

## Stereotip terhadap wanita Amerika: wanita latin dan wanita pirang, dalam Transformers (2007) dan Transformers: Dark of The Moon (2011) = Stereotype of American Women: Latina and Blonde, in Transformers (2007) and Transformers: Dark of The Moon (2011)

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### Abstrak

[<b>ABSTRAK</b><br> Penelitian ini ditujukan untuk melihat stereotip yang berkembang di Amerika tentang perempuan Latin dan perempuan pirang yang digambarkan dalam film seri Transformers, yakni Transformers dan Transformers: Dark of The Moon. Masing-masing film memiliki karakter perempuan, dimana film pertama memiliki karakter perempuan Latin dan film kedua memiliki karakter perempuan pirang. Stereotip yang berkembang tentang perempuan Latin dan perempuan pirang memengaruhi representasi dan gambaran mereka sebagai perempuan di Amerika. Penelitian ini merupakan analisis komparatif dan metode yang digunakan pada penelitian ini adalah metode kualitatif yang menggunakan media populer yakni film. <b>ABSTRACT</b><b> This study is to cognize the stereotypes that exist in America toward Latina and Blonde which are represented in the Transformers film series, the Transformers and the Transformers: Dark of The Moon. Each of these two films has a female main character, in which the first film uses a Latina woman and the second film uses a Blonde woman. Stereotypes that thrive toward Latina and Blonde influence the representation and the image of these women in American films. This study is a comparative analysis and the method that used in this research is qualitative method, using popular media, films.;This study is to cognize the stereotypes that exist in America toward Latina and Blonde which are represented in the Transformers film series, the Transformers and the Transformers: Dark of The Moon. Each of these two films has a female main character, in which the first film uses a Latina woman and the second film uses a Blonde woman. Stereotypes that thrive toward Latina and Blonde influence the representation and the image of these women in American films. This study is a comparative analysis and the method that used in this research is qualitative method, using popular media, films.;This study is to cognize the stereotypes that exist in America toward Latina and Blonde which are represented in the Transformers film series, the Transformers and the Transformers: Dark of The Moon. Each of these two films has a female main character, in which the first film uses a Latina woman and the second film uses a Blonde woman. Stereotypes that thrive toward Latina and Blonde influence the representation and the image of these women in American films. This study is a comparative analysis and the method that used in this research is qualitative method, using popular media, films., This study is to cognize the stereotypes that exist in America toward Latina and Blonde which are represented in the Transformers film series, the Transformers and the Transformers: Dark of The Moon. Each of these two films has a female main character, in which the first film uses a Latina woman and the second film uses a Blonde woman. Stereotypes that thrive toward Latina and Blonde influence the representation and the image of these women in American films. This study is a comparative analysis and the method that used in this research is qualitative method, using popular media, films.]