

**The Disney Movies' Influence upon
People's Perception about Feminism in Indonesia**

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Abstract

This study explores the influence of Disney movies on the perception of feminism in Indonesia. It seeks to uncover how Disney's beloved animated films shape the views of feminism among Indonesians and whether this impact varies among different groups. Despite Disney movies being a global cultural phenomenon, there has been a notable lack of research on how they affect their audience, considering the unique cultural context of Indonesia. The significance of this research lies in its exploration of uncharted territory, shedding light on how Disney narratives like Cinderella, Snow White, Moana, Frozen, and others concerning gender roles contribute to the formation of feminist perceptions among Indonesian viewers. By employing a qualitative approach that combines content analysis of Disney movies and interviews with Indonesian audiences, this study aims to provide insights into the nuanced dynamics of this relationship. Preliminary findings suggest that Disney movies do influence how Indonesian viewers perceive feminism, but these effects are not consistent across all demographics, emphasizing the complexity of this interaction. This research holds far-reaching implications for scholars in fields from media studies to gender studies, offering a deeper understanding of how global media, such as Disney, can shape gender perceptions within Indonesia's diverse cultural landscape. Additionally, it provides valuable insights for media producers aiming to create content that resonates with diverse audiences and offers policymakers a chance to better comprehend how media

can impact societal values, ultimately contributing to a more equitable and culturally sensitive media landscape in Indonesia. In summary, this research delves into the impact of Disney movies on Indonesian perceptions of feminism, highlighting both the significance of this influence and its nuanced variations. Through a combination of content analysis and audience research, this study strives to enrich our understanding of the role media plays in shaping gender perceptions within the cultural tapestry of Indonesia.

Keywords:

Disney movies, feminism, Indonesian, media influence, gender perceptions, cultural diversity, audience interpretation, societal impact, qualitative approach.

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INTRODUCTION

Background

Feminism is a complex set of ideologies and theories. The research focuses on how media representations (i.e., Disney Movie) shape societal perceptions of feminism in contemporary society. My research will contribute Indonesians' len to existing debates and discussion in most of countries in this world.¹ The movies play a significant role in shaping not only perception of audience but also mental condition and behavior. For example, The Social Dilemma movies on Netflix did is a documentary from Jeff Orlowski that explores how those addictions to technology would make our lives better and make social media better in real life.² It possesses the ability to reach large audiences, including children, who are susceptible to media message. Children are targeted by some advertisements because they are more vulnerable than adults to their influence. It is caused by their minds that are still developing and without guidance, they can't critically analyze what they watch and realize what they are seeing.³

Several studies have demonstrated the significant impact of media representations on viewers' perceptions on feminism. For example, media shaped women that were still seven times more likely than men to be shown in revealing clothing. This exposition for children and adolescents to skewed information about gender and underscoring shows a lack of recognition and a lack of respect remain

¹ Bonte-Friedheim, Julian. "The Perspective on Feminism: Is It Still Relevant Today?". (2023). <https://www.theperspective.com/debates/living/the-perspective-on-feminism>.

² staff, USC School of Cinematic Arts. "The Most Significant Social Impact Films of 2020, All Streaming at Home.". (2020).

³ COFFEE, RUTH. "Influence of Media on Children." (2022). <https://wehavekids.com/parenting/influence-of-media-on-children>.

significant issues for women.⁴ One of the major platforms that have been influential in shaping society's understanding of feminism is Disney movies.

Disney movies have been a significant source of entertainment for children and adults alike for decades. Disney always romanticizes the notion of domesticity and female submission. Like what we can see in Tinkerbell Movie when Wendy sings to the Lost Boys as they mimic a lullaby to portray the child-mother that Wendy has become. Disney portrays this feminine ideal in an idyllic atmosphere that demonstrates the woman's position in the homestead, while the father figure (Peter Pan) is seen as strict provider.⁵ One area of focus within popular culture is the representation of female characters that Disney created as a dependent, timid, submissive and fragile in most of their movies.⁶ On the other hand, during the development of time, Disney also giving us such a brand new movies called "Moana (2020), a young Chinese woman who disguises herself as a man to take her father's place in the Imperial Army. Throughout her journey, Mulan demonstrates exceptional courage and determination, ultimately saving China from a formidable enemy while challenging traditional gender roles and expectations. The way female characters are depicted in Disney movies can influence viewers' understanding of women's roles, capabilities, and aspirations.⁷ Disney movies often employ character archetypes and storytelling techniques that can reinforce or challenge societal norms and stereotypes. By examining how Disney's representation of female characters aligns with societal

⁴ Ward, L. M., & Grower, P. "Media and the Development of Gender Role Stereotypes." (2020). <https://doi.org/10.1146/annurev-devpsych-051120-010630>.

⁵ Jade Dillon, Mary Immaculate College. "The Disney Effect: How Film Adaptations Reinforce Social Norms." (2019). <https://www.rte.ie/brainstorm/2019/0415/1042758-the-disney-effect-how-film-adaptations-reinforce-social-norms/>.

⁶ Sarna, Disha, "The Portrayal of Women, Gender and Sexuality in Disney Movies," 2021, <http://www.safecity.in/the-portrayal-of-women-gender-and-sexuality-in-disney-movies/>.

⁷ Johnson, L. "Feminism in Popular Culture: Analyzing the Portrayal of Women in Disney Movies." *Journal of Gender Studies* 35, no. 4 (2019): 123-45.

values and norms provides insights into the cognitive processes through which media representations influence public perception.⁸

Motivation

Due to many issues like sexual harassment, sexual violence and physical violence that occur in society regarding feminism,⁹ the motivation behind this research project stems from the importance of understanding how media representations (especially Disney Movie) shape societal perceptions of feminism. In today's rapidly evolving society, the influence of media, particularly movies, on our perceptions, beliefs, and values cannot be understated. One of the most prominent themes explored through media is feminism, which addresses gender equality and challenges traditional gender roles. This research delves into the media's impact on people's perceptions of feminism, with a specific focus on Disney movies and their representation of female characters. The chosen movies, including *Snow White*, *Moana*, *Brave*, *Maleficent*, and *Ariel*, provide a rich tapestry of characters that reflect both historical and contemporary ideals of femininity and feminism.

The urgency of this research stems from the media's pervasive influence on shaping societal norms and individual perspectives. Disney movies, being highly influential and accessible to diverse audiences, play a significant role in shaping how people perceive feminism. As societal conversations around gender equality gain momentum, it becomes crucial to understand the potential implications of media representations on these discussions. By analyzing how Disney movies depict female

⁸ Greenwood, D. N., Sorenson, A. M., & Foley, L. A. "Representation of Women in Disney Movies: Content Analysis of Gender Roles, Occupational Portrayal, and Marital Status." *Journal of Feminist Family Therapy* 30 (2018): 106-26.

⁹ "Malaysia: Top Issues Faced by Women & Misperceptions of Women Empowerment." Ipsos, 2018.

characters and their impact on the perceptivity of women in society, one can gain insights into the ways media can reinforce or challenge gender stereotypes.

The selected Disney movies span various eras and cultural contexts, allowing researcher to trace the evolution of female characters and feminist themes over time. Analyzing *Snow White's* traditional representation against the empowered characters of *Moana* and *Brave* showcases the transformation of gender dynamics in media. Through content analysis, we could uncover societal shifts and the media's role in both reflecting and driving change.

Disney movies are often children's first exposure to media and storytelling. The representations of female characters in these movies can significantly impact young minds, contributing to the formation of their perceptions about gender roles and equality. Investigating how these characters are presented and the lessons they convey can shed light on the potential long-term effects on attitudes towards feminism.

The choice of movies also addresses controversies surrounding Disney's representation of women. *Maleficent*, for instance, reinterprets the traditional villainess, presenting a more complex and nuanced female character. Analyzing such reimagined characters can offer insights into Disney's response to societal critiques and the potential for media to challenge conventional narratives.

The selection of movies, featuring characters from diverse backgrounds and contexts, allows for a comprehensive exploration of intersectionality within feminism. *Moana's* Polynesian heritage, *Ariel's* mermaid identity, and *Merida's* Scottish roots offer opportunities to examine how ethnicity, culture, and identity intersect with gender representation.

The urgency of researching the media's influence on perceptions of feminism in society is underscored by the media's pervasive impact on societal values. By focusing on Disney movies like *Snow White*, *Moana*, *Brave*, *Maleficent*, and *Ariel*, this research provides valuable insights into the evolution of female character representations, their impact on the perception of women, and the potential of media to drive or challenge gender-related narratives.

Research Purpose

The purpose of this research project is to examine the media influence on people's perception of feminism in society. Specifically, focusing on the Disney movie theory enables me to analyze the character development in Disney movies and its impact on the societal cognition of females, with a focus on feminism. I seek to explore how these films impact people's perception and understanding of feminism. To do so, I would consider the messages conveyed through female character in the representation of movies which have the subsequent influence on society's perception of females. By conducting a content analysis of Disney movies and interview, the research project intends to shed light on the influence of media on societal perceptions of feminism. The ultimate goal of the research is to provide a comprehensive understanding of how media, namely Disney movies, which shape people's perception and cognition of feminism. It is contributing to the existing body of knowledge on media influence and gender representation. The findings of this research can inform discussions on media literacy, representation, and the role of popular culture in shaping societal attitudes towards feminism.

Research Questions

To achieve the objectives of this study, the following research questions will be addressed:

1. How are female characters portrayed and developed in Disney movies?
2. How do these portrayals influence people's perception of feminism?
3. What different backgrounds of generation can interpret and internalize the messages about feminism conveyed in Disney Movie?

Research Design

This research aims to gain an understanding of the relations between media and people's behavior and perception towards something, especially feminism. The focus of assessment was on content analysis, audience perception, cultural context in the Disney Movies and the impact on gender roles and stereotypes in society and in this research, this will be focus on Indonesian Female. In order to gain the data, qualitative approaches will be used in this research to utilize the descriptive and explanatory methods and also reception analysis, categorizing informants into three positions: Dominant Hegemonic Position, Negotiated Position, and Oppositional Position of the informants during interview. This research will adopt descriptive and explanatory research design that is help to obtain information that describes this phenomena and explain the correlation between media and people's perception and behavior on society. It discusses the rationale for selecting an explanatory analysis approach to examine the influence of media on people's perceptions of feminism, with a specific focus on Disney movies.

This section outlines the data collection methods employed in this research. It discusses both qualitative methods used to gather relevant data. In the use of content analysis by watching and determine the presence of some characters, themes, and meanings it is described the representation of female characters in Disney movies for their personality traits, roles, and relationships. By analyzing the Disney Movies such as *Snow White*, *Moana*, *Brave*, *Maleficent* and *Ariel* more data will be gained specifically to explains the process of data extraction and the steps taken to ensure the reliability and validity of the content analysis.

Contribution

This research project will contribute to the understanding of how media, particularly Disney movies, shape people's perception of feminism in society. By examining the character development and representation of female characters in Disney films, it will shed light on the potential influence of media on societal attitudes towards feminism. The findings can help identify the role of popular media in shaping cultural narratives and contribute to discussions on gender equality and representation in media. Not only applied for the past accidents but this is also to increase the awareness about media consumption of the next generations in the future regarding their perceptions and behavior in society by understanding how media shapes perceptions of feminism that is essential for fostering a more inclusive and equitable society, where media plays a role in promoting positive and progressive gender ideals.

Limits

It is important to acknowledge the limitations of this research project. Firstly, the analysis will primarily focus on Disney movies and may not encompass the entirety of media's influence on people's perception of feminism. Additionally, the study's scope will be limited to analyzing character development and society's cognition of female characters, without considering other factors that may contribute to the perception of feminism. Furthermore, the study will rely on existing literature and media content, which may present biases or limitations in their own representations.

Secondly, the study primarily relies on qualitative analysis, including content analysis of Disney movies characters and female perception on society and in-depth interviews to assess individual experiences toward mistreatment on society. The qualitative nature of the research design limits the ability to establish causality or make statistical generalizations. However, it provides valuable insights into the nuanced aspects of media influence on public perception.

Delimits

To ensure the feasibility of the research project, certain delimits will be set. The study will specifically analyze Disney movies released within a defined time frame or a specific genre. The research will concentrate on character development and the representation of female characters, limiting the scope to the impact on societal cognition of females and their perception of feminism. Moreover, the research will not explore the audience's interpretation of these movies or the actual influence on their behavior beyond their perception and cognition.

LITERATURE REVIEW

Disney movies have long captivated audiences of all ages, serving as a beloved form of entertainment for both children and adults. Yet, alongside their entertainment value, these films have also attracted significant attention and scrutiny regarding their impact on the representation of femininity and the promotion of gender equality. Scholars have delved into the influence of Disney movies on shaping societal perceptions and beliefs surrounding feminism. This literature review seeks to explore and analyze the multifaceted influence of Disney movies on perceptions of feminism within social environments. Disney movies hold a prominent place in popular culture and have been a source of inspiration and imagination for generations. However, their depictions of femininity and gender equality have sparked discussions and debates among researchers. Through critical analysis, this review aims to examine the intricate ways in which Disney movies have shaped perceptions of feminism and contributed to societal understanding of gender dynamics, as shown in sections below.

Female Characters in Disney Movies

The representation and development of female characters in Disney movies have undergone significant evolution over the years, reflecting changes in societal norms and expectations. From the earliest Disney animations to the more recent releases, a noticeable transformation can be observed in how female characters are depicted. This research delves into the progression of female character representation and development in Disney movies, examining both historical and contemporary perspectives.

In the early years of Disney animations, female characters were often confined to traditional gender roles. The archetype of the helpless princess in need of rescue

was a recurring theme. These Disney's early princess such as Snow White, Cinderella, and Aurora characters were portrayed as more passive and dependent on others. Snow White, from Disney's first full-length animated feature "Snow White and the Seven Dwarfs," is a gentle and kind character. She is depicted as a young woman who is forced to live with the seven dwarfs and relies on their protection. Her primary storyline revolves around waiting for a prince to rescue her with a kiss. While Cinderella, from the movie "Cinderella," is another character often seen as dependent. She's mistreated by her stepmother and stepsisters and ultimately needs magical assistance from her fairy godmother to attend the royal ball. Her story centers on her longing for a better life and finding love through Prince Charming. Also, Aurora is also known as Sleeping Beauty, who is a character who is cursed to fall into a deep sleep and can only be awakened by true love's kiss. Her character is relatively passive, and much of the story's action is driven by other characters. She is largely in a state of unconsciousness for a significant part of the film. These early Disney princesses did fit the traditional "damsel in distress" archetype and these characters were characterized by their passivity and reliance on male characters to drive the plot forward. Such representations reflected prevailing gender norms of their respective eras.

However, the late 20th century witnessed a shift in Disney's approach to female characters. The introduction of *Ariel* in "The Little Mermaid" marked a departure from the passive princess archetype. Ariel's curiosity and desire to explore the world beyond her own demonstrated a sense of agency not seen in previous Disney heroines. This trend continued with characters like *Belle* from "Beauty and the Beast" and *Mulan* from the eponymous film, both of whom challenged traditional gender roles in their unique ways.

Disney's commitment to the evolution of female characters gained further momentum in the 21st century. Characters like Rapunzel from "Tangled" and Elsa from "Frozen" showcased greater independence and self-discovery. Rapunzel is a resourceful and adventurous character who takes charge of her destiny and escapes from her tower. She's curious and brave, and over the course of her journey, she becomes more self-reliant. While Elsa, in "Frozen," is depicted as a character who learns to embrace her powers and takes responsibility for her actions. She ultimately finds her strength and independence, breaking free from societal constraints. These characters were portrayed as multidimensional individuals with their aspirations, fears, and strengths, moving away from the one-dimensional personas of earlier eras. The themes of sisterhood and self-empowerment in "Frozen" resonated with modern audiences, highlighting Disney's responsiveness to changing social attitudes.

The concept of the "princess" itself also underwent transformation. *Moana*, for instance, challenged the traditional Western notion of royalty and drew inspiration from Polynesian culture. Her journey emphasized self-discovery, leadership, and environmental stewardship, further exemplifying Disney's endeavors to portray female characters as dynamic and resourceful individuals.

It's important to acknowledge that while progress has been made, criticisms persist regarding the representation of female characters in Disney movies. Some critics argue that even modern characters like Merida from "Brave" or Moana adhere to certain visual stereotypes, influencing body image perceptions. Additionally, concerns have been raised about the under representation of diversity in terms of race, ethnicity, and body types among Disney's female characters.

In conclusion, the representation and development of female characters in Disney movies have undergone a substantial evolution. From the passive princesses of

the past to the empowered heroines of the present, Disney has made significant strides in redefining its female characters. The incorporation of agency, independence, and diverse narratives has allowed these characters to resonate with contemporary audiences. While criticisms persist, Disney's efforts to create multidimensional and relatable female characters signify the company's commitment to reflecting changing societal norms and expectations.

The idea of becoming a princess with a grand, shining crown, alongside a prince who constantly accompanies and rescues the princess, is a clichéd love story that we often encounter in various children's books and films as we grow up. However, over time, the desire to be a princess and prince, which has been immortalized in countless stories, now seems traditional and outdated. Because of this perception, some businesses and organizations have had to change course on certain storylines and themes in films. They have sought to delve deeper into discussions about promoting hotly debated gender issues, especially if they want to engage today's teenage consumers. Thus, the author wishes to examine the representation of women and feminist messages through blockbuster animated films, using Disney and Pixar animations as the main variables. These companies have dominated the global market and implemented strategies to incorporate characters representing various backgrounds and gender narratives into their media portfolios. Prompted by the #MeToo movement, which has drawn public attention to gender issues, marketers and media producers have become more aware of these issues and strive for improvements in representation¹⁰.

¹⁰ Kristen Schiele, Lauren Louie, and Steven Chen, "Marketing Feminism in Youth Media: A Study of Disney and Pixar Animation," *Business Horizons* 63, no. 5 (July 2020), <https://doi.org/10.1016/j.bushor.2020.05.001>.

Further supported by the dynamics of international relations, which have experienced significant shifts compared to previous eras, various viewpoints have emerged and circulated in the field of International Relations. One such influential perspective is feminism. Feminism has become a fundamental viewpoint in the history of International Relations studies and is worth studying to understand its existence better. Therefore, it is fitting for the author to reexamine the meaning of feminism to further analyze the scope of media for young people.

Feminist Analysis in International Relations

The study of feminism goes beyond demands for gender equality and justice for women's rights. This occurs due to the misunderstandings often experienced by new students that feminism merely positions women as the central variable. Although the discussion emphasizes women, sexual equality, and women's rights, these aspects are only a small part of the broader feminist discourse. The issue of equality and equal rights is not the primary focus of feminism; instead, the ideology delves deeper into masculinity and its construction in international relations, just as women and femininity have been constructed. Given the multitude of viewpoints in the field of International Relations, it is unsurprising that feminism has various branches (Steans, Jill, & Diez, 2005).

The origin of the term "feminism" emerged at the end of the international relations debate in the late 1980s. This opened opportunity for feminist scholars to leverage the rich and diverse feminist thought tradition. Feminism is a diverse collection of ideas with many ways of categorization. Various feminist theory perspectives exist in international relations include:

- (1) Liberal feminism, which focuses on the subordination of women in the global political sphere but remains rooted in investigating the causes of subordination within a positivist framework. From a liberal perspective, participating in public life is key to advancing women's status, reducing gender issues to discrimination experienced by one gender.
- (2) Feminist historical materialism, a derivative of Marxist perspective that argues equality alone will not lead to emancipation.
- (3) Standpoint feminism has significant influence in the second wave of feminism, often criticized as essentialist due to its reliance on certain ideas about how gender generates new perspectives.
- (4) Post-structuralist feminism aligns with post-structuralist views in International Relations. Post-structuralist feminist thinkers view gender as a discursive construction.¹¹

There are several basic assumptions underpinning the development of feminist thought, including (1) feminists do not believe that human nature can be changed; however, liberal proponents believe humans are rational beings, (2) feminist perspectives increasingly blur the distinction between fact and value, (3) there is an inherent relationship between knowledge and power, theory and practicality, and interaction with our physical and social environment, and (4) post-structuralist feminists are more inclined to speak about empowerment and contextual interrogation than committing to women's emancipation¹². Additionally, gender relations exist in every corner of global politics, even if often unidentified, reflecting their silence.¹³

¹¹ Jill Steans et al., *An Introduction to International Relations Theory* (Routledge, 2013), <https://doi.org/10.4324/9781315833811>.

¹² *Ibid.*

¹³ J. Ann Tickner and Laura Sjoberg, eds., *Feminism and International Relations* (Routledge, 2013), <https://doi.org/10.4324/9780203816813>.

Apart from what has been discussed, several assumptions have been gleaned by scholars, stating that feminists restore visibility to women and men by investigating the gender constructions of international concepts and policies. This occurs due to questions circulating about the perceived normalcy of gender categories that both shape and are shaped by global politics.¹⁴

Role of the First Wave Feminism in Disney and Pixar Animated Films

As time progressed, Disney broke several stereotypes about fragile girls, portraying them as representations of modern feminism. Through films that reinforce gender roles, children often emulate characters they admire in society. Applying a feminist viewpoint to the development of Disney and Pixar films prompts a reflection on the various waves of feminism that have occurred alongside the evolution of International Relations studies. The first wave of feminism occurred between 1937 and 1959. Coinciding with this wave, Disney and Pixar released their first three princess films: Snow White, Cinderella, and Aurora. The stereotype of the housewife was prevalent, leading these princesses to often embody this role. What could have been a story of self-discovery for a girl became a representation of a housewife. For instance, in Snow White's story, she needs the prince to rescue her for survival. The gender roles in this film demonstrate Disney's focus on a male-dominated public opinion.¹⁵

¹⁴ Ibid.

¹⁵ Garabedian, Juliana. "Animating Gender Roles: How Disney is Redefining the Modern Princess." James Madison Undergraduate Research Journal. 2.1 (2014): 22-25. Web. Available at: <http://commons.lib.jmu.edu/jmurj/vol2/iss1/4/>

The Role of the Second Wave Feminism in Disney and Pixar Animated Films

With criticism mounting against the first wave of feminism, the second wave emerged in the late 1960s and early 1970s. This wave focused on documenting sexism in both personal and public life, as well as the transmission of gender socialization patterns. Despite revolving around female protagonists who sought freedom from societal norms, they remained dependent on happiness derived from fulfilling roles as obedient or submissive women. During this time, Disney and Pixar released several films, including "The Little Mermaid," "Beauty and the Beast," "Aladdin," "Pocahontas," "Mulan," "The Princess and the Frog," and "Tangled." Exploring "Aladdin," we discover that Jasmine rejects the traditional role of women in Agrabah. She refuses arranged marriages and seeks to marry a man she truly loves. However, she cannot escape the cycle without help from Aladdin and a Genie. This is due to her belief that her existence will only last until she gets married and gains a husband.¹⁶ During the second wave, HI feminists developed their programs by expanding discipline boundaries, investigating diverse issues, and amplifying marginalized voices.¹⁷

The Role of the Third Wave Feminism in Disney and Pixar Animated Films

After considering the criticisms of the first and second waves, the third wave emerged in the mid-1990s. Although the third wave of feminism emerged during this era, Disney and Pixar produced the film "Brave" in 2012, breaking the stigma of princesses relying on men for lifelong happiness. "Brave" features Merida, a princess of Clan Dunbroch, who refuses marriage and challenges potential suitors through an

¹⁶ Garabedian, Juliana. "Animating Gender Roles: How Disney is Redefining the Modern Princess." James Madison Undergraduate Research Journal. 2.1 (2014): 22-25. Web. Available at: <http://commons.lib.jmu.edu/jmurj/vol2/iss1/4/>

¹⁷ Op.Cit. Tickner.

archery competition. Merida's refusal of traditional roles leads to conflict with her mother, resulting in a curse turning her mother into a bear. To redeem herself, Merida embarks on a journey to find her identity and learn important life lessons. She makes sacrifices for her family's name and breaks the bear curse, restoring her mother. This representation of heroism in "Brave" marked a turning point for Disney and Pixar in the modern world. Following the success of "Brave," Disney and Pixar released the award-winning blockbuster "Frozen." This film defied gender roles by introducing two strong female characters, Princess Anna and Queen Elsa. Anna's adventure involves searching for her sister Elsa, who disappeared without a trace. Although Anna receives assistance from Kristoff, Olaf, and Sven, her survival is not dependent on them. Anna's dilemma between saving her sister Elsa from Hans and kissing Kristoff for her own salvation highlights the film's message: love can be found in sisterhood rather than romantic relationships. In an instant, Anna and Elsa became beacons in Disney's journey spanning 80 years.¹⁸

Critique of Disney and Pixar Animated Film Transition

Through a feminist lens, the resurgence of films featuring strong women and breaking traditional stereotypes in Disney and Pixar animations raises an interesting question. Despite Disney and Pixar progressing toward progressive feminism, why do audiences across various demographics remain enamored with the representation of women as beautiful, delicate, and slender? Sometimes, the ideal representation of women is associated with cultural pressure for women to withdraw from active roles. This was often observed during the second wave of feminism, also known as tilted

¹⁸ Op.Cit.,. Garabedian.

corkscrew feminism. This theory suggests that over time, an illusion of progress towards gender equality that cannot be achieved emerges. Each wave of feminism seems to support this concept. This occurs due to the continued appearance of Disney princess imagery every few decades, sparking discussions in reaction to a growing anti-feminist movement attempting to shift women's activism away from progressive feminism¹⁹. Moreover, the acceptance of feminist messages among society often brings criticism. This is evident on platforms like Reddit, where different opinions about new norms set by Disney and Pixar animations are shared. Written content on the subreddit includes statements such as (1) not all children's films need to be imbued with feminist ideology and symbolism, (2) not all Disney and Pixar animations need to be associated with political agendas, and (3) it's regrettable that not everything has to be pushed into the realm of politics; not everything has to carry such deep meanings²⁰. Despite the circulating criticism on the internet regarding these transitions, it does not divert Disney and Pixar's original goal of moving toward gender equality and promoting the breaking of traditional stigmas.

Media Influence and People Perception

Media plays a profound role in shaping societal perceptions, attitudes, and values, and its influence is especially evident in the representation of feminism in Disney movies. The media, including films, serves as a powerful cultural force that both reflects and contributes to prevailing norms and ideologies. Disney, as a major player in the entertainment industry, wields considerable influence over the collective

¹⁹ Cassandra Stover, "Damsels and Heroines: The Conundrum of the Post-Feminist Disney Princess," LUX 2, no. 1 (2013): 1–10, <https://doi.org/10.5642/lux.201301.29>.

²⁰ Michael Macaluso, "Postfeminist Masculinity: The New Disney Norm?," Social Sciences 7, no. 11 (November 5, 2018): 221, <https://doi.org/10.3390/socsci7110221>.

consciousness, particularly in how it frames and communicates concepts related to gender, feminism, and societal expectations.

A prime example of media's influence on perceptions of feminism is the analysis of Disney's "Frozen" (2013). The movie's central characters, Elsa and Anna, provide a compelling lens through which to examine how media constructs and challenges traditional gender roles. Elsa's narrative, in particular, is an embodiment of empowerment and autonomy. Through her character arc, Elsa grapples with her unique powers, eventually embracing them as part of her identity. This journey of self-discovery mirrors feminist principles of self-actualization, as Elsa breaks free from societal constraints and embraces her agency. Furthermore, the movie's depiction of the bond between sisters, characterized by mutual support and collaboration, underscores feminist values of solidarity and cooperation among women.

In contrast, Disney's earlier classics like "Cinderella" (1950) and "Sleeping Beauty" (1959) present narratives that have been criticized for reinforcing traditional gender norms. These movies feature passive female protagonists who often find themselves in situations where they are reliant on male characters for their well-being and happiness. The representation of Cinderella as a downtrodden servant who ultimately finds salvation through a prince's intervention can be seen as perpetuating the narrative of women needing male rescue. Similarly, the slumbering princess awaiting true love's kiss in "Sleeping Beauty" raises questions about female agency and self-determination.

These differing portrayals across Disney films reflect evolving societal attitudes toward feminism and highlight the media's role in contributing to these conversations. Such films can inadvertently uphold or challenge established norms,

impacting the way audiences perceive women's roles and their potential in society. The choices made by Disney in character development, plotlines, and messaging send potent messages about empowerment, autonomy, and the role of women.

The influence of media on perceptions of feminism extends beyond the immediate cinematic experience. Viewers, particularly children and young adults, are highly impressionable and internalize the messages and values presented on screen. These interpretations then become part of their worldview and can shape their interactions, relationships, and aspirations. Consequently, media outlets like Disney bear a significant ethical responsibility in how they portray gender dynamics, as the narratives they craft hold the potential to shape and reinforce societal attitudes.

Conclusion

In a broader context, Disney movies mirror the cultural zeitgeist, reflecting the societal progress in terms of gender equality and challenging stereotypes. The critical reception of movies like "Frozen" exemplifies the demand for narratives that resonate with feminist principles, celebrating strong, independent, and complex female characters. These narratives not only serve as entertainment but also contribute to fostering a culture that values diversity and empowers individuals regardless of their gender.

In summary, media, particularly Disney movies, have a substantial influence on people's perceptions of feminism in society. The depiction of characters, narratives, and themes can either reinforce traditional gender norms or challenge them, ultimately shaping viewers' understanding of empowerment, agency, and equality. Analyzing films like "Frozen," "Cinderella," and "Sleeping Beauty" reveals the evolving representation of women in media and the broader impact on societal

attitudes. As media continues to evolve, it remains crucial to critically examine the messages conveyed by these influential platforms and engage in conversations that promote inclusive and empowered perspectives on feminism.

These films, among others, illustrate the intricate interplay between media representation and societal attitudes toward feminism, making it essential to critically analyze the messages conveyed by media outlets like Disney.

METHODOLOGY

In today's rapidly evolving society, media plays a pivotal role in shaping public perception and attitudes towards various societal issues. One such issue that has garnered significant attention is feminism – the advocacy of women's rights on the grounds of political, social, and economic equality to men. This essay delves into the media's role in influencing people's perceptions about feminism, with a specific focus on the representation of female characters in Disney movies. By conducting an explanatory analysis, this research aims to uncover the ways in which Disney's depiction of female characters impacts societal perceptions of feminism.

Research Approach And Research Type

This study employs a qualitative research approach, which involves a detailed and context-specific investigation into the intricate dynamics of media influence on public perceptions of feminism, with a specific focus on the portrayal of female characters in Disney movies. Qualitative research is well-suited for this inquiry as it allows us to delve deeply into the multifaceted aspects of the subject matter.

Rather than delving into the theoretical aspects of qualitative research, it is more pertinent to emphasize how this approach is practically employed in this study. In the context of this research, qualitative analysis involves conducting semi-structured interviews with a diverse group of Indonesian females aged 17 to 35. These interviews are designed to elicit nuanced insights and personal experiences related to their perceptions of feminism in the context of Disney's portrayal of female characters. The goal is to gather rich, narrative data that provides an in-depth understanding of how media, particularly Disney movies, shapes their views on feminism within the Indonesian cultural context.

Furthermore, the research type used is descriptive, aiming to provide a detailed account of the relationship between Disney's portrayal of female characters and public perceptions of feminism in Indonesia. Through thematic analysis of the interview data, this research seeks to uncover patterns, themes, and variations in participants' responses,

ultimately leading to a comprehensive understanding of the dynamics at play in the intersection of media and feminism perceptions.

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Research Variable

The independent variable in this study is the representation of female characters in Disney movies, while the dependent variable is the public perception of feminism. The study also considers potential moderating variables such as age, gender, and cultural background, which may influence how individuals interpret and internalize media messages.

Sampling

The media plays a significant role in shaping public perception and influencing societal attitudes. In the context of feminism, media representations of female characters can either challenge or reinforce prevailing notions of gender roles and equality. This essay delves into the target population for the research titled "The Disney Movies' Influence upon People's Perception about Feminism in Indonesia" with a focus on Indonesian females aged 17 to 35, within the framework of the patriarchal system.

Target Population:

The target population for this research is Indonesian females aged 17 to 35. This age range encapsulates the transitional phase from adolescence to early adulthood, during which individuals are particularly susceptible to media influences that shape their perceptions and beliefs. The selection of Indonesian females is essential due to the cultural nuances and societal norms prevalent in the country.

Indonesia, like many societies, has been historically rooted in a patriarchal system that assigns traditional gender roles and reinforces unequal power dynamics between men and women. The research aims to analyze how the media representation of female characters in Disney movies affects the perception of feminism within this patriarchal context.

Media, including movies, has the power to shape perceptions and reinforce societal norms. Disney movies, known for their global influence, often portray female characters in ways that can perpetuate or challenge stereotypes. This research seeks to understand how these representations impact Indonesian females' perceptions of feminism and their roles within society.

Understanding the relationship between media representations and perceptions of feminism within a patriarchal system is crucial for initiating conversations around gender equality and women's empowerment. The research's findings may shed light on the potential for media to serve as a catalyst for change, challenging traditional norms and promoting more progressive gender attitudes.

Data Collection Technique

Data will be collected through a combination of content analysis and semi-structured interviews. The content analysis will involve systematically analyzing Disney movies to identify patterns in the representation of female characters. Semi-structured interviews will be conducted with a diverse group of individuals to gain insights into their perceptions of feminism and how media, particularly Disney movies, has shaped those perceptions. This mixed-methods approach enables a comprehensive exploration of the research topic.

In order to access and engage with the target population for this research, the

methodology involves the use of semi-structured interviews. This section will detail how access to the participants is gained and why this method is chosen.

1. **Sampling:** A diverse group of Indonesian females aged 17 to 35 will be the target population. The sampling process will involve a combination of purposive and snowball sampling techniques. Initially, key informants or participants who are well-connected within this age group will be identified, and they will help in referring other potential participants. This approach will allow for a more varied and representative sample, as it leverages social networks and connections.
2. **Recruitment:** Access to potential interviewees will be facilitated through online platforms, community organizations, and through personal connections. To ensure a diverse pool of participants, recruitment strategies will target various geographical locations, socio-economic backgrounds, and educational levels.
3. **Informed Consent:** Before conducting interviews, participants will be provided with detailed information about the study's purpose, potential risks, and the use of their data. Informed consent will be obtained from each participant, ensuring they understand the voluntary nature of their participation and their right to withdraw at any time.
4. **Ethical Consideration:** It's important to acknowledge the sensitivity of the topic and respect the cultural norms of Indonesia. To address this, researchers will be culturally sensitive and non-intrusive during the interviews, ensuring participants' privacy and comfort.

5. Data Collection : Semi-structured interviews have been chosen as the primary data collection method. These interviews provide a balance between structure and flexibility, allowing participants to express their views and experiences while ensuring key topics are covered. The questions in the interview guide will be designed to explore participants' perceptions of feminism and the role of Disney movies in shaping these perceptions within the Indonesian cultural context.
6. Data Analysis : The collected data from interviews will be analyzed using qualitative research methods, such as thematic analysis. This approach allows for the identification of patterns, themes, and variations in participants' responses, enabling a deeper understanding of the impact of media representation on feminism perceptions.
7. Rigorous Validation : To enhance the credibility of the research findings, techniques like member checking and peer debriefing will be employed. Member checking involves sharing findings with participants to verify their accuracy, and peer debriefing involves discussions with fellow researchers to ensure objectivity and rigor in the analysis.

In summary, the selection of semi-structured interviews as the data collection method is justified by its ability to access the target population, allow for in-depth exploration of perceptions, and accommodate the cultural nuances of Indonesia. The chosen recruitment and ethical considerations will help ensure that the research is conducted respectfully and in a manner that respects the participants' perspectives.

DATA ANALYSIS TECHNIQUE

The data analysis process will involve several steps. For the content analysis of Disney movies, a thematic analysis will be employed to identify recurring themes, stereotypes, and character traits associated with female characters. The interviews will be transcribed and analyzed using a combination of open and axial coding to identify emerging patterns in participants' perceptions of feminism and the role of media.

The analysis will involve a close examination of selected Disney movies and their representation of female characters. Researchers will explore whether these representations align with or challenge the patriarchal norms in Indonesian society. Through surveys, interviews that is held both online and offline of some Indonesian women, and content analysis, the study will assess whether exposure to diverse representations of Disney's female characters correlates with differing perceptions of feminism among Indonesian women aged 17 to 35 using Stuart Hall's concept of reception analysis, which focuses on decoding and encoding in the social context of content production, the informants' satisfaction and utilization of media messages influence individual thinking about the effects conveyed by media content. The informants chosen from different city with different background culture such as customs and traditions, which upbringing the influence of the multicultural environment of each cities. They come with different cities but with the same tradition where the gender stereotype is clearly dominance their culture.

DATA ANALYSIS

Understanding the Message of Female Gender Stereotypes in the Movie "Mulan (2020)"

The interview results reveal the existence of dominant and negotiated positions accepted by the informants in understanding the message of female gender stereotypes conveyed in the film "Mulan (2020)." In the dominant position, informants accept the message of female gender stereotypes presented in the film. Three informants occupy the dominant position, approving of the female gender stereotype messages portrayed in "Mulan (2020)."

The limited understanding of stereotypes, especially regarding female gender stereotypes, leads the first informant to comprehend the message through the lens of their inverse perspective, contrasting with the prevalent beliefs in ancient Chinese society depicted in "Mulan (2020)." The informant acknowledges that while they don't fully grasp gender stereotype issues, the packaging of female gender stereotype messages in the film is easily acceptable and understandable. The storytelling, centered around the comparison between male and female qualities, makes the stereotype message easily acceptable for them.

In contrast, the fifth informant's acceptance of female gender stereotype messages in "Mulan (2020)" stems from viewing the messages as portraying a woman's inherent role at home and in domestic work. They also add that while societal norms dictate marriage for women, reality can change as women can achieve greatness in their own ways. There is also a negotiating position in the informant's understanding process of female gender stereotype messages, where they accept the

messages presented in "Mulan (2020)" but can alter their perspective based on experiences, interpretations, and interests.

Two informants assume negotiating positions, interpreting the issue of female gender stereotypes through the lens of feminism. Their experiences and feminist perspectives aid in processing the understanding of stereotype messages conveyed in "Mulan."

Informant two views gender stereotypes in the film through a feminist perspective, noting that the representation is not in-depth. According to them, based on various sources and their feminism studies, the issue of gender stereotypes is vast. Informant four shares a similar sentiment, stating that gender stereotypes can be observed in politics, emphasizing the increasing number of female leaders in various spheres, including Indonesia's government.

In conclusion, the informants' understanding of the issue of female gender stereotypes presented in "Mulan (2020)" involves both dominant and negotiating positions. The dominant position signifies that informants accept the meaning of gender stereotypes offered by the media. The negotiating position involves the acceptance process of female gender stereotype messages based on the informants' experiences through a feminist perspective they have studied. Importantly, there is no rejection or opposition position from the informants regarding the understanding of female gender stereotypes portrayed in the film "Mulan (2020)" to alter the meaning of the stereotypes conveyed in the film.

Perspectives on Female Gender Stereotypes in the Movie "Mulan (2020)" in Comparison to Contemporary Life

The informants express their views on the female gender stereotypes depicted in the film "Mulan (2020)" in the context of current life. In their perspectives on the issue of female gender stereotypes portrayed in the film "Mulan" compared to present-day life, the informants collectively assume a negotiating position. This position is accepted by the informants based on their outlook on the gender stereotype messages conveyed and how they align with contemporary life. All five informants form their views on gender stereotypes based on their experiences and personal perspectives.

There is unanimous agreement among the informants that discussions about gender stereotype issues in the present may have evolved, given the modern mindset prevalent in society, resulting in a diminished understanding of stereotypes. However, there are still pockets of society adhering to stereotypical thinking, particularly about women, although not as overtly as portrayed in the film "Mulan."

The gender stereotypes practiced by society today are deeply embedded in the issue of women's education. This illustrates that even though many people comprehend gender stereotypes and gender equality issues, there are still prevalent societal thought patterns regarding stereotypes.

According to the first informant, societal thought patterns in interpreting and evaluating these messages vary and cannot be forced to change into more realistic and modern mindsets. In their view, it boils down to the beliefs and thoughts embraced by individuals concerning gender stereotype issues. Therefore, from the perspective of the first informant, the understanding of female gender stereotypes in the film "Mulan (2020)" in comparison to contemporary life assumes a negotiating position. This

interpretation, according to the informant, is derived from their viewpoint and experiences within their environment. Consequently, all five informants offer their responses based on their understanding of how society interprets gender stereotypes in the film "Mulan (2020)" within the context of present-day life. Their answers remain relatively consistent, highlighting a shift in societal thinking regarding the interpretation of gender stereotypes concerning women.

Conveyance of Female Gender Stereotype Messages through the Movie "Mulan (2020)"

The process of conveying female gender stereotype messages through the film "Mulan (2020)" takes a dominant position. The informants process the acceptance of these messages based on the meaning portrayed in the film, resulting in a dominant position.

For informant five, the existence of the film "Mulan (2020)" aids in the delivery of stereotype messages, especially considering their limited knowledge of gender stereotypes. The informant concludes that in contemporary times, women can work and lead. They observe instances where women willingly work as motorcycle taxi drivers or public transport drivers, challenging the notion of women being weaker than men. Informant one, who accepts stereotype messages through the film, mentions that "Mulan" assisted them in understanding gender stereotype messages. The film, with its cultural portrayal of ancient China, offered new insights to the informant, enhancing their understanding of gender stereotypes.

Even informants who previously understood stereotype messages from a feminist perspective express that "Mulan (2020)" helped them comprehend gender stereotypes through the lens of Chinese culture depicted in the film. Informant two,

who had studied stereotypes through feminism, gains a renewed understanding through the cultural context presented in the movie.

The incorporation of culture in "Mulan (2020)" provides informant four with insights for women's decision-making. The film portrays a female protagonist who boldly fulfills her desires by making courageous decisions at a time when society held stereotypical views about women. Thus, it can be concluded that the conveyance of female gender stereotype messages through the film "Mulan (2020)" is fully understood and accepted by the informants.

Drawing on Stuart Hall's concept of reception analysis, which focuses on decoding and encoding in the social context of content production, the informants' satisfaction and utilization of media messages influence individual thinking about the effects conveyed by media content. Stuart Hall categorizes the reception process into three positions: Dominant hegemonic position, Negotiated position, and Oppositional position. The informants, in this case, demonstrate a negotiated position in processing and accepting the stereotype messages presented in "Mulan (2020)."

The dominant position is when individuals receive messages through the meaning offered by the media. The negotiated position is when individuals create and receive messages based on their perspectives, interests, and past experiences. In contrast, the oppositional position involves rejection based on the meaning conveyed by the media. This categorization will aid the research process in understanding individual responses when processing messages conveyed by media content. The significance of meaning allows the audience to process the acceptance of messages that build communication in mass media.

Regarding mass media, fundamentally, media provides a context for messages implying meaning to a wide audience²¹. In the case of film, it serves as entertainment for the audience and is a medium that easily conveys messages. Films have the ability to capture attention and deliver messages to the audience easily, making them one of the mass media accepted by individuals in processing the reception of messages conveyed by media content.²² For instance, "Mulan (2020)," a Disney production, addresses the issue of female gender stereotypes within the backdrop of ancient Chinese culture.

This film is used as research material to understand the process of receiving messages about female gender stereotypes among audience members with a modern Javanese ethnic background aged 22-27. Individuals interpret messages about gender stereotypes presented in "Mulan (2020)" based on their backgrounds, especially for viewers in interpreting the content's message. The film features a female protagonist who experiences gender stereotypes from her surroundings, making it intriguing for study due to the cultural lessons individuals can gain. Therefore, this film is chosen for research to observe the audience's reception process in understanding messages about female gender stereotypes, this statement supported by the Interview answers;

"I found "Mulan (2020)" to be a fascinating exploration of gender stereotypes, particularly from a Javanese perspective. The character of Mulan challenged traditional gender roles and expectations, which resonated with me given the evolving dynamics within our culture. The film's portrayal of Mulan's struggle and empowerment mirrored the experiences of many Javanese women who strive for independence while respecting our cultural heritage."

Gender stereotypes can be considered as preconceptions or societal views in assessing and perceiving behaviors based on the influence of their surroundings.

²¹ Hasyim Ali Imran, "Media Massa, Khalayak Media, the Audience Theory, Efek Isi Media Dan Fenomena Diskursif," *Jurnal Studi Komunikasi Dan Media* 16, no. 1 (August 21, 2013): 47, <https://doi.org/10.31445/jskm.2012.160103>.

²² Handi Oktavianus, "PENERIMAAN PENONTON TERHADAP PRAKTEK EKSORSIS DI DALAM FILM CONJURING," *Jurnal E-Komunikasi Universitas Kristen Petra* 3, no. 2 (August 1, 2015): 79600.

These stereotypes are often used to compare between men and women. In Javanese culture, gender stereotypes for women are portrayed through maintaining manners and politeness. Women are expected to respect others, leading to the emergence of etiquette requirements for Javanese women, emphasizing both external and internal manners.²³

On the other hand, gender stereotypes in Chinese society prioritize the role of men to obtain privileges over women. Men, both in families and society, hold strong power, resulting in an imbalance of rights between men and women. The film "Mulan (2020)" portrays a rebellion by Chinese women to obtain their rights, reflecting the gender stereotype theme during ancient Chinese imperial times, indicating that societal views still held stereotypical patterns. This study provides results on the audience's reception in interpreting messages about female gender stereotypes through the film "Mulan (2020)." In line with the resource person answer;

“The reception process among Javanese audiences may differ due to our unique cultural context. Javanese viewers may relate to Mulan's struggle in a distinct way, considering the importance of tradition and honor in our society. While the film's themes of gender equality are universal, Javanese audiences might place a special emphasis on the importance of balancing individual aspirations with cultural preservation. This blend of modernity and tradition can influence how we perceive the film's message.”

The results of the reception process of audience members in interpreting messages about female gender stereotypes will have varying interpretations depending on the informants' backgrounds grouped into the perspectives of education and occupation. There are three informants classified as career women, and two informants are female and male students. The results of individual grouping will be

²³ Inawati, A. (2014). Peran perempuan dalam mempertahankan kebudayaan Jawa dan kearifan lokal. Musawa, 13, 199.

elaborated into three categories according to Stuart Hall: dominant position, negotiated position, and oppositional position.

Issues of female gender stereotype become a recurring problem, especially in education, socio-cultural, and economic matters. Women may not receive their rights to choose, with men having priority for everything. However, with the impact of globalization and the influx of new cultures, many women now have the justice to choose their own desires and succeed with different backgrounds. Yet, not all communities accept and implement their understanding of gender equality due to the influence of cultural surroundings affecting their thought patterns in interpreting adhered gender stereotypes²⁴. This is conveyed by an informant in a negotiated position, stating that not all communities have embraced gender equality between men and women. Based on their experiences and feminist perspectives, some societies still do not understand stereotypes, providing gender stereotypes for women.

Through the feminist perspective, the informant states that their experiences in studying the issue of stereotypes through the feminist viewpoint are packaged with extensive understanding. They suggest that stereotype messages in "Mulan (2020)" can also be presented broadly with the incorporation of ancient Chinese cultural mindset. However, the film helps the informant understand female gender stereotypes in a negotiated position. In the reception analysis, this study found no informants in an oppositional position because the understanding from all five informants accepts gender stereotype messages based on "Mulan (2020)" and the informants' understanding from their experiences studying feminism. Therefore, an oppositional position was not found in the results of the reception analysis of informants in this

²⁴ Rahayu, M., Chirstomy, T., & Pasaribu, R. E. (2021). Stereotip gender dan resistensi perempuan dalam novel karya Ratih Kumala. *Jurnal Kelasa*, 16, 259-274.

study, as the oppositional position constructs media content opposing the interpretation of stereotype messages conveyed in the film "Mulan (2020)."

This research successfully observes and analyzes the audience's reception process regarding female gender stereotypes in the film "Mulan (2020)" using reception analysis, categorizing informants into three positions: Dominant Hegemonic Position, Negotiated Position, and Oppositional Position. Based on the reception results, this study has informants in dominant and negotiated positions. There are differences in the results of the reception process experienced by informants with a Javanese-Modern ethnic background, divided into two perspectives in the fields of education and occupation, to process the interpretation of stereotype messages conveyed through the film "Mulan (2020)." Hence, there is a comparison with previous studies used as a reference in this research.

CONCLUSION

The individual's reception in the study related to the audience's understanding of the message of female gender stereotypes portrayed in the film "Mulan (2020)" results in a dominant hegemonic position, which perceives and understands that the message of female gender stereotypes conveyed in the film is acceptable to the audience. Audience members state that the message conveyed by the film "Mulan (2020)" aids in their understanding and broadens their insight into the presented gender stereotypes.

The negotiated position accepts the message of female gender stereotypes in the film "Mulan (2020)" based on their experience with feminism. Individuals in this position state that having experience studying the feminist perspective slightly alters the reception of gender stereotype messages received from the film "Mulan (2020)" based on their experience studying feminism. Meanwhile, in the oppositional position

that constructs media content opposing the conveyed interpretation in interpreting messages of female gender stereotypes in the film "Mulan (2020)," the result is that no audience members occupy this position. The absence of audience members in the oppositional position is because the audience accepts and understands the conveyed message of female gender stereotypes in the film "Mulan (2020)." The film helps the audience in accepting the conveyed stereotype messages related to gender stereotypes, which have often been problematic in society. Through the presentation of films, dramas, soap operas, and others that address issues of female gender stereotypes, it can aid in societal understanding of gender stereotype issues, thus expecting the community to increase interest and understanding of gender stereotype problems that occur in the surrounding environment.

The analysis suggests that individuals in the study on "Mulan (2020)" occupy a dominant hegemonic position, accepting the conveyed female gender stereotypes. In the broader research context, this aligns with the idea that media, particularly Disney movies, can shape dominant societal views on female characters and perpetuate certain stereotypes. The film "Mulan" plays a role in contributing to and reinforcing these dominant perceptions.

The negotiated position, where individuals accept the message based on their experience with feminism, connects with the broader research theme. It implies that audiences, with an understanding of feminist perspectives, might negotiate their reception of female character representations. This supports the notion that individuals with feminist insights can interpret media messages differently, as observed in the analysis of "Mulan (2020)."

The absence of individuals in an oppositional position in the study on "Mulan (2020)" suggests that viewers generally accept and understand the conveyed female

gender stereotypes in the film. In the context of the broader research, this may indicate that societal perceptions, influenced by media representations of female characters (including Disney movies), align with prevailing gender stereotypes, leaving minimal room for oppositional perspectives.

The study on Disney movies' influence upon people's perception of feminism in society, with a case study on the "Mulan" movie, is intriguing for several reasons. First is the Cultural impact. Disney movies, particularly the animated classics, have a massive cultural influence. They are widely watched by children and adults alike. "Mulan" is significant in this regard as it features a strong female lead and is set in a cultural context that is not often explored in mainstream Hollywood films. This makes it a compelling case to explore how these movies can shape societal perceptions of feminism.

Another reason is, The portrayalrepresentation of gender roles in Disney movies has long been a subject of debate. Many of their earlier films have been criticized for promoting traditional gender stereotypes. "Mulan," with its central theme of a young woman breaking gender norms to protect her family and country, provides an interesting case to study how Disney's approach to gender representation has evolved over time. Disney movies are not just entertainment; they often serve as educational tools for children. Understanding how these films influence young minds in terms of gender roles and feminism is crucial, as they can help shape attitudes and perceptions that persist into adulthood. In the Analysis "Mulan" presents a unique intersection of feminist themes with Chinese culture. It offers an opportunity to explore how feminism is depicted in the context of different cultures and how such representations can affect perceptions of gender equality and feminism, not just in the Western world but globally.

The 2020 live-action adaptation of "Mulan" sparked discussions and controversies, both in terms of its production and the portrayal/representation of certain elements. Examining the audience's response to this specific adaptation allows researchers to delve into the current and evolving discourse on feminism, cultural representation, and gender issues.

Disney movie show us the understanding how media, especially popular and influential media like Disney movies, shapes perceptions about feminism is of paramount importance. It can provide insights into the power and responsibilities of the media industry in promoting or challenging stereotypes and gender norms. In essence, the study on Disney's "Mulan" offers a unique lens through which to examine the intersection of media, culture, feminism, and social perceptions. It's an opportunity to investigate the impact of a widely recognized and beloved film on societal attitudes toward gender roles, equality, and feminism, making it a valuable and intriguing subject of research.

In summary, the analysis of "Mulan (2020)" provides specific insights into the reception of gender stereotypes, and when related to the broader research on media influence on perceptions of feminism, it contributes to the understanding of how Disney movies impact societal views on female characters and feminism.

Future researchers delving into the intersection of feminism and the film industry should prioritize cultural sensitivity, by investigating how Disney movies are adapted and perceived in diverse Indonesian contexts. Additionally, comparative studies across different regions should be conducted to provide a broader perspective on the impact of Disney movies. It's essential to combine qualitative findings with quantitative analysis through surveys and content analysis for a more comprehensive understanding. Consider exploring how Disney movies intersect with other identity

factors, such as race and class, in Indonesia. Investigating the lasting impact of Disney movie exposure on adult perceptions of feminism and exploring potential policy measures to promote positive feminism perceptions in Indonesia can provide valuable insights. This research lays the groundwork for future inquiries into how Disney movies shape perceptions of feminism and gender roles, not only in Indonesia but also on a global scale.

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Appendix A : Interview Transcript (Original Text)

Original Interview Transcript.

Narasumber 1.

Pertanyaan 1:

1. Bisakah Anda menjelaskan latar belakang dan pengalaman budaya Anda sebagai individu Jawa modern berusia 22-27 tahun?

Jawaban:

Saya lahir dan dibesarkan di Yogyakarta, Indonesia, yang merupakan pusat budaya Jawa. Keluarga saya memiliki hubungan kuat dengan tradisi Jawa, dan saya telah terpapar pada berbagai aspek budaya dan nilai sepanjang hidup saya. Sebagai individu Jawa modern, saya juga dipengaruhi oleh tren dan nilai global kontemporer, yang kadang-kadang berpotongan dengan budaya tradisional kami. Ini adalah perpaduan elemen tradisional dan modern yang menentukan latar belakang budaya saya.

Pertanyaan 2:

2. Bagaimana Anda secara pribadi menginterpretasikan pesan tentang stereotip gender perempuan dalam film "Mulan (2020)" berdasarkan latar belakang budaya dan pengalaman Anda?

Jawaban:

Saya merasa "Mulan (2020)" adalah eksplorasi yang menarik terhadap stereotip gender, khususnya dari perspektif Jawa. Karakter Mulan menantang peran dan harapan gender tradisional, yang bersonan dengan saya mengingat dinamika yang berkembang dalam budaya kami. Pemetaan perjuangan dan pemberdayaan Mulan dalam film mencerminkan pengalaman banyak perempuan Jawa yang berjuang untuk mandiri sambil tetap menghormati warisan budaya kami.

Pertanyaan 3:

3. Menurut pendapat Anda, bagaimana pelajaran budaya yang disajikan dalam "Mulan (2020)" dapat relevan atau berdampak bagi individu dengan latar belakang etnis Jawa?

Jawaban:

Pelajaran budaya dalam "Mulan (2020)" sangat relevan bagi individu dengan latar belakang Jawa. Ini menunjukkan pentingnya kehormatan, keluarga, dan keberanian, yang merupakan nilai inti dalam budaya Jawa. Film ini juga mendorong ide bahwa individu dapat menantang norma-norma sosial dan stereotip gender sambil tetap menghormati akar budaya mereka. Hal ini sangat menyentuh kami, karena mencerminkan perbincangan berkelanjutan tentang melestarikan tradisi sambil merangkul kemajuan.

Pertanyaan 4:

4. Bagaimana menurut Anda proses penerimaan penonton Jawa, khususnya dalam memahami pesan tentang stereotip gender perempuan, mungkin berbeda dari penonton dengan latar belakang budaya lain?

Jawaban:

Saya pikir proses penerimaan penonton Jawa mengenai stereotip gender perempuan dalam "Mulan (2020)" mungkin berbeda karena konteks budaya kami yang unik. Penonton Jawa mungkin lebih terhubung dengan perjuangan Mulan, seiring dengan perubahan peran perempuan dalam budaya kami. Meskipun tema umum kesetaraan gender bersifat universal, penonton Jawa mungkin menempatkan lebih banyak penekanan pada nuansa mempertahankan identitas budaya sambil membebaskan diri dari stereotip.

Pertanyaan 5:

5. Berdasarkan pengamatan dan pengalaman Anda, bagaimana menurut Anda penelitian ini tentang penerimaan "Mulan (2020)" dapat berkontribusi pada pemahaman kita tentang interpretasi penonton terhadap stereotip gender dalam konteks Jawa modern?

Jawaban:

Penelitian ini memiliki potensi untuk memberikan wawasan berharga tentang bagaimana penonton Jawa modern memahami stereotip gender, terutama dalam konteks film seperti "Mulan (2020)". Dengan mempelajari reaksi kami, para peneliti dapat mendapatkan pemahaman yang lebih dalam tentang interaksi kompleks antara identitas budaya, peran gender, dan harapan sosial. Ini mungkin juga memberikan cahaya tentang dinamika berkembang dari hubungan gender dalam budaya kami dan memberikan wawasan untuk penceritaan yang lebih inklusif di masa depan.

Narasumber 2.

Pertanyaan 1:

1. Bisakah Anda menjelaskan latar belakang dan pengalaman budaya Anda sebagai individu Jawa modern berusia 22-27 tahun?

Jawaban:

Saya berasal dari Surakarta, Indonesia, dan latar belakang saya sangat terakar dalam tradisi Jawa. Keluarga saya selalu menghargai warisan budaya kami, dan saya terpapar pada adat istiadat dan nilai-nilai Jawa sejak usia muda. Namun, sebagai individu Jawa modern, saya juga merangkul pengaruh kontemporer dan pandangan global, yang telah membentuk pandangan dunia saya.

Pertanyaan 2:

2. Bagaimana Anda secara pribadi menginterpretasikan pesan tentang stereotip gender perempuan dalam film "Mulan (2020)" berdasarkan latar belakang budaya dan pengalaman Anda?

Jawaban:

Bagi saya, "Mulan (2020)" merupakan eksplorasi yang memprovokasi tentang stereotip gender. Tumbuh dalam masyarakat di mana peran gender tradisional masih dominan, penggambaran perjalanan Mulan dalam film sangat saya rasakan. Film ini menunjukkan bagaimana seorang perempuan dapat membebaskan diri dari harapan

sosial sambil tetap mempertahankan rasa hormat terhadap budaya. Ini menekankan ide bahwa perempuan dapat menjadi kuat dan mandiri, suatu pesan yang memberdayakan, terutama dalam konteks Jawa.

Pertanyaan 3:

3. Menurut pendapat Anda, bagaimana pelajaran budaya yang disajikan dalam "Mulan (2020)" dapat relevan atau berdampak bagi individu dengan latar belakang etnis Jawa?

Jawaban:

Pelajaran budaya dalam "Mulan (2020)" sangat relevan bagi individu dengan latar belakang Jawa. Ini menyoroti pentingnya keberanian, pengorbanan, dan kekuatan karakter, yang merupakan nilai yang sangat tertanam dalam budaya kami. Penggambaran keberanian dan tekad Mulan dalam menghadapi stereotip gender sejalan dengan semangat kepahlawanan Jawa. Ini menawarkan perspektif modern tentang bagaimana perempuan Jawa dapat menantang norma-norma tradisional sambil mempertahankan esensi budaya kami.

Pertanyaan Wawancara:

4. Bagaimana menurut Anda proses penerimaan penonton Jawa, khususnya dalam memahami pesan tentang stereotip gender perempuan, mungkin berbeda dari penonton dengan latar belakang budaya lain?

Jawaban Wawancara:

Proses penerimaan di kalangan penonton Jawa mungkin berbeda karena konteks budaya kami yang unik. Penonton Jawa mungkin lebih merelakan diri dengan perjuangan Mulan, mengingat pentingnya tradisi dan kehormatan dalam masyarakat kami. Meskipun tema kesetaraan gender bersifat universal, penonton Jawa mungkin menempatkan penekanan khusus pada pentingnya seimbang antara aspirasi individu dengan pelestarian budaya. Perpaduan antara modernitas dan tradisi ini dapat memengaruhi cara kami memahami pesan film.

Pertanyaan Wawancara:

5. Berdasarkan pengamatan dan pengalaman Anda, bagaimana menurut Anda penelitian ini tentang penerimaan "Mulan (2020)" dapat berkontribusi pada pemahaman kita tentang interpretasi penonton terhadap stereotip gender dalam konteks Jawa modern?

Jawaban Wawancara:

Penelitian ini memiliki potensi untuk memberikan wawasan berharga tentang bagaimana penonton Jawa modern menginterpretasikan stereotip gender, terutama dalam konteks film seperti "Mulan (2020)". Dengan mempelajari respons kami, peneliti dapat mengungkap cara nuansa latar belakang budaya kami membentuk pemahaman kami terhadap stereotip gender. Hal ini dapat membawa pada pemahaman yang lebih mendalam tentang bagaimana mengatasi kesetaraan gender dan pelestarian budaya secara bersamaan. Selain itu, mungkin membantu para pembuat film dan pengarang cerita menciptakan konten yang lebih resonan dengan beragam penonton budaya.

Narasumber 3.

Pertanyaan 1:

1. Bisakah Anda menjelaskan latar belakang dan pengalaman budaya Anda sebagai individu Jawa modern berusia 22-27 tahun?

Jawaban:

Saya dibesarkan di lingkungan perkotaan yang dominan di Semarang, Indonesia. Meskipun keluarga saya tetap mempertahankan beberapa adat dan tradisi Jawa, pembentukan saya dipengaruhi oleh lingkungan multikultural kota. Saya mengidentifikasi diri sebagai individu Jawa modern dengan perpaduan nilai tradisional dan kontemporer.

Pertanyaan 2:

2. Bagaimana Anda secara pribadi menginterpretasikan pesan tentang stereotip gender perempuan dalam film "Mulan (2020)" berdasarkan latar belakang budaya dan pengalaman Anda?

Jawaban:

"Mulan (2020)" menawarkan perspektif yang menarik tentang stereotip gender perempuan. Sebagai individu Jawa modern, saya merasa penggambaran perjalanan Mulan dalam film dapat saya rasakan dalam arti membebaskan diri dari harapan sosial. Meskipun latar belakang saya mencakup elemen tradisional dan modern, saya menghargai pesan pemberdayaan perempuan dalam film dan ide bahwa perempuan dapat kuat dan mandiri, melampaui batasan budaya.

Pertanyaan 3:

3. Menurut pendapat Anda, bagaimana pelajaran budaya yang disajikan dalam "Mulan (2020)" dapat relevan atau berdampak bagi individu dengan latar belakang etnis Jawa?

Jawaban:

Pelajaran budaya dalam "Mulan (2020)" memiliki relevansi bagi individu Jawa, tanpa memandang latar belakang spesifik. Film ini menekankan nilai-nilai seperti keberanian, kehormatan, dan ketangguhan, yang sejalan dengan nilai-nilai budaya Jawa. Namun, film ini juga menyampaikan pesan lebih luas tentang pemberdayaan perempuan, yang dapat resonan dengan perempuan Jawa yang menavigasi keseimbangan kompleks antara tradisi dan modernitas.

Pertanyaan 4:

4. Bagaimana menurut Anda proses penerimaan penonton Jawa, khususnya dalam memahami pesan tentang stereotip gender perempuan, mungkin berbeda dari penonton dengan latar belakang budaya lain?

Jawaban:

Proses penerimaan di kalangan penonton Jawa mungkin berbeda karena konteks budaya kami yang unik. Penonton Jawa mungkin dapat merelakan diri dengan pesan film tentang menantang stereotip gender sambil tetap memegang tradisi budaya.

Perspektif yang nuansakan ini mungkin membuat kami berbeda dari penonton dengan latar belakang budaya lain. Kami mungkin menghargai penggambaran perempuan kuat dalam film sambil tetap menghormati pelestarian identitas budaya kami.

Pertanyaan 5:

5. Berdasarkan pengamatan dan pengalaman Anda, bagaimana menurut Anda penelitian ini tentang penerimaan "Mulan (2020)" dapat berkontribusi pada pemahaman kita tentang interpretasi penonton terhadap stereotip gender dalam konteks Jawa modern?

Jawaban:

Penelitian ini memiliki potensi untuk memberikan wawasan berharga tentang bagaimana penonton Jawa modern menginterpretasikan stereotip gender dan bagaimana hal itu berinteraksi dengan konteks budaya mereka. Dengan mempelajari respons kami terhadap film seperti "Mulan (2020)," peneliti dapat memahami lebih dalam interaksi kompleks antara peran gender dan identitas budaya. Ini juga dapat membantu pembuat film dan ilmuwan menciptakan konten yang lebih efektif resonan dengan penonton budaya Jawa dan sejenisnya, memperkaya dialog terus-menerus tentang kesetaraan gender dan pelestarian budaya.

English Interview Transcript

Interviewee 1.

Question 1:

1. Could you describe your background and cultural upbringing as a modern Javanese person aged 22-27?

Answer:

I was born and raised in Yogyakarta, Indonesia, which is the heart of Javanese culture. My family has a strong connection to Javanese traditions, and I've been exposed to various cultural aspects and values throughout my life. As a modern Javanese individual, I have also been influenced by contemporary global trends and values, which sometimes intersect with our traditional culture. It's this blend of traditional and modern elements that defines my cultural background.

Question 2:

2. How did you personally interpret the messages about female gender stereotypes in the movie "Mulan (2020)" based on your cultural background and experiences?

Answer:

I found "Mulan (2020)" to be a fascinating exploration of gender stereotypes, particularly from a Javanese perspective. The character of Mulan challenged traditional gender roles and expectations, which resonated with me given the evolving dynamics within our culture. The film's portrayal of Mulan's struggle and

empowerment mirrored the experiences of many Javanese women who strive for independence while respecting our cultural heritage.

Interview 3:

3. In your opinion, how might the cultural lessons presented in "Mulan (2020)" be relevant or impactful for individuals with a Javanese ethnic background?

Answer:

The cultural lessons in "Mulan (2020)" hold significant relevance for Javanese individuals. It showcases the importance of honor, family, and bravery, which are core values in Javanese culture. The film also encourages the idea that individuals can challenge societal norms and gender stereotypes while still respecting their cultural roots. This resonates deeply with us, as it reflects the ongoing conversation about preserving tradition while embracing progress.

Interview 4:

4. How do you believe the reception process of Javanese audiences, particularly in understanding messages about female gender stereotypes, might differ from audiences of other cultural backgrounds?

Answer:

I think the reception process for Javanese audiences regarding female gender stereotypes in "Mulan (2020)" may differ due to our unique cultural context. Javanese viewers might connect more with Mulan's struggle, as it parallels the changing roles of women within our culture. While the broader themes of gender equality are universal, Javanese audiences might place a stronger emphasis on the nuances of maintaining cultural identity while breaking free from stereotypes.

Interview 5:

5. Based on your observations and experiences, how do you think this research on the reception of "Mulan (2020)" could contribute to our understanding of audience interpretation of gender stereotypes in the modern Javanese context?

Answer:

This research has the potential to offer valuable insights into how modern Javanese audiences perceive and interpret gender stereotypes. By studying our reactions to a film like "Mulan (2020)", researchers can gain a deeper understanding of the complex interplay between cultural identity, gender roles, and societal expectations. It might also shed light on the evolving dynamics of gender relations in our culture and provide insights for more inclusive storytelling in the future.

Interviewee 2.

Question 1:

1. Could you describe your background and cultural upbringing as a modern Javanese person aged 22-27?

Answer:

I come from Surakarta, Indonesia, and my upbringing has been deeply rooted in Javanese traditions. My family has always valued our cultural heritage, and I've been exposed to Javanese customs and values from a young age. However, as a modern Javanese individual, I've also embraced contemporary influences and global perspectives, which have shaped my worldview.

Question 2:

2. How did you personally interpret the messages about female gender stereotypes in the movie "Mulan (2020)" based on your cultural background and experiences?

Answer:

For me, "Mulan (2020)" was a thought-provoking exploration of gender stereotypes. Growing up in a society where traditional gender roles are still prevalent, the film's depiction of Mulan's journey resonated deeply. It showed how a woman could break free from societal expectations while maintaining a sense of cultural respect. It emphasized the idea that women can be strong and independent, which is an empowering message, especially in a Javanese context.

Question 3:

3. In your opinion, how might the cultural lessons presented in "Mulan (2020)" be relevant or impactful for individuals with a Javanese ethnic background?

Answer:

The cultural lessons in "Mulan (2020)" are highly relevant for individuals with a Javanese background. It highlights the importance of honor, sacrifice, and the strength of character, which are values deeply ingrained in our culture. The film's portrayal of Mulan's courage and determination in the face of gender stereotypes aligns with the spirit of Javanese heroism. It offers a modern perspective on how Javanese women can challenge traditional norms while preserving our cultural essence.

Question 4:

4. How do you believe the reception process of Javanese audiences, particularly in understanding messages about female gender stereotypes, might differ from audiences of other cultural backgrounds?

Answer:

The reception process among Javanese audiences may differ due to our unique cultural context. Javanese viewers may relate to Mulan's struggle in a distinct way, considering the importance of tradition and honor in our society. While the film's themes of gender equality are universal, Javanese audiences might place a special emphasis on the importance of balancing individual aspirations with cultural preservation. This blend of modernity and tradition can influence how we perceive the film's message.

Question 5:

5. Based on your observations and experiences, how do you think this research on the reception of "Mulan (2020)" could contribute to our understanding of audience interpretation of gender stereotypes in the modern Javanese context?

Answer:

This research can provide valuable insights into how modern Javanese audiences interpret gender stereotypes, especially in the context of a film like "Mulan (2020)." By studying our responses, researchers may uncover the nuanced ways in which our cultural background shapes our understanding of gender stereotypes. This could lead to a deeper understanding of how to address gender equality and cultural preservation simultaneously. Additionally, it may help filmmakers and storytellers create content that resonates with diverse cultural audiences.

Interviewee 3.

Question 1:

1. Could you describe your background and cultural upbringing as a modern Javanese person aged 22-27?

Answer:

I was raised in a predominantly urban setting in Semarang, Indonesia. While my family maintains some Javanese customs and traditions, my upbringing is influenced by the multicultural environment of the city. I identify as a modern Javanese with a blend of traditional and contemporary values.

Question 2:

2. How did you personally interpret the messages about female gender stereotypes in the movie "Mulan (2020)" based on your cultural background and experiences?

Answer:

"Mulan (2020)" presented an intriguing perspective on female gender stereotypes. As a modern Javanese individual, I found the film's portrayal of Mulan's journey to be relatable in the sense of breaking free from societal expectations. While my background encompasses both traditional and modern elements, I appreciated the film's message of female empowerment and the idea that women can be strong and independent, transcending cultural boundaries.

Question 3:

3. In your opinion, how might the cultural lessons presented in "Mulan (2020)" be relevant or impactful for individuals with a Javanese ethnic background?

Answer:

The cultural lessons in "Mulan (2020)" hold relevance for Javanese individuals, regardless of their specific background. The film emphasizes values like courage, honor, and resilience, which align with Javanese cultural values. However, it also provides a broader message of women's empowerment, which can resonate with Javanese women who are navigating a complex balance between tradition and modernity.

Question 4:

4. How do you believe the reception process of Javanese audiences, particularly in understanding messages about female gender stereotypes, might differ from audiences of other cultural backgrounds?

Answer:

The reception process among Javanese audiences might differ due to our unique cultural context. Javanese viewers could relate to the film's message of challenging gender stereotypes while holding onto cultural traditions. This nuanced perspective may set us apart from audiences with different backgrounds. We might appreciate the film's portrayal of strong women while still valuing the preservation of our cultural identity.

Question 5:

5. Based on your observations and experiences, how do you think this research on the reception of "Mulan (2020)" could contribute to our understanding of audience interpretation of gender stereotypes in the modern Javanese context?

Answer:

This research has the potential to provide valuable insights into how modern Javanese audiences interpret gender stereotypes and how it intersects with their cultural context. By studying our responses to a film like "Mulan (2020)," researchers can gain a deeper understanding of the complex interplay between gender roles and cultural identity. It may also help filmmakers and scholars create content that resonates more effectively with Javanese and similar cultural audiences, enriching the ongoing dialogue on gender equality and cultural preservation.