienced. The reader also evaluates literary work on the basis of her experiences firsthand.

As stated by Louis Rosenblatt (1994) views reading as a transactional process involving the text and the reader as equal partners. Rosenblatt divided the types of reader response into two categories, these are:

- Aesthetic response, which is more personal and emotional and might ask readers to convey their feelings, looks, fascinating facts, etc. This is like reading passionate literature for enjoyment.
- Efferent response, this is factual and might compel readers to form literature responses, draw inferences and generate views. This category is for information reading Text of the history of the phone book.

Meaning constructed through a transaction between the reader and the text and throughout the transaction; learners bridges the gaps in the text employing their previous knowledge and disposition (Iser, 1972) as well as their interpretation of the text (Fish, 1980). The meaning or interpretations created by the reader "are a reflection of the reader as well as the text" (Kim, 2004). In literature there are three types of responses, such as:

- Agree/Disagree Response
- Interpretive/Reflective Response
- Analytic/Evaluative Response

In this research the author focus on the agree/disagree response which can be mean by agree as the positive response and the disagree as the negative one. The positive response appears when the audience please, like, receive, agree and give positive comments to an object (Soemanto, 1998). The negative response that occurs when a person refuses,

disagree, dislike, even give a bad comment to an object (Lahey, 2003). The object here means the way the movie run, or the characteristic of the character in the movie, the plot and etc.

## **METHOD**

This study use qualitative interpretive method to analyze and interpret the response of the audience toward working women on NASA in Hidden Figures film. An interpretive approach is adopted from a practical orientation. According to Newman (1997) generally, the interpretive approach is a social system established behavior in detail directly observing. The accidental sampling is a sampling procedure that selects samples, people, or units that are most easily found or accessed. This research aims to analyze the audience response related to working women on NASA in Hidden Figures film. In analyzing data, the researcher use Rosenblatt's theory to analyzed the response of the audience, where she divides responses into two categories; positive and negative response. The source of this study are first, the Hidden Figures Movie. The length of this movie is 2 hours and 6 minutes, the second is the subtitles and the script of the movie and then the participants, the people who watched the Hidden Figures movie, and give opinion or perspective. They are selected by the researcher by asking the participants to watch Hidden Figures Movie. The researcher chooses as many as 10 participants, that are included 5 females and 5 male. The researcher interviewing the audience by asking about their opinion or perspective on working women on NASA in Hidden Figures film.

This study uses an interview as a method of collecting information from people. According to Burns (1997; 329) An interview is frequently a face-to-face verbal interchange, although an interviewer can make use of the phone to generate other people's information, views and opinions. Before interviewing the participants, the researcher download the movie and then watch it about five times. The researcher also read the transcript of the movie. In collecting the data, the researcher will do some procedures that are: watching the movie about five times, reading the transcript of the movie, selecting the participants that consists 5 females and 5 males, asking the participants to watch the Hidden Figures Movie, interviewing the audiences by asking about their response to women working on NASA in Hidden Figures film. To analyze the data, the researcher uses some steps: first, identifying the data, the researcher focus on reader or audience response related to working women. The researcher uses the theory from Rosenblatt (1994) to analyze the reader or audience response from interviewing them. The second is categorize the result of interview

into positive and negative response using Rosenblatt's theory. The third is, finding out the results from categorizing the kind of response by using Rosenblatt's theory.

## **DISCUSSIONS**

### **The Situation of Working Women in The Movie**

From the first time this film begin, it is shows that these three character, the black women facing the discrimination, they stopped by the police because their car is broken, but instead of helping the police mock them after knowing that these three women work for NASA he did not believe how can a women, especially they are black can work in NASA. The discrimination did not stopped there, Katherine one of these character should take over half-hour to walk to "relieve" in the next building. In the first time she join the task group the whites also giving her own kettles written "colored". The other character, Mary also can not get the chance to get a degree at first, but when she finds a defect in the heat shields of the experimental space capsule, it is taken into consideration. That is all the discrimination that they face in NASA their workplace, not only gender discrimination there is also racial discrimination.

### **The Audience Response To The Working Women**

In this discussion the researcher discuss about audiences responses. As we can see in this response:

X<sup>1</sup> " I think that the way that they handle the discrimination in their work place is really great, brave and tenacious. I can see that they never give up for their justice no matter how they are being treated from other genders. I think what gender you are you deserve everything in this world whatever it is. Women who work for their family is the best women".

From the statement above we all know that she support the three character that working in NASA, she believed that everyone should get what they want, as we can see in the next response:

X<sup>2</sup> "I think the way the main characters facing the gender discrimination by not directly against is true. They respond it by

showing that they as a women can work, can do more than men, they do even better. So they can show everyone that they deserve to be in that position, they deserve to have what men have.

In this audience's statement, she also support the women who work, having a career and living the life that they want. She also stated that women can do better than men.

X<sup>3</sup> " I can see that here, women is weak, underestimated, can not do the men's job, while in fact they do even better that the men itself. Women can work is great, they are so powerful both mentally and physically. They are also intelligent married or unmarried".

In this statement the audience believe that women also can do men's job, she also said that women who work is great married or unmarried.

X<sup>4</sup> " In this era we can see that this three character is the first move to survive and against gender discrimination. They think that women are not capable, women supposed to be at home doing the home stuffs. But this three characters survived and proving that women can work, can do what men do. It is cool when women can work because they can be independent and their life is not depend on anyone but herself, and open minded. The married women also cool because they are the best time manager, they can manage their time and make it fair both work and family".

This statement shows that the audience support what the three character did in the film where they survived and proving that women can work like men.

X<sup>5</sup> " In this film i can feel how hard to be a woman, especially a black women, not only white people who underestimating them, even their own race doing that discrimination. It must be

hard but they survived. I am so proud that they break the limitation where women often considered cannot do the men's job, especially on that important task. But they did it, they prove that women can work, women also can get what they want either it work or education. Working women is a cool thing, they do wife stuffs at home also they do men's stuffs at work. It means that women who work are amazing".

The audience feel sorry about things that happened in that era where women, especially black women should face the double discrimination, she also support women who work, not only work she also believe that women deserve to get the same chance as men in education.

X<sup>6</sup> " as a man i am really sorry watching this film because women should face double discriminations in that era. I believe that work is not a thing that we can talk with gender. I mean being a housewife also a job, a work. In this case even women can do the great stuff, make a project successful. It is a big part that they handle, running a rocket. They, women also moms also wife can do work to support their family to make their family proud of them, they can do what men do.

This opinion shows that the audience support women who work and feel sorry for what happened on women in the past, he believes that women can do great stuffs like men.

X<sup>7</sup> " In this film it is not true that they think that women can not do the men's job, for a single women it is their right to work or not. They better work to deliver their talent, woman who has married also better to work to help the economy in the family. But also the woman who work outside will have less time with their child or their family rather than women who does not work".

In this opinion the audience support that women should not underestimated, he believes that women also have a right to work to get a job. He also stated that the married women can help economy in the family.

X<sup>8</sup> “ In my opinion, the way the main characters facing the gender discrimination is by showing their ability, their quality, and their intelligence is great, so that it can be a prove that they can work, they deserve to be in that position and that company. It is not only men who can show their ability, women also can do the same thing. But for the married woman, it can be discussed with their husband if it is good or not”

The audience here stated that he support women who work and he believes that if women has the ability, skill and quality they deserve to get the job that they want, position that they want. In this statement, he emphasized on equality, that both gender can work as long as they have the ability and a willing to do that.

X<sup>9</sup> “I think that these characters are the exact representative of the beginning movement of women empowerment. Since the 20<sup>th</sup> century where civilization is still conservative, I believe it is hard to be in their shoes where they facing not only racial discrimination, but also gender discrimination at the same time. But I think it's a great choice to stood up by yourself, and start to fight the stigma that women are described as the weakest and only men can do the good job. I'm personally glad that these three characters are strong enough to break the stigma and start to glorifying the feminist movement as the effort to live in this worldequally with men.”

In this statement also the audience did not accept the gender discrimination, he also support women who work. He believes that women should have the same chances as the men have.



X<sup>10</sup> “ I think the way that they survive is by not paying too much attention to discrimination. They are more focused on the target to be able to quickly complete the project to the moon and moreover, on the one hand (Russia) has moved quickly to make satellites, so the three of them as the minority can prove it that this is not a matter of gender but it is about the responsibility of those who have been appointed to complete this big project and they can also prove that they can succeed with the ability. They are genius, they have skill, and it is proven that they have received an award from the president. But if i were their husband i may talk about job that they will take, i think i have the responsibility on her life as a leader in a family”.

In this statement the audience also support women that work, he believes that everyone has their own ability on doing something. All of these statements is a positive response, the researcher classified all this response into positive response according to (Soemanto, 1998), the positive response appears if someone please, like, receives, agrees, and gives positive comment to an object

### **The Differences Between Female Response and Male Response**

There is a difference between female and male response, where female response support women who work whatever the reason is, they believes that women have the same right with men, women can do men’s job as long as they are willing to do that and have the ability, skill and quality. It does not matter if the women married or single, as long as the women know their position and their possibility they deserve to have a career like men. It is shown in these statements:

“Women can work is great, they are so powerful both mentally and physically. They are also intelligent married or unmarried”

“Working women is a cool thing, they do wife stuffs at home also they do men’s stuffs at work. It means that women who work are amazing”.

As this statements shows that there are no limitation for women to work, it is different from the male response where they support women who work only when they are single, unmarried. It is shown in these statements:

“But if i were their husband i may talk about job that they will take, i think i have the responsibility on her life as a leader in a family”.

“It is not only men who can show their ability, women also can do the same thing. But for the married woman, it can be discussed with their husband if it is good or not”.

“But also the woman who work outside will have less time with their child or their family rather than women who does not work”.

As these statements shows that in male response, they support women who work, but still there are limitations for women who married. The said that women who work will have less time for family rather than women who does not work, they claimed that as the married women they should talk about everything, especially about working and men thinks that they as a leader in their family has the right to decide it. So that is the difference between female responses and male response.

## **CONCLUSIONS**

Based on the findings, it can be concluded that women that working in the film facing so many discrimination as a women, especially black women. They are being underestimated, considered incapable for doing men’s job. the audiences responses is positive response, it can be seen in their statements that they are support women who work and support what the characters do in the film where they survived. The researcher finding difference between male response and female response where male response on working women there should be limitation for married women, while female response they support and said no limitation to women who work married or unmarried.

From the research result that have been concluded by the researcher, the researcher would like to suggest some points for the readers :. The researcher hope that this study can help the readers, especially English Literature Students in understanding the concept of

Rosenblatt about Reader Response or Audience Response in film.

And for The future researchers : The researcher suggests for the future researchers to continue the research, because this research has the weakness that is the lack of theory that is used to analyze the problems of research since the researcher used only one theory by Rosenblatt and supported by the other theory. And also the results of analysis are also limited. It is recommended for the future researchers especially who are interested in the same topic to try to use more than one theory to cover the results. The researcher also suggest for the next researcher to do a research such as the differences between female and male response in racial discrimination in this film or else, it would be more challenging to know the other side so for the future researchers can use another theory based on audience response theory.

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