

Representasi tokoh perempuan dalam film Disney Brave = The representation of female characters in Disney movie Brave / Monica Kansy

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Abstrak

[ABSTRAK

“Brave” adalah sebuah film animasi komputer dari Amerika yang bertemakan fantasi komedi yang diproduksi oleh Pixar Animation Studios dan di diterbitkan oleh Walt Disney Pictures pada tahun 2012.

Film

ini berbeda dari cerita fairy tales klasik. Film ini mempresentasikan perempuan sebagai tokoh utama. Masalah yang akan dibahas di sini adalah bagaimana tokoh-tokoh perempuan direpresentasikan dalam film “Brave”. Penelitian ini menggunakan semiotik dan kode televisi oleh John Fiske. Beberapa subtema yang digunakan adalah feminisme dalam kekuatan, feminisme dalam kepemimpinan, feminisme dalam stereotip, feminisme dalam karakterisasi, dan feminisme dalam kebebasan. Lebih lanjut lagi, film ini menunjukkan beberapa perubahan mendasar dari stereotip film Disney.

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ABSTRACT

"Brave" is an American computer-animated fantasy comedy film produced by Pixar Animation Studios and released by Walt Disney Pictures in 2012. This film is different from classic fairy tales. This film represented a tough woman as the main character. The problem that will be discussed here is how the female characters are represented in "Brave". This study uses semiotics, particularly codes of television by John Fiske. Subthemes are used to analyze feminism in power, feminism in leadership, feminism in stereotypes, feminism in characterization, and feminism in freedom. The conclusion of this study is that the film contains feminism in power, leadership, stereotypes, characterization, and freedom. Furthermore, this film shows some basic changes from the common stereotype of Disney movie.;"Brave" is an American computer-animated fantasy comedy film produced by Pixar Animation Studios and released by Walt Disney Pictures in 2012. This film is different from classic fairy tales. This film represented a tough woman as the main character. The problem that will be discussed here is how the female characters are represented in "Brave". This study uses semiotics, particularly codes of television by John Fiske. Subthemes are used to analyze feminism in power, feminism in leadership, feminism in stereotypes, feminism in characterization, and feminism in freedom. The conclusion of this study is that the film contains feminism in power, leadership, stereotypes, characterization, and freedom. Furthermore, this film shows some basic changes from the common stereotype of Disney movie., "Brave" is an American computer-animated fantasy comedy film produced by Pixar Animation Studios and released by Walt Disney Pictures in 2012. This film is different from classic fairy tales. This film represented a tough woman as the main character. The problem that will be discussed here is how the female characters are represented in "Brave". This study uses semiotics, particularly codes of television by John Fiske. Subthemes are used to analyze feminism in power, feminism in leadership, feminism in stereotypes, feminism in characterization, and feminism in freedom. The conclusion of this study is that the film contains

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