

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

A movie review is an objective analysis of a film that seeks to enlighten readers about the movie and its components. (Pn, 2023) states that an effective film review must have the qualities of being perceptive, concise, and engaging the reader's attention promptly. The review must provide a thorough examination of the film, considering its historical, social, political, or theoretical aspects. An admirable characteristic of a well-crafted film review is its ability to not only evaluate the movie, but also offer a comprehensive examination of the storyline, topic, performances, directing, visual effects, sound effects, cinematography, and other components that contributed to the creation of the picture.

Audience analysis is an essential procedure in diverse domains, such as film critiques and social and behaviour change communication (SBCC) tactics. The process includes identifying and comprehending the intended audience, including their interests, level of comprehension, attitudes, and beliefs. This approach takes into consideration demographic characteristics, geographical context, and psychological factors, as well as audience viewpoints, knowledge, and current behaviours related to the topic matter.

When it comes to movie reviews, analyzing the audience is crucial in order to accommodate the different points of view and preferences of viewers. By adapting the review to the interests, attitudes, and beliefs of the target audience, it

ensures that the review is relevant and accurate. An example of this is when someone perceives the demographic characteristics of the audience, such as age, gender, and region. This knowledge can have an impact on the choice of language and examples utilized in the review, in order to effectively deliver the intended message to the target audience.

Movie rating is a method used to evaluate and rate films according to several factors, including acting, director, cinematography, and overall excellence. The Internet Movie Database (IMDb) is an often-used movie rating system that enables users to assign ratings to movies on a scale ranging from 1 to 10. The rating system implemented by IMDb relies on user votes rather than the opinions of film critics, even when the user can add paragraphs about their opinions. In addition, the ratings are adjusted in order to make sure that specific demographics do not inappropriately influence the general ranking of a movie. Although IMDb is widely used for movie ratings, certain experts have voiced concerns about its rating system, stating that it lacks reliability as a measure of a movie's quality. IMDb's ratings have been questioned for their tendency to favour popular movies and lack of representation of professional movie critics' perspectives. Several experts also decide to look through accumulated ratings from professional critics of movies, such as those offered by Rotten Tomatoes.

"Where the Crawdads Sing" (2022) is a movie adaptation of the highly popular novel. It portrays the life of Kya, an abandoned little girl who grows up in the middle of the swampy place of North Carolina and develops a deep admiration and love for nature. The film has received a variety of reviews, including certain commentators praising Daisy Edgar-Jones' acting and the movie's thorough adaptation, while others expressing dissatisfaction with its pacing and its failure to

fully portray the deep meaning of the original novel. The movie has characteristics of a fantasy novel and a romantic mystery, focusing on Kya's life and her entanglement in a homicide investigation. The film's filmography and scenery have been applauded for their outstanding qualities despite its pacing, and the limits of the adaptation have been identified as areas that may be improved. The film has a rating of average 7.2 on IMDb and has received a combination of positive and negative reviews on Rotten Tomatoes.

In general, the film has sparked debates on its adaptation of the book's original content and how well it's able to reflect the key elements of the novel.

The psychological analysis of the film adaptation of "Where the Crawdads Sing" focuses on the characters' growth, their emotional progression, and the significance of empathy in comprehending their experiences. The film depicts Kya's emotional and mental empathy, highlighting the subject of empathy psychology, which explores how individuals understand and react to the emotions of others. The concepts of emotional and cognitive empathy assert that humans are able to utilize cognitive skills to fully understand the mental condition of others. The portrayal of Kya's empathic disposition in the film might be interpreted as an examination of this psychological concept.

1.2 Research Question

The movie adaptation 'Where The Crawdads Sing' (2022) and the original novel have attracted two sides from the audiences. The issues addressed in the author's work are:

What are the elements that influence these contrasting perspectives from the Users when making their review of the film?

1.3 Purpose of the Study

Based on the research questions outlined above, this study aims to achieve the following objectives:

1. This study identify how the audience review can effect on the movie “Where the Crawdads Sings” getting overall result of 7.2 out of 10 on IMDb.
2. This study could help director or screen writer of upcoming ‘adaptation movie’ to see from previous work’s comment or prespective that could help on writing, directing, especially from certain setting.

1.4 Scope of the Study

This research aims to examine the audience review of the movie ‘Where the Crawdads Sing’ (2022). Specifically, it seeks to identify the useful side of the viewer’s perspective on reviewing the movie, and how the reviews can be used to distinguish the details of disadvantages and advantages of the movie. Additionally, the study aims to analyze how audience review of a movie could help people in finding objectives in artworks.

1.5 Limitation of the Study

In this study, the writer found there is limitation while doing the research. The limitation encountered by the researcher is the lack of socio-background that is being provided in the review by the IMDb users of the film ‘Where the Crawdads Sing’ (2022). The IMDb website are a public access using a User ID that used to identify users’ contribution to the page by making reviews or voting the reviews.

When analyzing the data, researcher only found a few of the users’ that implicitly or showing their socio-background, i.e., mention of their age, their marital-status, their gender, and their social status. This limitation makes quite difficult for the

researcher to delve further into the reasons why the user likes or dislikes the film they are reviewing, because it cannot reveal further expressions in their sentences that might be implied and can strengthen their reasons.

1.6 Significance of the study

The results of the study are expected to be beneficial in several aspects:

1. To help identify how viewer's perspective can also be a valuable resource for another viewers or people who are going to watch a particular film.
2. To give further and deeper knowledge about the audience reviews as a tool in literature works, especially in film.
3. To provides more information about audience review to help future researches explores the same topics regarding audience review, or reader response.

