

## Rekonstruksi gambaran wanita ideal dalam dongeng melalui serial televisi once upon a time = Reconstruction of the ideal image of women in fairytales through the television series once upon a time.

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### Abstrak

Fairy tale selama ini digunakan sebagai media penyebaran moral dan mendukung ideologi seperti patriarki. Hal ini terlihat dari bagaimana tokoh-tokoh digambarkan harus memenuhi beberapa karakteristik berdasarkan konsep mengenai gender yang stereotipikal. Sebagai contoh, raja yang bijak, ksatria yang berani, dan puteri dalam kesusahan. Fairy tales dahulu disebarkan secara lisan. Namun, seiring berjalannya waktu fairy tales sudah dalam bentuk buku cerita, film, dan bahkan serial televisi. Once Upon A Time (2012) adalah salah satu serial televisi yang didasari oleh fairy tales. Walaupun begitu, dapat dilihat bahwa serial televisi ini tidak menyebarkan ideologi yang sama dengan yang disebarkan fairy tale klasik. Dengan menggunakan diagram aktansial milik Greimas, teori mengenai gender, dan analisis penokohan, skripsi ini menunjukkan bagaimana Once Upon A Time merekonstruksi tokoh-tokoh wanitanya, seperti Snow White dan Cinderella. Analisis tersebut membuktikan bahwa fairy tale modern seperti Once Upon A Time tidak lagi mempromosikan ideologi patriarki.

*Fairy tale has been used as a medium to deliver moral values and support ideologies such as patriarchy throughout time. This can be seen from how the characters must fulfill certain characteristics based on the stereotypical idea of gender. For example, the wise king, the brave knight, and the damsel in distress. Fairy tales used to be told orally; however, as time goes by, fairy tales have transformed into storybooks, movies, and even television series. Once Upon A Time (2012) is one among the television series based on fairy tales. However, it appears that the ideology being delivered by this television series is different from the classic fairy tales. Using Greimas's Actantial Model diagram, gender theories, and characterization, the paper shows how the television series Once Upon A Time reconstructed its female characters, such as Snow White and Cinderella. The analysis shows that the television series omits the concept of binary opposition that was once is delivered by classic fairy tales. Through this research, I want to show that modern version of fairy tales like Once Upon A Time no longer deliver the patriarchal ideology.*