

**THE REPRESENTATION OF FEMINIST IDEOLOGY IN THE  
CHARACTERIZATION OF MALEFICENT IN DISNEY'S *MALEFICENT*  
(2014) FROM THE PERSPECTIVE OF LIBERAL FEMINISM**

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**ABSTRACT**

Feminism is an important issue which needs to be introduced among children. One film production, namely Disney Film, is a media which is appropriate for children, researchers found that Disney films contain feminist values. This study aimed at investigating the representation of liberal feminism proposed by Tong (2009) in the characterizations of Maleficent in Disney's *Maleficent* (2014) by using interactive data analysis model. The results of the study showed that Maleficent had 27 characterizations, namely scary, vengeful, wicked, affectionate, caring, helpful, empathetic, tolerant, curious, rational, creative, cunning, assertive, authoritative, bossy, independent, spry, hardy, powerful, rebellious, bold, outspoken, risk-taking, friendly, faithful, respectful, and beautiful. Based on those characterizations, it was found that Maleficent possessed liberal feminist values by having positive masculinity and femininity. Maleficent's positive masculinity was viewed from her traits of being curious, strong, assertive, independent, intellectual, and brave. Maleficent's positive femininity was viewed from her traits of being affectionate, sensitive, helpful, and attractive. Through those values of liberal feminism found in Maleficent, teachers, parents, and society can be more aware of the importance of feminism values, and they can introduce the values to their children.

**Key words:** Disney, Film, Liberal Feminism, Maleficent

**REPRESENTASI IDEOLOGI FEMINIS DALAM KARAKTERISASI  
MALEFICENT DALAM DISNEY *MALEFICENT* (2014) MELALUI  
PERSPEKTIF FEMINISME LIBERAL**

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**ABSTRAK**

Feminisme adalah isu penting yang perlu diperkenalkan di antara anak-anak. Salah satu produksi film, yaitu Disney Film, adalah media yang sesuai untuk anak-anak, para peneliti menemukan bahwa film Disney mengandung nilai-nilai feminis. Penelitian ini bertujuan untuk menyelidiki representasi feminism liberal yang diajukan oleh Tong (2009) dalam karakterisasi Maleficent di Disney's *Maleficent* (2014) dengan menggunakan model analisis data interaktif. Hasil penelitian menunjukkan bahwa Maleficent memiliki 27 karakterisasi, yaitu menakutkan, pendendam, jahat, penuh kasih sayang, perhatian, membantu, empati, toleran, ingin tahu, rasional, kreatif, cerdik, tegas, berwibawa, suka memerintah, mandiri, sigap, kuat, tegar, pemberontak, berani, blak-blakan, berani mengambil risiko, ramah, setia, hormat, dan cantik. Berdasarkan penokohan tersebut, ditemukan bahwa Maleficent memiliki nilai-nilai feminis liberal dengan memiliki maskulinitas dan feminitas positif. Maskulinitas positif Maleficent dilihat dari sifatnya yang ingin tahu, kuat, tegas, mandiri, intelektual, dan berani. Feminitas positif Maleficent dilihat dari sifatnya yang penuh kasih sayang, sensitif, membantu, dan menarik. Melalui nilai-nilai feminism liberal yang ditemukan dalam Maleficent, guru, orang tua, dan masyarakat dapat menjadi lebih sadar akan pentingnya nilai-nilai feminism, dan mereka dapat memperkenalkan nilai-nilai itu kepada anak-anak mereka.

**Kata kunci:** Disney, Feminisme Liberal, Film, Maleficent