

Pengukuhan stereotip gender yang tersembunyi dalam fairy tale adaptasi Walt Disney: The Little Mermaid (1989) dan Tangled (2010) = The strengthen of gender stereotypes in Disney's animation: The Little Mermaid (1989) and Tangled (2010)

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Abstrak

Pada masa Disney Renaissance, Disney telah mencoba untuk mendobrak stereotip gender yang telah melekat dengan mereka selama ini. Walaupun begitu, tidak dapat dipungkiri stereotip gender masih terpatrit karena masyarakat telah diajarkan mengenai stereotip gender dari media sejak kecil. Hal ini juga terlihat pada dua film animasi adaptasi Disney The Little Mermaid (1989) dan Tangled (2010). Tulisan ini menganalisa berbagai stereotip gender yang tersembunyi dalam kedua film tersebut dan bagaimana stereotip-stereotip tersebut tetap terlihat walaupun telah berusaha disembunyikan. Ada dua hal yang akan dianalisa dalam tulisan ini. Yang pertama penggambaran good woman dan bad woman menyimbolkan konsep beauty klasik. Yang kedua, penggambaran laki-laki, kejadian-kejadian di film serta lagu tetap memiliki kebiasaan yang sama seperti dahulu. Hasil analisa film ini adalah film-film Disney tetap mengandung stereotip gender walaupun telah berusaha disembunyikan.

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During the era of Disney Renaissance, Disney has been trying to break the gender stereotypes that have been closely related to them. However, it is undeniable that gender stereotypes are still imprinted because people have been fed by gender stereotypes from the show since they are young. It is also shown in two Disney adaptation animation movies titled The Little Mermaid (1989) and Tangled (2010). This writing examines various evidences of gender stereotypes that are hidden in both movies and how they are still seen although the creators have kept them hidden. There are two major points that will be examined in this paper. First, the depiction of good woman and bad woman is symbolizing the classical beauty concept. Second is the depiction of man, the act, and the song is still containing the same 'rule' as previous time. This paper is concluded by a statement that Disney's movies are still containing gender stereotypes although they have been tried to be hidden.