

ABSTRAK

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REPRESENTASI WANITA SEBAGAI AGENDA FEMINIST MELALUI *FILM: WONDER WOMAN*

(vii + 129 halaman: 41 gambar; 30 tabel; 1 lampiran)

Kata kunci: Representasi, Feminisme, Film, Wonder Woman, Charles Sanders Peirce, Analisis Semiotik

Topik yang sering diangkat sebagai isu untuk feminis adalah ketidaksetaraan gender, stereotip terhadap perempuan, dan diskriminasi terhadap perempuan. Representasi negatif terhadap perempuan ini mengarah pada gerakan feminism untuk memperjuangkan hak-hak perempuan. Salah satu cara stigma ini ditempatkan dalam masyarakat adalah melalui film, karena informasi dipertukarkan dan makna itu secara tidak sadar diberikan kepada penonton. Namun, dalam beberapa tahun terakhir, industri film mulai mewakili perempuan secara berbeda. Untuk riset ini, Wonder Woman digunakan sebagai objek penelitian karena itu adalah pahlawan aksi super pertama yang dibuat sebagai karakter utama dan dianggap sebagai ikon feminis. Untuk alasan ini, penelitian ingin meneliti bagaimana film menunjukkan representasi feminism.

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis semiotika *Charles Sanders Peirce*. Pengumpulan data dilakukan melalui partisipasi dalam pengaturan, mengamati secara langsung, dan menganalisis dokumen dan budaya material sebagai sumber data primer; situs web, buku, dan artikel jurnal sebagai sumber data sekunder.

Dari hasil penelitian, terbukti bahwa representasi feminism melalui Wonder Woman diidentifikasi dalam tiga kategori yang digambarkan sebagai *Mesomorph Feminism*, *Libertural Feminism*, dan *Mutual Feminism*.

Referensi: 98 (1986-2014)

ABSTRACT

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THE REPRESENTATION OF WOMEN AS A FEMINIST AGENDA THROUGH FILM: WONDER WOMAN

(vii + 129 pages; 41 pictures; 30 tables, 1 attachment)

Keywords: Representation, Feminism, Film, Wonder Woman, Charles Sanders Peirce, Semiotic Analysis

A topic that is often brought up as issues for the feminists were gender inequality, female stereotyping, and women discrimination. This negative representation of female led to the movement of feminisms to champions for female rights. One of the ways this stigma was placed in a society was through the film, because information is exchanged and meaning was given to the audience subconsciously. However, in recent years, the film industry started to represent female differently. For this research, Wonder Woman is used as a research object because it was the first super male action hero to be made as a lead character and was perceived as a feminist icon. For this reason, the research wanted to research as to how the film showed the representation of feminism.

This research uses the qualitative approach with Charles Sanders Peirce's semiotics analysis method. Data collection is carried out through participating in the setting, observing directly, and analyzing documents and material culture as sources of primary data; websites, books, and journal articles as sources of secondary data.

From the research, it is proven that feminism representation through the Wonder Woman are identified in three categories described as Mesomorph Feminism, Libertural Feminism, and Mutual Feminism.

Reference: 98 (1977-2018)