CHAPTER I

INTRODUCTION

In this study, the researcher tries to explain the background of the research. In addition, this chapter discusses the reason for choosing this research object, and the research questions and objectives of the research

1.1 Background of study

Gender is a very important concept, especially in a society that often treats women unequally. In that country, gender is becoming increasingly urgent, where many women, especially young women or girls, are often marginalized in social and cultural life. They often do not get the attention they deserve, and their societal role is often ignored or ostracized. We need to understand better this gender issue, not only about the differences between men and women but also about the social construction that shapes how roles and responsibilities are determined in society. Therefore, to achieve gender equality, we must involve changes in thinking and support equality for women and men regardless of gender so that everyone can get their full rights in society. In order to better understand this issue, it is important to refer to the definition of gender that experts presented.

Money and Hampson (1955) define gender as a social expression that shows a person's status as male or female. Includes various behavioral attitudes or attributes associated with masculinity and femininity. Xue (2008) added that gender is a more complex issue involving elements such as style of dress, how to speak, and how to move that are not only limited to biological sex. Over time, the understanding of gender has changed from an essentialist approach that sees sex as something natural and fixed to a social construction perspective that emphasizes that gender identity is formed through social and cultural interactions. Then, the essentialist approach argues that the differences between men and women are innate; in contrast, the social construction approach argues that gender is the result of norms, values, and practices that exist in society. With this understanding, we can see how the perception of views on gender changes over time.

When discussing gender, the main focus is often on women in society (Mikkola, 2017). Gender is often considered more neutral than feminism, but this poses its challenges. As long as women still see themselves as individuals who are still dependent on the attention and support of men, conventional responses about gender roles will continue to exist. This causes feminism to be seen as an existential theme. In many contexts, men are still considered superior to women. However, although the understanding of gender has evolved, some challenges remain, especially in the form of gender stereotypes.

In actuality, stereotypes can also be a problem due to gender. A stereotype assigns a person to a particular community or group. Beliefs in the psychological features and attributes of men and women, as well as the activities that are suited for them, comprise the aforementioned gender stereotype. In cultures, including African cultures, gender norms often depict men as dominant figures and women as submissive figures. This depiction reflects inequality and limits opportunities for both genders. So, the impact of this stereotype is broad because it determines the expectations and behaviors that individuals must adhere to. Chimamanda Ngozi Adichie is one author who skillfully conveys the effects of gender stereotypes in his writing.

Related to this research, Chimamanda Ngozi Adichie is recently one of the most influential women in Africa. She is the author of phenomenal novels relating to gender and feminist issues. We Should All Be Feminists is a book by Ngozi, which was published in the form of a book in 2014. Before its publication, the essay, which had not yet been completed, was used to attend TEDxEuston in 2013. The essay reviews Ngozi’s idea of experiencing inequality in the land of Africa. It also contains a discussion between men and women within the poor background of gender in Nigeria. Nowadays, gender in Africa is still under definition. Oppression by men, family, and society can cause bad interpretations that women cannot connect to the world. Adichie's work not only describes her personal and social experiences regarding gender equality but also inspires many researchers who study women's struggles against oppression.

There are several previous studies related to the study discussed by the researcher. The first research is an article by Nadia Iftikhar (2024); the second is a journal by Sajyia Khanam (2023), an article by Saba Zaidi (2022), and an article by Mehwish Sahibzada and Sardar Ahmad Farooq (2022); the next

research is an article by Eka Desmawati (2018); and the article is by Jiaxi Liu (2023). Of the five articles, all used the theory of feminism and qualitative descriptive research methods. The six previous studies are about understanding women's struggles against oppression, their fight for rights, and their pursuit of dreams and equality.

Nadia Iftikhar (2024). A Feminist Analysis of “What You Pawn I Will Redeem” by Sherman Alexie: Investigating the Issues of Social Character and Sex. This term paper points to dissecting how the story describes the angles of gendered social representation, colonialism, and persecution utilizing women's activist and Inborn women's liberation speculations. The work draws consideration to innate male and female parts portrayed within the story as a way of stating that innate sexes were socially built-in connections to the impacts of colonialism and conventional social values (Ummah, 2019).

Sajyia Khanam (2023). A Feminist Analysis of Shashi Deshpande’s Novel That Long Silence. This paper investigates the topical components of the 'identity quest' and the significant importance of 'silence' in the account. By following Jaya's travel in her interest in self-discovery and office in the midst of societal desires, this examination reveals Deshpande's multifaceted approach to women's rights. The concept of 'silence' develops as a strong theme, reflecting the perplexing elements of sexual orientation parts and restraint (Khanam, 2023).

Sardar Ahmad Farooq, Saba Jaidi, and Mehwish Sahibzada (2022). A feminist analysis of Butterfly Season, the Crescent Moon's Shadow, and Staine From a Pakistani perspective, the researchers attempted to illustrate the breakdown of gender-based stereotyped identity. While Collins' (2004) feminist/gender theory's theoretical angle of "matrix of domination" was used as a principle to analyze and depict the subversion of predefined gender roles in the chosen novels, Tyson's (2006) feminist analysis was the chosen method of study, which looked at literature as a medium to represent feminist issues (Zaidi et al., 2022).

Eka Desmawati's (2018) analysis of feminism in Louisa May Alcott's Little Women focuses on the various forms of feminism that are present in the book's female characters and how these types of feminism are reflected in the characters' continuing development. The research's objectives are to describe various forms of feminism and how they are reflected in new tiny women. The

Little Women novel served as the source of data for this study, which employed a qualitative descriptive methodology (Desmawati, 2018).

Liu Jiaxi (2023). Based on pertinent literature studies and data, this paper explores the role men play in gender equality and what they may do to further it. The study gathers feminist statements given by celebrities on social media, looks at the opinions and remarks made by the majority of men regarding gender violence in online media, and compiles what men can do to support women's rights (Liu, 2023).

Kristina Rolin (2021). Three Decades of Feminism in Science: From “Liberal Feminism” and “Difference Feminism” to Gender Analysis of Science. This study shows how feminist thinking develops in the context of science using a liberal approach and explores how performance in the world of science work often creates gender inequality. This study also shows the imbalance of gender equality that has occurred, and it aims to better understand how gender can influence the quality of scientific knowledge (Rolin & Rolin, 2001).

Media (2022) An analysis of women’s autonomy This study provides an analysis of women's autonomy by using liberal feminist theory and exploring a deeper understanding of autonomy in the cultural context that influences the representation of women, which is still often ignored in feminist discussions, and liberal feminist theory is also used to clarify how women's experiences are applied in the context of literature in understanding gender roles. (Mevia, 2022) In conclusion, seven studies use the same theory: feminism. Thus, it can be concluded that research using the theory of feminism is still rarely done. The researcher decided to analyze the book We Should All Be Feminists using the theory of feminism more comprehensively than in previous research.

The researcher chooses to use the book We Should All Be Feminists for the following reason: Adichie's work addresses the persistent inequalities that women face in various spheres of life, including education, employment, and domestic responsibilities. By studying her arguments, the researcher can gain insights into how these inequalities manifest in modern society, and By engaging with her work, the researcher can foster discussions that raise awareness about gender issues, empowering both men and women to participate in the feminist movement.

This research has various important implications, including increasing gender awareness in society, which can encourage individuals to be more sensitive to gender injustice. The study can also be used to formulate more inclusive education policies, as well as a reference for activists in designing gender equality campaigns. In addition, this research opens up opportunities for further studies on feminism and gender roles, including intersectional perspectives. By disseminating an understanding of gender issues, this research contributes to greater social transformation and can influence the representation of women in media and popular culture, as well as enrich academic discussions on feminist theory.

1.2 Research question

The researcher formulates the research problem as follows:

1. How does Chimamanda Ngozi Adichie's depict gender roles in ‘ we should all be feminism?
2. What impact does Chimamanda Ngozi Adichie’s narrative have on society's understanding and acceptance of feminist and gender inequality issues?

1.3 Objectives of the Research

The researcher formulates the research objectives as follows:

1. To analyze how Chimamanda Ngozi Adichie depict gender roles in the book we should all be feminists.
2. To find out impact of Adichie’s narrative in raising awareness and acceptance of feminism in society.

1.4 Significance of the study

As a part of the research, it is important to discuss the study's significance with the readers of this study.

This study is of high significance in the context of gender studies and feminism in terms of facing the challenges that exist in society. In this study, by analyzing feminists in the work of Chimamanda Ngozi Adichie, "we should all be feminists," we can gain insight into the social construction of gender roles. This work is also relevant if it raises issues of gender equality that are still being debated in various societies or the world. This study can also contribute to gender theory by deepening insight into feminism through this analysis. It is also expected to reveal how the experiences of women from various backgrounds are

different and can influence views on gender and feminism; this study also provides benefits for gender activism because these findings can be used as a reference for activists to fight for gender equality. This study is also important in the context of culture and society, especially in Nigeria, because understanding gender roles can be presented in the context of the location and give readers a clear picture of how social dynamics affect women's lives. This study can also fill the gaps in previous studies that studied gender roles more deeply, especially in Adichie's work, and this study is also expected to be able to raise awareness of gender issues among women.

1.4.1. Theoretical meaning to invite readers and emphasize how important feminism is not only to fight for women's rights but also for all genders, as well as providing an understanding of gender equality as our collective responsibility.

1.4.2. The practical meaning is to make this analysis a tool to raise awareness of gender issues, by understanding various forms of discrimination and making individuals more sensitive and empathetic to their surroundings and being able to function and be applied in various contexts from family to work to create an inclusive and equal environment.