

Representasi perempuan Amerika dan Inggris dalam komedi romantis Hollywood the Holiday 2006 = The representation of American and British women in Hollywood romantic comedy the Holiday 2006 / Mahrita Dwi Haryati

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Abstrak

[ABSTRAK
Film komedi romantis Hollywood dikenal tidak ramah terhadap perempuan. Anggapan ini kemudian dipertanyakan ketika tokoh utama wanita pada film The Holiday (2006) berasal dari latar belakang budaya yang berbeda, yaitu Amerika dan Inggris, meskipun keduanya memiliki masalah percintaan yang serupa.

Penelitian

ini bertujuan untuk mengetahui bagaimana produk Hollywood menggambarkan kuasa perempuan Amerika dan

Inggris dengan mengangkat isu relasi kuasa dalam hubungan romantis masing-masing tokoh. Dengan menggunakan analisis semiotik visual pada delapan scene yang telah dipilih, penelitian ini menemukan bahwa

perempuan Amerika digambarkan sebagai lebih berkuasa daripada perempuan Inggris dalam hubungan romantis

meskipun dinamika keduanya serupa.

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ABSTRACT

Hollywood romantic comedy has been known to be unfriendly to women. This notion is questioned when the

female leading characters in The Holiday (2006) have different cultural backgrounds, American and British, yet

both encounter similar relationship problems. This research aims at finding out how this Hollywood product portrays the power of American and British women using their power in romantic relationships as the main issue. Utilizing visual semiotic analysis in eight selected scenes, the research finds that American woman is portrayed more powerful than the British in romantic relationships although their dynamics of power are

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