

Representasi femininitas dalam Anime Gake No Ue No Ponyo = Representation of femininity in Anime Gake No Ue No Ponyo

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Abstrak

ABSTRAK

Skripsi ini membahas representasi femininitas dalam anime Gake no Ue no Ponyo karya Hayao Miyazaki. Penelitian ini bertujuan untuk menganalisis konstruksi imaji femininitas dalam anime tersebut. Metode analisis dalam skripsi ini menggunakan pendekatan semiotika Rolland Barthes. Pembahasan dalam skripsi ini menggunakan teori Dorothy Smith dalam bukunya Text, Fact, and Femininity (1990). Hasil penelitian ini menunjukkan bahwa representasi femininitas dalam anime Gake no Ue no Ponyo bertentangan dengan representasi femininitas umumnya ada dalam budaya patriarki, ditampilkan dalam bentuk femininitas yang bernegosiasi yaitu strategic femininity.

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ABSTRACT

This study focused on representation of femininity which is contained in Hayao Miyazaki's anime Gake no Ue no Ponyo. The purposed of this study is to analyze the construction image of femininity that is shown in the anime. The analysis method of this study uses Rolland Barthes semiotic approached. The discussion in this study uses the theory from Dorothy Smith in her book, Text, Fact, and Femininity (1990). The result of this research showed that the representation of femininity in Gake no Ue no Ponyo anime as a contrary to the representations of femininity known in patriarchal culture, showed by the negotiation in femininity namely strategic femininity.