

ABSTRACT

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REPRESENTATION OF FEMINISM IN STAR WARS THE LAST JEDI

(xii + 97 pages: 12 pictures; 9 tables; 8 appendices)

The media, especially films, as the biggest role holder have a role in inculcating the image of women but the image is not obtained from the reality of women's lives but from the desires and fantasies of men, so it is not surprising that the image of women in films only functions as a narrative object that indicates passivity and even women also serve as the main erotic objects in the film. Even in Hollywood women still feel under-represented in films. The involvement of women in Hollywood films is relatively small and is often described as a figure who only emphasizes physical beauty.

However, along with the development of the film industry, the depiction of female characters has also developed and one of the films that applies feminism is Star Wars The Last Jedi, therefore this study aims to determine the representation of feminism in The Last Jedi. This study uses the concept of stereotyping and objectification of women in films and analyzed using the semiotics method of Roland Barthes. Stereotypes and objectification are the most prominent issues in the representation of women in films. Blockbuster films play a major role in upholding and perpetuating patriarchal stereotypes about women. In addition, portraying female characters objectively also strengthens patriarchal ideology and stereotypes.

Keywords: Representation of Feminism, Star Wars, Star Wars The Last Jedi, Stereotypes, Objectification, Women, Film, Semiotics, Barthes Semiotics.

References: 24 books (1994-2014); 15 journals; 1 internet site.

ABSTRAK

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REPRESENTASI FEMINISME DALAM STAR WARS THE LAST JEDI

(xii + 97 halaman: 12 gambar; 9 tabel; 8 lampiran)

Media, khususnya film, sebagai pemegang peran terbesar memiliki andil dalam penanaman mengenai citra perempuan namun citra tersebut bukan di dapatkan dari realitas kehidupan perempuan melainkan dari hasrat dan fantasi laki-laki, maka tidak heran apabila citra perempuan dalam film hanya berfungsi sebagai objek narasi yang menandakan kepasifan dan bahkan perempuan juga berfungsi sebagai objek erotis utama dalam film. Bahkan di Hollywood para perempuan masih merasa kurang terwakilkan dalam film. Keterlibatan perempuan dalam film Hollywood memang terbilang kecil dan sering digambarkan sebagai sosok yang hanya menonjolkan kecantikan fisik.

Namun seiring berkembangnya industri perfilman penggambaran karakter perempuan juga mengalami perkembangan dan salah satu film yang menerapkan feminisme adalah Star Wars The Last Jedi karena itu penelitian ini bertujuan untuk mengetahui representasi feminisme dalam The Last Jedi. Penelitian ini menggunakan konsep Stereotip dan Objektivikasi wanita dalam film dan dianalisis menggunakan metode semiotika Roland Barthes. Stereotip dan objektivikasi merupakan isu yang paling menonjol dalam representasi perempuan dalam film. Film-film blockbuster memainkan peran utama dalam menegakkan dan melestarikan stereotip patriarkal tentang perempuan. Selain itu memerankan karakter perempuan secara objektivikasi juga memperkuat ideologi dan stereotip patriarki.

Kata Kunci: Representasi Feminisme, Star Wars, Star Wars The Last Jedi, Stereotip, Objektivikasi, Perempuan, Film, Semiotika, Semiotika Barthes.

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