

ABSTRACT

Maulida Hafidzah Lisdiana. 1165030107. Heroine Appearance in Three Animated Adventure Movies: Moana, Mulan and Brave. Ungraduate Thesis, English Departemen, Faculty of Adab and Humanities, Islamic State University of Sunan Gunung Djati Bandung.

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Keywords: Animated Movies, Heroine Portrayal, Gender Roles, Empowerment

Animated movies have a significant impact on shaping societal perceptions, particularly those regarding gender roles and female empowerment. Traditional portrayals of passive princesses in need of rescue are gradually being challenged, leading to the emergence of empowered and adventurous heroine characters. This research aims to explore and compare the representations of heroines in three animated adventure movies: "Moana," "Mulan," and "Brave." The study addresses two key questions: How do these heroines manifest in their respective animated adventure movies, and what are the similarities and differences in their portrayal? Employing a combination of descriptive and comparative literature methodologies, the research delves into the characteristics, actions, and narratives of the heroine characters. Through systematic data collection, including scene capture and analysis, the study investigates the heroine characters' traits, actions, and relationships within the narrative. Comparisons are drawn to unveil commonalities and distinctions among the heroines, shedding light on their unique identities and roles. The analysis reveals that the selected movies present heroines who defy conventional norms, showcasing qualities of independence, courage, and self-determination. By challenging societal expectations, these heroines encourage young audiences to embrace diverse role models and consider alternative narratives beyond traditional gender stereotypes. This research contributes to a deeper understanding of how animated movies influence gender perceptions and promote empowerment among young viewers. As animated movies continue to evolve, the study's insights may guide future filmmakers and writer in crafting narratives that inspire and empower audiences.

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Kata Kunci: Film Animasi, Representasi Tokoh Perempuan Pemberani, Peran Gender

Film animasi memiliki dampak yang signifikan dalam membentuk pandangan masyarakat, terutama terkait peran gender dan pemberdayaan perempuan. Representasi tradisional putri pasif yang membutuhkan penyelamatan secara perlahan mulai dipertanyakan, sehingga muncul tokoh-tokoh perempuan pemberani dan petualang. Penelitian ini bertujuan untuk menjelajahi dan membandingkan representasi tokoh perempuan dalam tiga film animasi petualangan: "Moana," "Mulan," dan "Brave." Penelitian ini mencoba menjawab dua pertanyaan utama: Bagaimana tokoh-tokoh perempuan ini diwujudkan dalam film animasi petualangan masing-masing, dan apa persamaan serta perbedaan dalam representasi mereka? Dengan menggunakan metodologi deskriptif dan sastra bandingan, penelitian ini menggali karakteristik, tindakan, dan narasi tokoh-tokoh perempuan. Melalui pengumpulan data yang sistematis, termasuk tangkapan adegan dan analisis, penelitian ini menyelidiki sifat-sifat, tindakan, dan hubungan tokoh-tokoh perempuan dalam naratifnya. Perbandingan ditarik untuk mengungkap persamaan dan perbedaan di antara tokoh-tokoh perempuan, memberikan wawasan tentang identitas dan peran unik mereka. Analisis ini mengungkap bahwa film-film yang dipilih menyajikan tokoh perempuan yang menantang norma-norma konvensional, menunjukkan kualitas independensi, keberanian, dan penentuan diri. Dengan menghadapi harapan-harapan sosial yang berbeda, tokoh-tokoh perempuan ini mendorong penonton muda untuk merangkul beragam tokoh teladan dan mempertimbangkan naratif alternatif di luar stereotip gender tradisional. Penelitian ini memberikan kontribusi dalam memahami lebih dalam bagaimana film animasi mempengaruhi pandangan gender dan mendorong pemberdayaan di kalangan penonton muda. Saat film animasi terus berkembang, wawasan dari penelitian ini dapat membimbing para pembuat film dan peneliti di masa depan dalam merancang naratif yang menginspirasi dan memberdayakan para penonton.