

## ABSTRAK

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### **REPRESENTASI *STEREOTYPE GENDER* DALAM FILM “LITTLE WOMEN” (1994)**

(XV + 145 halaman: 33 gambar; 2 lampiran)

Kata Kunci: Film, *Stereotype Gender*, Semiotika Roland Barthes

Feminisme mulai populer pada abad ke – 18 di mana feminisme merupakan suatu gerakan perempuan yang terjadi karena adanya ketidakadilan pada *gender*. Ketidakadilan *gender* disebabkan oleh *stereotype gender* yang terjadi di suatu lingkungan. *Stereotype gender* masih dapat kita temui di kehidupan sehari – hari. Film “Little Women” (1994) merupakan salah satu film yang mengangkat kisah seorang penulis novel yang hidup di era feminisme gelombang pertama pada tahun 1800-an.

Penelitian yang dilakukan oleh peneliti menggunakan pendekatan penelitian kualitatif dengan metode penelitian semiotika menurut Roland Barthes, dimana subjek penelitian ini adalah film “Little Women: (1994) dengan objek penelitiannya adalah perilaku *stereotype gender* dalam film “Little Women” (1994). Hasil dari penelitian ini menemukan bahwa terdapat 3 tipe *stereotype gender* antara lain *personality traits*, *physical appearance*, dan *domestic behaviours*. Perilaku *stereotype gender* terlihat dalam bidang pendidikan, pekerjaan, hukum, maupun lingkungan sosial.

Referensi: 65 (1992-2021)

## ABSTRACT

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### **REPRESENTATION OF *GENDER* STEREOTYPES IN THE FILM “LITTLE WOMEN” (1994)**

(XV + 145 page: 33 pictures; 2 attachment)

Key Word: Film, Stereotype *Gender*, Roland Barthes Semiotics

Feminism became popular in the 18th century where feminism was a women's movement that occurred because of *gender* inequality. *Gender* inequality is caused by *gender* stereotypes that occur in an environment. We can still find *gender* stereotypes in everyday life. The film “Little Women” (1994) is one of the films that tells the story of a novelist who lived in the era of the first wave of feminism in the 1800s.

The research conducted by the researcher uses a qualitative research approach with semiotic research methods according to Roland Barthes, where the subject of this research is the film “Little Women” (1994) with the object of research is *gender* stereotyped behavior in the film “Little Women” (1994). The results of this study found that there are 3 types of *gender* stereotypes, namely personality traits, physical appearance, and domestic behavior. *Gender* stereotyped behavior is seen in the fields of education, work, law, and the social environment.

References: 65 (1992-2021)