



**The Representation of Masculinity in E.L James's *Fifty Shades* Trilogy**

**THESIS**

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
JEMBER UNIVERSITY**

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Presented to the English Department,  
Faculty of Humanity, Jember University as one of the requirements to get award  
of Sarjana Sastra Degree in English studies

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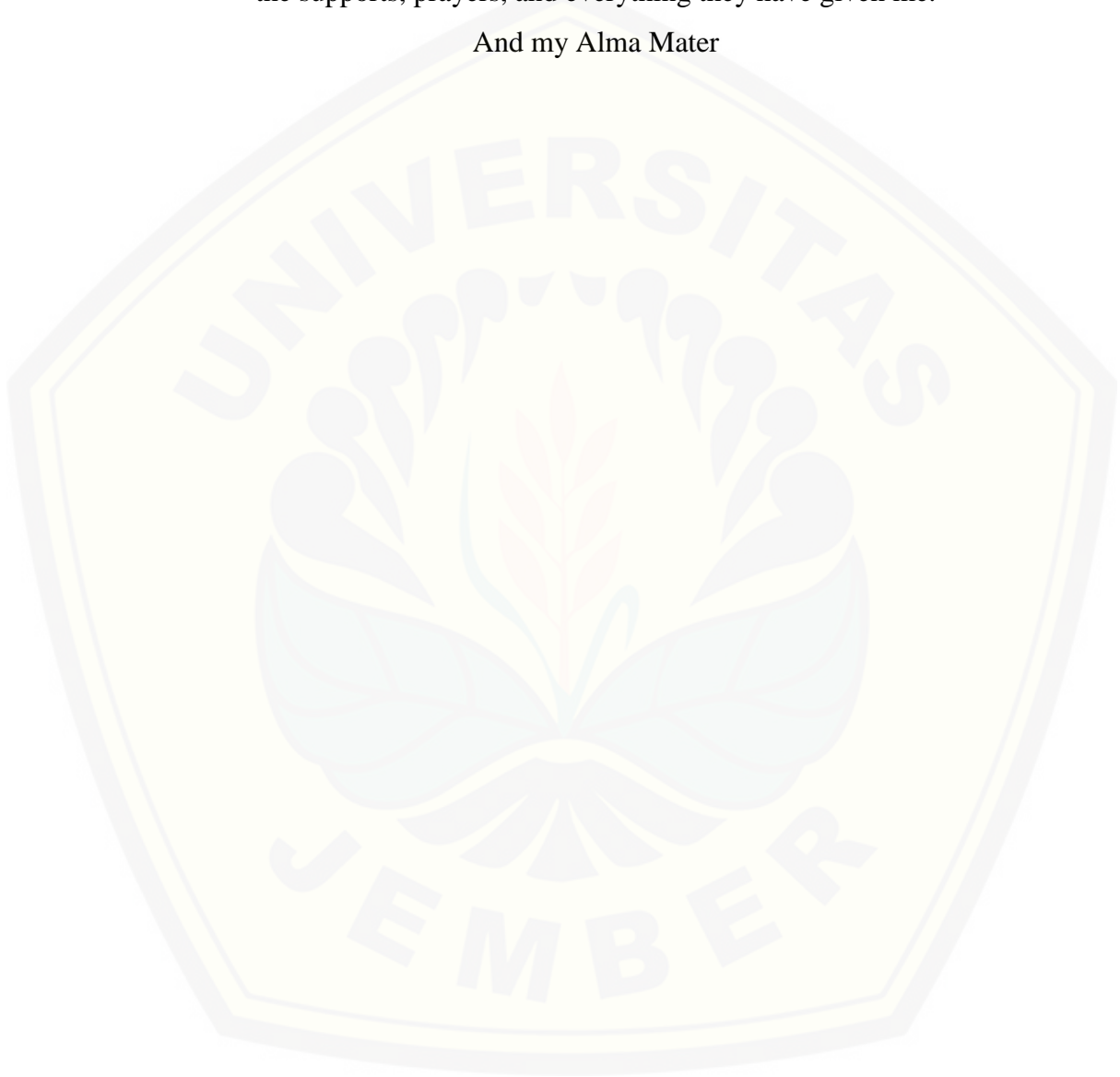
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**2016**

**DEDICATION**

From the bottom of my heart, I genuinely dedicate this thesis to my beloved father and mother, Alm.H.Moh Shaleh and Hj. Nurul Istiqomah, my big family, for all the supports, prayers, and everything they have given me.

And my Alma Mater



**MOTTO**

Being a woman is a terribly difficult task, since it consists principally in dealing with men.

( Joseph Conrad )



**DECLARATION**

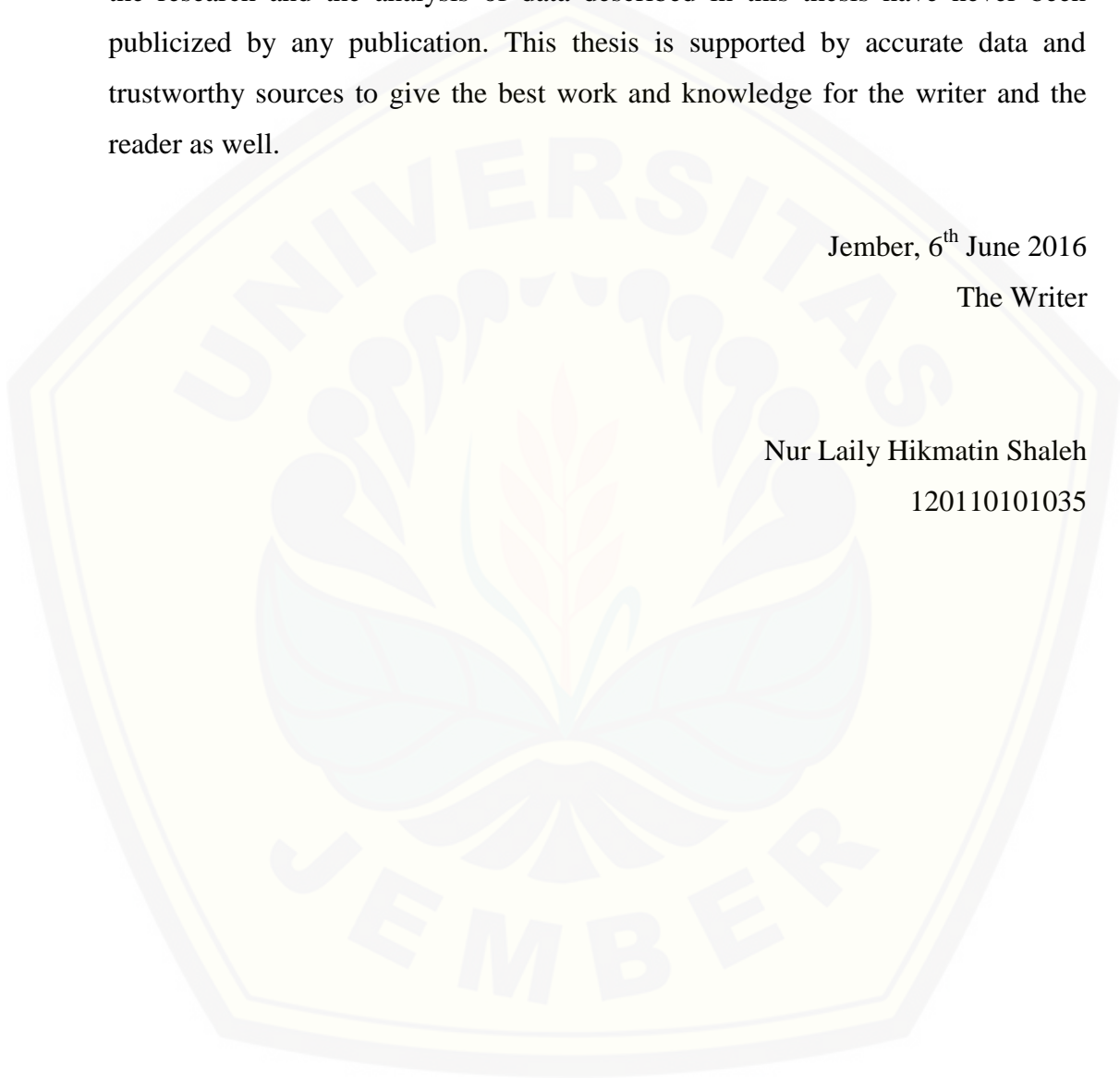
I hereby state that this thesis entitled *The Representation of Masculinity in E.L James's Fifty Shades Trilogy* is an original piece of writing. I declare that the research and the analysis of data described in this thesis have never been publicized by any publication. This thesis is supported by accurate data and trustworthy sources to give the best work and knowledge for the writer and the reader as well.

Jember, 6<sup>th</sup> June 2016

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## SUMMARY

**The Representation of Masculinity in E.L James's *Fifty Shades Trilogy* :** Nur Laily Hikmatin Shaleh; 120110101035: 2016: (44) pages; English Department, Faculty of Letters, Jember University.

This research analyzes the representation of masculinity in E.L James *Fifty Shades Trilogy*. Christian Grey is a controlling and sadistic man. He uses his power to control everything. It includes family, business, lifestyle, and sexual activity. He wants to keep them safe by using his power. He protects everything in detail. Grey has bad memory of his childhood. His mother was a prostitute. His mother always hits by the pimp and get raped after he got some punishments from the pimp. This trade has influenced Grey's behavior in the future. The way he treats his girlfriends is like the pimp treats his mom. He thinks that by giving some whips, he will get a pleasure concerning his sexual activity and he becomes a part of Bondage, Dominant, Sadomasochism and Masochism ( BDSM ) participants. BDSM is a kind of dangerous depiction about sexuality through the giving and receiving the pain toward dominant and submissive. The representation theory by Stuart Hall and the concept of hegemonic masculinity by Connell as supporting theory are appropriate to analyze the discourse of masculinity problem experienced by the main character.

This research uses qualitative research which means that the research uses written words as data. The data of this analysis are taken from the novel itself as the primary data, and the secondary data are taken from books, journals, and internet related to the topic. To find out the discourse of masculinity, this research begins with observing the events and the masculinity problem experienced by the main character. I also analyze the contextual background beyond the novel which influences the idea of masculinity through the characterization of Christian Grey. This analysis concludes the concept of hegemonic masculinity is based on the behavior and the situation through the main character. Christian Grey is always dominant toward others. James as the author sees that the hegemonic masculinity

can be changed through the history, because it is not a given thing. Hegemonic masculinity also needs power to maintain the hegemony characteristic itself.





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4. The librarians of Faculty of Letters and Central Library of Jember University;
5. All staffs of English Department;
6. All of my close friends and my friends in English Department who have helped me to complete this thesis;
7. Those who I could not mention one by one who have given me endless supports and prayers.

May God bless you all.

Jember, 6<sup>th</sup> June 2016

Nur Laily Hikmatin Shaleh

**TABLE OF CONTENT**

	Halaman
<b>FRONTPIECE</b> .....	i
<b>DEDICATION PAGE</b> .....	ii
<b>MOTTO</b> .....	iii
<b>DECLARATION</b> .....	iv
<b>APPROVAL SHEET</b> .....	v
<b>SUMMARY</b> .....	vi
<b>ACKNOWLEDGEMENT</b> .....	viii
<b>TABLE OF CONTENT</b> .....	ix
<b>CHAPTER 1: INTRODUCTION</b> .....	1
1.1 The Rationale .....	1
1.2 Problem to Discuss .....	4
1.3 The Scope of The Study.....	4
1.4 The Goal of the Study .....	4
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	5
2.1 The Previous Research.....	5
2.2 Theoretical Framework.....	6
2.2.1 The Representation Theory .....	8
2.2.2 Hegemonic Masculinity .....	9
<b>CHAPTER 3: RESEARCH AND METHODOLOGY</b> .....	13
3.1 The Type of Research .....	13
3.2 Data Collection.....	14
3.3 Data Processing and Analysis .....	14

<b>CHAPTER 4: THE REPRESENTATION OF MASCULINITY IN E.L JAMES'S <i>FIFTY SHADES</i> TRILOGY .....</b>	<b>17</b>
4.1 The Representation of Masculinity in E.L James's <i>Fifty Shades</i> Trilogy.....	17
4.1.1 Masculinity in the Form of Bussiness Life .....	18
4.1.2 Masculinity in the Form of Lifestyle .....	22
4.1.3 Masculinity in the Form of Sexuality .....	26
4.2 The Contextual Background of <i>Fifty Shades</i> Trilogy .....	35
4.2.1 American Masculinity.....	35
4.2.2 Bondage, Dominance, Sadomasochism and Masochism.....	37
4.3 Critical Position of E.L James.....	41
<b>CHAPTER 5: CONCLUSION.....</b>	<b>43</b>
<b>REFERENCES.....</b>	<b>45</b>

## CHAPTER 1. INTRODUCTION

This chapter discusses about the background as overview of the whole paper. It provides a clear description to the readers about the topic discussion. The topic is the representation of masculinity in E.L James *Fifty Shades Trilogy*. Then there are several explanations in subchapters such as rationale, research topic, research problems, research questions, the scope of the study and the goals of the study.

### 1.1 The Rationale

E.L James was born in London, in 1963. James was a television executive before she wrote the three erotic novels. They are *Fifty Shades of Grey*, *Fifty Shades Darker* and *Fifty Shades Freed*. These trilogy novels became a best seller and phenomenal books. She wrote these erotic novels since she was inspired by the *Twilight* fiction by Stephenie Meyer. Firstly, these novels was an e-books published in James's website. Those were published in 2011. She was inspired by the male and female main character in the *Twilight* series, that are Edward Cullen and Bella Swan. In the first publication, these trilogy novels were entitled as *Masters of Universe*. *Masters of the Universe* was more sexual than Meyer's original works, which were intended for young and adult audiences. These trilogy novels also explain the role of masculinity practice. James removed her works from fan-fiction sites and compiled them on her own website. The main point of her works is the change of names of the two main characters from Bella and Edward to Anastasia and Christian Grey. She has stated that her novel bears resemblance to the material which has inspired these three novels. (<http://www.britannica.com/biography/E-L-James> )

*Fifty Shades* Trilogy represent the practice of masculinity which is done by Christian Grey as the male main character toward the female main character Anastasia Steele. He tries to control everything using his power of masculinity. He will never let anyone touch his beloved people and properties, such as

business, company, family and girlfriend. Grey as the main character in this novel is represented as the rich man who has power in the Seattle. Furthermore, based on his behavior in these novels, he will execute some violence toward everybody who can take his beloved people and properties in danger. He will take the risk of the violence, despite it can put himself in danger.

Masculinity is a construction of gender toward male. Males are not born naturally with their masculine characteristic. Culture constructs masculinity and also determines their characteristic of male toward female. Based on *Encyclopedia of Women and Gender*, masculinity ideology is centrally constructed in the body of research attitudes toward males's roles. Masculinity cannot be separated from patriarchy concept that considers men as superior and female as inferior. In general, the most common and dominant masculinity in patriarchal society is the hegemonic masculinity. The characteristic of that masculinity is the role of males's power in the social life such as employment, business and woman, particularly in the domestic sector, which is purposed to establish the identity of male. Hegemonic Masculinity is believed not violence practice toward the subordinate subject, but it can be formulated as the way how they express their emotion through their dreams, fantasy, wishes, people, and properties (Kaufman, 1994: 120).

The hegemonic masculinity's role as identified by Brannon (1976) contains four themes: No Sissy Stuff, the Big Wheel, the Sturdy Oak and Give 'Em Hell. Brannon written, first, "No Sissy Stuff" means that a real man must not resemble women. Physically, real men have deep voice, avoid in using any cosmetics, and give minimal attention to their clothes and hygiene. Emotionally, real men present themselves as unbeatable, and they repress their expressions of affection toward other men. Behaviorally, real men devalue the traditional female activities. Second is the Big Wheel. It centers on the ability of real men to obtain wealth, fame, success, and status. Typically, the Big Wheel is determined by a man's occupation, but it can be achieved through other routes, such as being a champion in a competition. "The Sturdy Oak" conveys manliness, confidence, and self-

reliance. “ The Give ‘Em Hell “ means that men discharge an aura of aggression and violence and use it to obtain sex from women.

Academic criticism gives comments on the subject matter and method of the text. Criticism involves spotting the general themes of the work then seeing how the text presents and develops the themes (Peck and Coyle, 1986:149-150). Furthermore, criticism involves many literary theories. The only tool that can be suitable to study the representation of masculinity is representation theory by Stuart Hall. Because this thesis focuses on the masculinity, it will be supported by the concept of hegemonic masculinity by R.W Connel. The concept of hegemonic masculinity could possibly give a scientific understanding about the representation of masculinity in these novels. One of the function of literary works is as reflection of real social life. But it does not explain or tell the story as reality. It just represents the same condition but not exactly the real condition because the main point of it is fiction. It just retells the condition using fiction plot, setting and characters that make readers feel what exactly happened and the author felt. In this century, Literature still becomes the top of real social life. Thus, this research is determined to have the representation analysis of main character’s masculinity in E.L James’s *Fifty Shades Trilogy*. I choose this topic because I want to know and analyze how the role of hegemonic masculinity represent in the novels.

Through *Fifty Shades Trilogy*, James represents the role of hegemonic masculinity. Thus, the research topic of this thesis is masculinity constructed in literary work. Before this thesis is discussed, I myself should provide a general description which explained in the rationale previously. According to Murray, a research topic is the broad subject matter addressed by the study (2005:42). It means that I should describe first before explaining it generally in this thesis. Through *Fifty Shades Trilogy*, E.L James represents the role of masculinity practice. James shows some characteristics of masculinity which appear in the discourse of these novels. Based on some problems that I found, Stuart Hall’s theory as the major theory and hegemonic masculinity by RW.Connel as the

supporting theory are used to find out the representation of masculinity in E.L James's *Fifty Shades* Trilogy.

## 1.2 Problem to Discuss

The main point of the research is how *Fifty Shades* Trilogy is showed as the representation of masculinity through the male main character of the novel. As a result, the problem in this thesis will be discussed into three questions as follows:

1. How do the novels represent masculinity?
2. What is the context of the novel related to masculinity?
3. What is the critical position of the author related to masculinity?

## 1.3 The Scope of The Study

In writing thesis, limitation of the study is required to get discussion of the topic not too general. This thesis focuses on the construction of the characteristics of masculinity through male main character, narrative and setting in this novel. The representation theory which is used as a basis of theoretical review in this research is taken from Stuart Hall's theory. Moreover, people have their own point of view, so this limitation also reduces misinterpretations which possibly appear.

## 1.4 The Goal of The Study

The study is written to get an understanding about the representation of masculinity in literary works through novels. There are three goals of this study. First is to know how masculinity represent in E.L James's *Fifty Shades* Trilogy by relating it to the Representative Criticism. Second is to know the context of the novel. Third is to know the critical position of the author in the novel

## CHAPTER 2. LITERATURE REVIEW

This Chapter presents previous researches and the theoretical framework briefly. The previous researches are important because they prove that this thesis is original and never be analyzed by anyone. It includes two previous researches taken from some theses relate to the theory. Then theoretical frameworks gives a clear definition on how the theories are applied. It is crucial for critical discussion in the fourth chapter. This thesis uses Representation theory by Stuart Hall and Hegemony Masculinity by RW. Connel as supporting theory.

### 2.1 The Previous Research

The first research is written by Any Andriany entitled “ *The Representation of Masculinity through William James as Main Character in The Hurt Locker Movie,*” which has the same topic as mine about the representation of masculinity. The research is submitted on October 2011. She wrote about the representation of the construction of male’s masculinity by using Representative Theory of Stuart Hall. Her study emphasizes on the analysis on the main character that represents masculinity. The object of the study is to determine the relationship between the character and masculinity in *The Hurt Locker Movie*, the aim of the study is to know how the character of William James in *The Hurt Locker* is described and how the main character William James represents masculinity. But on my topic, I focus on the discussion about how the novel represent the role of masculinity practice and how the author has explored her ideas into some discourses in the novel to analyze the role of masculinity practice.

The second research is written by Casey Scheibling entitled “ *The Representation of Masculinity in Grooming Product Advertisement.*” The research is submitted on April 2014. He wrote about the analyzing of advertisements for grooming product in order to uncover what these texts communicate about contemporary men and masculinity by using Representative Theory of Stuart Hall. At first, he wrote about the concepts of ideology, representation and communication are discussed, with regards to how they operate



in advertising. Second, critical social and cultural research on theorizing the body is integrated. Third, theories on the social construction of gender and shifting conceptions of masculinity are outlined and evaluated. Next, a literature review gives insight to how men, masculinity and male bodies are represented in magazine advertising. The examination of this research makes clear the timely relevance of exploring grooming product specifically. Cosmetics, once reserved to beautify the bodies of women, are now being aggressively aimed at men.

These two researches are related to the study that explain about The Representation of Masculinity. They contribute many informations of the case which the writer needs to be investigated deeply.

## **2.2 Theoretical Framework**

### **2.2.1 Representation Theory**

Christ Barker tells the representation is a major study in cultural studies; representation itself is defined as how the world is socially constructed and presented to us by us in certaining meaning (Barker, 2004: 8). Micahel Ryan argues that the representation can also refer to the construction of all forms of media ( especially Mass Media ) on all aspects of reality, like people, objects, and events. Giles and Tim Middleton also argue in his book *Studying Culture: A practical introduction*, there are three definition of the word “Representation”:

To stand in for, this is exemplified in the case of a state flag, which is flown in a sporting event, the flag indicate the existence of the state concerned in the event. To speak or act on behalf of a case in point was the pope to be people who speak and act on behalf of Chatolics. To re-present in this sense, for example writing or biography that can bring back the events of the part. (Giles & Tim, 1999: 56-57)

In practice, all three meanings of these representations may be complementary. It is functioning to understand about what the meaning of representation and how to operate in a cultural society. Representation theory by Hall will be very helpful. Based on Hall in his book , *Representation: cultural representation and signifying practices*:

“Representation is an connect and meaning and language to culture. Representation is an esential part of the process by which meaning is produced and exchanged between members of culture. Through the representation, a meaning is produced and determined among community members” (Hall, 1997: 15).

Based on the Hall’s perspective, the quotation above tells that representation is a part of the production and the exchange of meaning. Language and sign are media for the process of production and the exchange of meaning. The most important of representation system is that every member at the same society and background of knowledge can get the same understanding of meaning. It also means that the community can produce a meaning very well.

In the Hall’s perspective about representation, there are two systems of representation; they are Mental Representation and Language (Hall,1997: 17). As Hall explain below;

“..Mental Representation: all things which we carry around in our heads. Meaning depends on the system of concepts and images formed in our thought which can stand for or represent the world. Language: to represent or exchange meanings and concepts, we can only do that when we also have access to shared language. Language depends on constructing a set of correspondences between our conceptual map and a set of signs, arranged or organized into various languages which stand for or represents those concepts” ( Hall, 1997:17-18).

According to Stuart Hall, thinking and feeling is a system of representation. It means that thinking and feeling also serves to mean something. Therefore, in order to mean something, a community has to have the same understanding of the concepts, image and ideas ( cultural code ). In some communities, they have their own style to understand something. Some communities who has different background will also have different ideas (Hall, 1997 : 17-18).

Hall also states that meaning is a construction. Human construct meaning clearly so that a meaning looks natural and unchangeable. Meaning is constructed through systems of representation and fixed through code. This code makes people who are in a similar cultural group to understand and use the same name,

which has passed process by social convention process. For example, when somebody thinks of 'Orange' so he/she uses the word ORANGE to communicate what he/she wants to express to others. This is because the word 'Orange' is the code that has agreed by society to mean a concept of orange which is in our mind. Code build a correlation between the conceptual systems that exist in our mind with language system that we use (Hall, 1997: 17).

This kind of representation theory uses a constructionist approach. It argues that the meaning is constructed through language. According to Hall in his book: *"Things do not mean: We construct meaning. Using representational systems-concepts and signs.* In this case, the concept ( in mind ) is the important part used in the construction or production of meaning (Hall, 1997: 25).

According to Hall in his book, it can be concluded that the representation is a process to produce the meaning of the concept that is our mind through language. However the meaning depends on the background of knowledge and understanding of a social group of a sign. A group must have the same experience to interpret something with almost the same way.

From the theories of representation above, I use the constructionist approach. It is an approach that does not represent the real world but construct the new world with the part necessity from the representation maker. The representation is a meaning, it explains who made the representation. Representation of masculinity sees the subject and object. the subject is novel and the object is Christian Grey's Masculinity.

### ***Constructionist Approach***

Based on the Representation theory by Hall, he also mentions that there are three approaches in this theory. They are reflective approach, intentional approach and constructionist approach. In this case, the last approach is suitable to analyze some discourses in these novels. In Hall's book, he gives a brief explanation about constructionist approach by Foucault. As Hall states that:

"Things don't mean. We construct meaning, using representational systems-concept and sign. Hence it is called

the constructivist or constructionist approach to meaning in language. We must not confuse the *material* world, where things and people exist, and the *symbolic* practices and processes through which representation, meaning and language operate. Constructivist do not deny the existence of the material world. (Hall, 1997: 26)

Based on the Hall's perspective, he states that it is not the material world which conveys meaning: it is the language system or whatever system we are using to represent our concepts. It is social actors who use the conceptual systems of their culture and the linguistic and other representational systems to construct meaning, to make the world meaningful and to communicate about that world meaningfully others.

### ***Discursive Approach***

In Hall's book, Hall also explains about Foucault and the discursive approach. Hall stated that Foucault used the word 'representation' in a narrower sense that they are using it, but Foucault is considered to have contributed to a novel and significant general approach to the problem of representation.

According to Hall, what concerned by Foucault is the production of knowledge ( rather than just meaning) through what he called discourse ( rather than just language). Foucault says that his project is to analyse 'how human beings understand themselves in our culture and how our knowledge about' the social, the embodied individual and shared meanings' comes to be produced in different period. Foucault and the *discursive* approach to representation by outlining three of his major ideas: his concept of *discourse*; the issue of *power and knowledge*, and the question of the *subject*. Hall also stated that the first point to note, then, is the shift of attention in Foucault from 'language' to 'discourse'. Foucault studied not language, but *discourse* as a system of representation.

Foucault argues that discourse constructs the topic. It defines and produces the object of our knowledge. It governs the way that a topic can be meaningfully talked about and reasoned about. He also argues that it also influences how ideas

are put into practice and used to regulate the conduct of others. As he stated below:

“ never consists of one statement, one text, one action, or one source. The same discourse , characteristic of the way of thinking or the state of knowledge at any time will appear across a range of texts, and as forms to conduct, at a number of different institutional sites within society. However, whenever, these discursive events ‘refer to the same object, share the same style and support a strategy, common institutional, administrative or political drift and pattern as the same discursive formation” (Hall, 1997: 44)

Based on Foucault’s perspective, Foucault meant a group of statements which provide a language for talking about a way of representing the knowledge about a particular topic at a particular historical moment. Discourse is about the production of knowledge through language. Foucault also said that meaning and meaningful practice is therefore constructed within discourse. However, he was concerned with the production of knowledge and meaning, not through language but through discourse.

## **2.2.2 Hegemonic Masculinity**

Gramsci’s hegemony refers to “a condition in process of a dominant class ( in alliance with other classes or class fraction). it does not merely rule a society but leads it through the exercise of ‘intellectual and moral leadership “ (Storey 2008: 79-80). This thesis focus on the way the novels represent the role of masculinity practice. To analyze these problems , the Hegemonic Masculinity theory by Connel will be very helpful.

The concept of hegemonic masculinity has been formulated since the past two decades. It is improved by recent thinking about gender, men and social hierarchy. It is influenced by the development of research about masculinities studies. Hegemonic masculinity is formulated as anti violence in every form of their behaviour.

In journal of masculinities study, Connel states that the concept of hegemonic masculinity is also formulated in these terms. It is used in the late

1980s and early 1990s. Research on men and masculinity was being consolidated as an academic field supported by a string of conferences. As she stated below:

“This is a contested concept. Yet the issues it names are very much at stake in contemporary struggles about power and political leadership, public and private violence, and changes in families and sexuality. A comprehensive reexamination of the concept of hegemonic masculinity seems worthwhile. If the concept proves still useful, it must be reformulated in contemporary terms”. (Connell, 2005: 830)

Connell argues that the concept of hegemonic masculinity is different from another masculinity, especially from subordinate masculinity. Hegemonic masculinity is considered as an unusual concept, it is only done by some men in a certain community. As she stated below:

“Hegemonic masculinity was distinguished from other masculinities, especially subordinated masculinities. Hegemonic masculinity was not assumed to be normal in the statistical sense; only a minority of men might enact it. But it was certainly normative. It embodied the currently most honored way of being a man, it required all other men to position themselves in relation to it, and it ideologically legitimated the global subordination of women to men.” (Connell, 2005: 833)

Based on the Connell perspective, the concept of hegemonic masculinity is based on the practice which allows a man to carry on the dominant behaviour toward a woman. It is not strange that in some contexts, hegemonic masculinity does not refer to the man who destroys and practices some violences toward the subordinate subject.

The concept of men's domination toward women as subordinate subject is not an independent system, but it is a historical process. Masculine domination needs some efforts to maintain the power of masculinity itself. Connell also divides the concept of hegemonic masculinity into two types. They are external hegemony and internal hegemony. As Connell has argued below:

“The concept of hegemonic masculinity, the historicity of gender is acknowledged. However, another kind of simplification has occurred. We identify two forms of hegemony, internal and external. “External hegemony” refers to the institutionalization of men's dominance over women; “internal hegemony” refers to

the social ascendancy of one group of men over all other men. The relationship between the two forms is unclear in the original formulation of the concept and unspecified in current usages. Moreover, internal hegemony typically has been understood in an “elitist” way. That is, subordinate and marginalized masculinities are seen as having no impact on the construction of hegemonic masculinity. Nonhegemonic masculinities exist in tension with, but never penetrate or impact, the hegemonic masculinity. There is, then, a dualistic representation of masculinities.” (Connell, 2005: 845)

Based on the quotation above, we can conclude that external hegemony refers to the concept of men’s domination toward women and internal hegemony refers to the concept of social power from a certain men’s community toward others. Connell also stated that empirically the existence of hegemonic masculinity can be analyzed at three levels, those are local, regional and global. In the journal of masculinity studies, Connell gives a simple explanation about those three levels. Based on Connell’s explanation, Local is constructed in the areas of direct interaction of families, organizations, and immediate communities. Regional is constructed at the level of the culture or the national state, and usually it is found in discursive, political, and demographic research. Global is constructed in the international areas such as world politics, international business and media, and it can be determined in the study of masculinity and globalization (Connell, 2005: 849).

## CHAPTER 3. RESEARCH DESIGN AND METHODOLOGY

Research design and methodology are important not only concerning how this thesis is formulated into a good thesis, but also concerning how the data are properly used. This chapter consists of three subchapters. This chapter consists of three subchapters. The first subchapter talks about the type of the research while the second one explain how the data are collected. The data processing and the data analysis in the third subchapter are used as the explanation about how the data are processed.

### 3.1 The Type of Research

Due to this research, qualitative research is used as the type of this research. In a qualitative research, the using of method is through observations, interviews and the utilization of documents. Denscombe (2007: 248) defines a qualitative research as a research which tends to be associated with words or images as the unit of the analysis. Qualitative research means the data collected are qualitative data which is analyzed descriptively. The qualitative data are taken from the dialogues and other statements of the novel which have been sorted and carefully selected in accordance with the topic of the research. Denzim and Licoln (2005:2) also state “qualitative research as a research that uses natural background, aiming to interpret the phenomena, and is done by involving various methods”. Qualitative research is using some methods in the collecting data, such as observations, interview, questioners and document analysis

In the following of Gray’s statement above, I used qualitative research because I want to analyze the data of *Fifty Shades Trilogy* by E.L James in order to know the representation of masculinity. Based on the theory representation by Hall which is explained before, the discussion will go to selected data in the novel which will be analyzed by using the theory. Thus, this thesis is compatible to use qualitative research since it supports written information and the facts that are essential to the study of this thesis.



## 3.2 Data Collection

The most important process of conducting research is collecting data. The information to expand our perspective are related to the topic of masculinity. It is impossible to conduct a research without gathering information or data. Blaxter et al ( 2006:154) states that there are four methods of data collection. They are interview, observation, questionnaire, and documentary method. As the technique of data collection, this study applies documentary method. Blaxter, et al state that documentary method is a method in collecting data by using written materials as a basis for the research by reading (2006: 154). In addition, Blaxter et al (2006:167) explain, “researches are expected to read, understand and critically analyze the writings of others, whether fellow researchers, practitioners, or policy-makers”. On the other hands, the process of studying, watching, classifying categorizing and analyzing the data critically are collecting by documents.

The primary data are taken from E.L James’s *Fifty Shades Trilogy*. The data in this thesis are selected dialogues and narrative structure between the main male character and the female main character. The secondary data are supporting data about masculinity and sadomasochism which are taken from books, and websites that are used to answer the problem in the discussion.

## 3.3 Data Processing and Data Analysis

Data source are the *Fifty Shades* Trilogy novels written by E.L James. It includes the sentence of the novel as quotes for proof. In the way of processing the data, to relate the source data with theory, it is needed several steps to do. The first step is close reading. The reading activity should be more once. It can be repeated for several times. It is important to read the novel in many times to get the understanding about the whole parts of the novel and the problem within it.

After this step, I start to do the data processing by collecting and classifying the data as well as the sentences or quotations from the source data relating to the theory. I myself divide every single data into two types. The part one is talking about the concept of masculinity in these novels. Then, the second is about the contextual background related to the concept of masculinity The data source are

collected from the novel of E.L James's *Fifty Shades Trilogy*. To analyze the meaning of the problem in the novel, the activity is briefly continued to a routine close reading to the theoretical criticism by experts and any other researches.

The next, it goes to analysis. In this case, after all data are collected and classified, the further step is to analyse them. The analysis which is done in this method of course based on the research questions that have made before. As the first research question, it is about the way how the novel represents the masculinity. So, the analysis is focused on the data which tells about that condition, then relating them to the theory of representation and the theory of hegemonic masculinity. I use the representation theory from Stuart Hall's perspective, because the theory contains some methods to analyze the meaning of hegemonic masculinity. For the analysis, I only use the discursive approach, because it contains about the way how discourse can produce a meaning. Hall stated that it will be nothing to discuss without a discourse, because discourse always tells about the truth and relating it to the historical context (Hall, 1997: 44-45) So, to know about the representation of masculinity, it only can be analyzed from the discourse that shows in these novels. This topic will be supporting by the concept of hegemonic masculinity by R.W Connel which tells about how the hegemonic masculinity's role applies in the real life.

The next research question is about how is the masculinity's role as the contextual background. So, in this case, the analysis is started from finding the data in the novel comparing them into the real condition taken from book, journal, internet, and another information about the concept of masculinity in the real life of certain society.

The third analysis is about what is the critical position of the author toward the role of masculinity which represents in these novels. In this analysis, to answer this question, it focuses on how the way of the author, either she agrees or disagrees toward that role. The last is making the conclusion. It is important for the compact and easier to understanding about the whole content and the result of the research. In addition to, hopefully, this research will be reference for researchers in doing a research which is having the same topic with this research

## CHAPTER 5. CONCLUSION

After analyzing *Fifty Shades* trilogy novels by E.L James, based on the representation theory and the concept of hegemonic masculinity, it is found that the discourses of the novels represent the characteristic of hegemonic masculinity in various form which is experienced by the male main character. They are masculinity in the form of Business Life, Masculinity in the form of Lifestyle and Masculinity in the form of Sexuality.

Hegemonic masculinity is not just an idea or a personal identity. It is also extended in the world to organize the social relation. Hegemonic masculinity is also considered as the way men behave or express their feeling, emotion, desire, wishes or etc. The characteristic of hegemonic masculinity is the role of male's power in the social life such as business, lifestyle and sexuality which is purposed to establish the identity of male. Masculinity itself can be defined as a set of attributes, behaviors and roles which is generally associated with men. Hegemonic masculinity is not a given thing. It is not stable, complex and precarious identity. Hegemonic masculinity is also considered as the practices that construct the main pattern of men in the relationship.

American masculinities are divided into two categories; those are hegemonic masculinity and subordinated masculinity. Hegemonic Masculinity refers to those people who are considered as superior. It can be the most powerful people, exemplars people (a film actors or fantasy figures), Individual holders of institutional power. Subordinated masculinity refers to those people who are considered as inferior or subordinate subject. They are women, black people community, lesbian and gay. Proving masculinity is defined as men's success to be breadwinners for their family and believe that they have to prove their masculinity in the public sphere. They also believe in the term of Self-Made Men. Self-Made Men is a model of masculinity that derives identity entirely from a man's activities in the public sphere.

The production of *Fifty Shades* Trilogy novel is also motivated by the concept of BDSM which develop in American people. Some people argue that BDSM is a kind of dangerous depiction about sexual activity, because BDSM role always use a whips and chain as long as they have sex. Meanwhile, some people also argue that BDSM is a kind of fantasy or lifestyle of sex. Those people who partake in BDSM community are usually successful professional people, educated, work full time jobs, and they also have family. James's purpose in inserting the concept of BDSM in her novels is just for fantasy. It is a kind of her imagination about BDSM community which appears in American society.

BDSM rule, especially in the term of Sadomasochism is not always related to pleasure, but I assume that this rule also represents the concept of hegemonic masculinity because sadomasochism is a kind of man's behavior which is more dominant than woman, so that is why men who partake this rule become a master or dominant in sexual activity. The term of sadomasochism in these novels does not always refer to pleasure too, but so far it refers to control as form of domination.

The idea of hegemonic masculinity and the issues of BDSM rule have leaded James to explore her imagination toward the characterization of Christian Grey in these Trilogy novels. Hegemonic masculinity is placed as something that is maintained. Hegemonic masculinity is also positioned as masculinity that supports a harmonious relation between two people. Through these books it can be seen that James supports the concept of hegemonic masculinity because the books show how hegemonic masculinity is placed in the position that causes harmonic relation. It means that even the existence of hegemonic masculinity is practiced through BDSM rule, at the end of the story, it is portrayed that the relation between Grey and Ana are going fine and continued

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