

ABSTRAK

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REPRESENTASI STEREOTIP PEREMPUAN DALAM FILM DISNEY TANGLED

(124 halaman; 18 gambar; 8 tabel; 0 lampiran)

Stereotip perempuan masih menjadi isu sosial saat ini. Beberapa diantaranya yaitu stereotip tentang perempuan sebagai manusia lemah, gambaran fisik perempuan juga peran sosial yang sudah dilekatkan sebagai norma sosial. Salah satu bidang yang juga sering memunculkan isu mengenai stereotip perempuan adalah melalui film.

Penelitian kali ini bertujuan untuk menjelaskan bagaimana film Disney Tangled merepresentasikan stereotip perempuan yang ada ke dalam cerita. Sebagai salah satu studio film animasi terbesar, film karya Disney mengalami perkembangan representasi perempuan. Hasil dari penelitian ini menunjukkan bahwa film Disney Tangled mampu merepresentasikan stereotip perempuan dari sisi yang berbeda. Film ini menunjukkan bahwa ada kesetaraan antara tokoh perempuan dan laki-laki.

Penelitian ini adalah penelitian kualitatif yang akan menganalisis objek penelitian berdasarkan unsur diskursif, non-diskursif dan materialisasi objeknya sesuai kaedah menggunakan pendekatan analisis wacana kritis oleh S. Jäger & F. Maier. Peneliti juga akan dibantu dengan konsep tentang stereotip perempuan dari berbagai jurnal untuk mengidentifikasi stereotip perempuan apa saja yang ada di dalam film kemudian untuk dianalisis representasinya.

Kata kunci: Disney Tangled, representasi, stereotip, perempuan, kesetaraan gender

Referensi:

ABSTRACT

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REPRESENTATION OF WOMEN'S STEREOTYPES IN DISNEY TANGLED FILM

(124 pages; 18 pictures; 8 tables; 0 attachments)

Female stereotype is still a present and an ongoing social issue up until today. Some of them are a stereotypical that saying female as a weak human being, female ideal physical traits/image as well as some social roles that have been attached as social norms. One area that often raises issues regarding female stereotypes is through films.

The aim of this research is to explain how the Disney Tangled film represents the female that exists in the story. As one of the largest animated film studios, Disney has developed their female representation on their movie over years. The results of this study indicate that the Disney Tangled is able to represent female stereotypes from different perspective. This film shows that there is an equality between male and female characters.

This is a qualitative research that will analyze the object of this research based on discursive, non-discursive elements and the materialization of the object, is in accordance with the principles of using the critical discourse analysis approach by S. Jäger & F. Maier. Researcher will also be assisted by the concept of female stereotypes from various journals and authors to identify what female stereotypes are present in the film and then to analyze their representation.

Keywords: *Disney Tangled, representation, stereotype, female, gender equality*

References: