

# Imaji Hollywood dalam film adaptasi Grimm Bersaudara Hansel and Gretel: witch hunters = The Image of Hollywood in Brothers Grimm movie adaptation Hansel and Gretel: witch hunters

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## Abstrak

Proses adaptasi teks dongeng menjadi film semakin banyak dilakukan oleh produser film Hollywood. Salah satunya ialah film Hansel and Gretel: Witch Hunters (2013) produksi Paramount Pictures yang diadaptasi dari dongeng Grimm bersaudara. Penelitian ini membahas imaji Hollywood yang direpresentasikan dalam film Hansel and Gretel: Witch Hunters (2013). Dengan metode kualitatif berupa deskriptif analisis, penelitian ini berfokus pada bagaimana imaji Hollywood dikemas dalam film. Hasil penelitian menunjukkan bahwa adanya imaji-imaji baru yang berbeda dengan versi aslinya disebabkan karena adanya pengembangan cerita serta perubahan motif yang dilakukan oleh tim produksi. Imaji Hollywood dalam film ini digambarkan melalui penokohan, alur dan cerita, dialog antar tokoh serta ekspresi yang dikemas berbeda dari versi dongeng Grimm. Hal ini berkaitan dengan tujuan Hollywood sebagai industri global yang ingin menciptakan suatu hiburan massa yang menjangkau pasar internasional.

..... The adaptation of fairy-tale texts into films is increasingly being carried out by Hollywood film producers. The film Hansel and Gretel: Witch Hunters (2013) is produced by Paramount Pictures which was adapted from the fairy tale of the Brothers Grimm Hansel und Gretel. This study discusses Hollywood images represented in the film Hansel and Gretel: Witch Hunters (2013). With qualitative methods in the form of descriptive analysis, this study focuses on how Hollywood images are packaged in films. The results of the study show new images that are different from the original version. The result is due to the development of stories and changes in motives carried out by the production team. Hollywood images in this film are portrayed through characterizations, lines and stories, dialogues between characters and expressions that are packaged differently from the fairytale version of Grimm. The result also show how Hollywood as a global industry create a mass entertainment that reaches international markets.