ABSTRACT

Suhardi, Titiana. 2009. **Social Bias of modern Society in *Pretty Woman* Film.** Final

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The final project intends to analyze social bias in occurs in the modern society in *Pretty Woman* movie. Social bias is social problem that often exists in the society when one group think that they are the best and they look down on others and the opinion closely related to the different level of social class among them.

There are three problems discussed in this study. First, how social bias of modern society described in the *Pretty Woman* is; second, why social bias exists in modern society in the story; third, what are the effects of the social bias in the society. The objectives of the study are to investigate social bias of modern society described in the movie, to investigate the reasons why social bias exists in the modern society, and to investigate the effects of the social bias in the society.

The method used was the qualitative analysis. It focuses on data in the form of words, phrases, and sentences, and the explicit and implicit utterances in script of the movie. The data collected by watching the film repeatedly, identifying, listing, then, searching for books and literary and collecting the data based on the main source, then classified the data related to social bias. After that the classifying data are interpreted to take the conclusion based on them.

The result of the study reveals that the movie is as a reflection of social bias exists in the modern social. There are some characteristics of modern society who have capitalism as their belief, they are; individualism, subjectivism, and rationalization, etc. Capitalism it self is a belief in which people only think about money and how they can get profits from the high class people. It is also; subjectivism rationalization and individualism found in the movie as the factor of social bias. The analysis of the effects of the social bias can also be found in the film such as, rich people and poor people more separate one to another, the existence of the same level community, and individualism.