THE REPRESENTATION OF ECOFEMINIST TRAITS IN THE CHARACTERIZATIONS OF MALEFICENT IN DISNEY'S 2019 *MALEFICENT: MISTRESS OF EVIL*

By:

Ni Putu Diah Setyadewi

1812021017

English Language Education

ABSTRACT

Gender equality and feminism have become global issues in various fields that discuss people's struggles to get their rights regardless of gender identity. The existence of feminism in society must be introduced to people from an early age to address gender issues. As the most prominent animated film production, the Walt Disney Company inserts elements of feminism to present it to children. Through animated films, children become aware of gender equality that occurs in their society. Disney's 2019 *Maleficent: Mistress of Evil* is one of the Disney films that includes the issue of feminism through the characterization of the characters. This study analyses the representation of Maleficent's characterizations and her ecofeminist traits in Disney's 2019 *Maleficent: Mistress of Evil*. Using interactive data analysis adapted from Miles, Huberman, and Saldana (2014) through the film's narrative and stylistic elements, the study found that Maleficent perceives 15 characterizations. Those are affectionate, caring, friendly, helpful, loving, nurturing, protective, agile, bold, powerful, resilient, ambitious, assertive, creative, and independent. Based on those characterizations, this study found that Maleficent possessed ecofeminist traits, which were viewed from her traits of being nature loving and proactive to protect nature. Through those characterizations found in Maleficent, teachers, parents, and society can be more aware of the importance of feminist values, and they can introduce the values to their children.

Key words: Disney, film, ecofeminism, Maleficent

REPRESENTASI SIFAT-SIFAT EKOFEMINIS DI DALAM KARAKTERISASI MALEFICENT DI DISNEY'S 2019 *MALEFICENT: MISTRESS OF EVIL*

Oleh:

Ni Putu Diah Setyadewi

1812021017

English Language Education

ABSTRAK

Kesetaraan gender dan feminisme telah menjadi isu global di berbagai bidang yang membahas tentang perjuangan masyarakat untuk mendapatkan haknya tanpa memandang identitas gendernya. Eksistensi feminisme di masyarakat harus dikenalkan kepada masyarakat sejak dini untuk menyikapi isu gender. Sebagai produksi film animasi terbesar, *Walt Disney Company* menyisipkan unsur feminisme dalam rangka memperkenalkannya kepada anak-anak. Melalui film animasi, anak-anak akan mengetahui isu kesetaraan gender yang terjadi di sekitar masyarakat. Film Disney's 2019 *Maleficent: Mistress of Evil* merupakan salah satu film *Disney* yang memasukkan isu feminisme melalui penokohan karakter. Penelitian ini bertujuan untuk menganalisis representasi karakterisasi Maleficent dan sifat-sifat ekofeminis di dalam karakterisasi Maleficent di film Disney's 2019 *Maleficent: Mistress of Evil*. Dengan menggunakan analisis data interaktif yang diadaptasi dari Miles, Huberman, dan Saldana (2014) beserta melalui elemen naratif dan gaya kebahasaan film, penelitian ini menemukan bahwa Maleficent merepresentasikan 15 karakterisasi, yaitu, penyayang, peduli, ramah, suka menolong, penuh kasih, memelihara, protektif, gesit, berani, kuat, ulet, ambisius, tegas, kreatif, dan mandiri. Berdasarkan karakterisasi tersebut, ditemukan bahwa Maleficent memiliki sifat ekofeminis, yang dilihat dari karakternya sebagai seseoran yang pecinta alam serta aktif untuk melindungi alam. Melalui karakterisasi yang terdapat dalam Maleficent, para guru, orang tua, dan masyarakat dapat lebih menyadari pentingnya nilai-nilai feminis, dan mereka dapat memperkenalkan nilai-nilai tersebut kepada anak-anak mereka.

Kata Kunci: *Disney, film, ecofeminisme, Maleficent*