



## Gender Semiotics In The Animation Film Cartoon Brave

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### ABSTRACT

*This research was conducted to determine how the meaning of masculine women in the animated cartoon film made by Pixar Animation Studio and Walt Disney Pictures was conducted to determine how the theme of this film is a Princess (Princess), entitled Brave. Where this research will see how the image of masculine women from this Brave film. The subject of this research is the Brave film as seen from its narrative structure. Meanwhile, the research object to be analyzed is the representation of the meaning of masculine women. In this study, the researcher will see how the Brave film will break the stereotypes of a royal princess that is usually displayed by Walt Disney. A royal princess (Princess) is usually seen from several things which include physical appearance (physical appearance), style of dress (fashion), character (character) and interaction with the environment (social interaction). Meanwhile, in the Brave film, the findings show that women like Princess Merida are constructed as open, brave, strong, independent, and tough. In addition, it also manages to maintain its unique identity without meeting the expectations and demands of others.*

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### 1. INTRODUCTION

In the animated film Brave, there is a gender issue. The film, which was made by Disney and Pixar, was released in 2012 and became a cartoon film that had a large enough audience to gross around \$554.6 million on a budget of \$185 million. Brave takes the background of a Scottish Viking kingdom where this film is an animated fiction film that took a long time to make. The film 'Brave' was directed by a woman named Brenda Chapman and then taken over by Mark Andrews.

The main character in this film is Merida, a woman who is described as having a brave and a little wild nature. Merida is the eldest child of King Fergus and Queen Elinor. Her position as a daughter and a woman makes Merida have to live life according to the strict rules of her mother. The strict rules because she was born a woman made Merida feel burdened and felt

injustice. Merida feels that her life is constrained when compared to her three younger siblings, namely Princes Hubert, Hamish and Harris. Society believes that women's roles are feminine and men's roles are masculine. Feminine itself is described with traits such as gentle, friendly and kind. While masculine is described as a brave, brave, unyielding nature and other traits. The gender element in the film *Brave* lies in the masculinity shown by the main character, namely Merida, although the main character is a princess (Princess) but Putri Merinda breaks the mindset of the audience who thinks that women are weak figures. So that researchers find it interesting to examine how the interpretation of women in the animated film entitled *Brave*.

#### **Synopsis :**

In Scotland, King Fergus of the DunBroch Clan presented his daughter, Merida, with a bow on her birthday. While training, Merida meets will-o'-the-wisp, a mystical creature who can lead humans to their destiny. After that, a giant demon bear, Mor'du, attacked his family. Merida escapes with her mother, Queen Elinor, while her father, Fergus, loses his left leg in a fight with a bear. Years later, Elinor gives birth to identical triplet boys and Merida has become a free-spirited teenager. Her mother informed her that she had to be engaged to the eldest son of one of her father's allied clan heads. Her mother tells Merida a legend about a prince who destroyed his own Kingdom, and Elinor warns that if this marriage fails, it could harm the Kingdom.

Despite being warned, Merida still doesn't want the marriage. The three Clans arrived with their respective eldest sons to compete in the "match" for the princess. During the match, Merida states that she is also qualified to compete with her own hands as she is also the eldest child of the DunBroch Clan. As a result, Elinor was furious with Merida. After destroying the family's rug, Merida flees into the forest. There, he once again meets will-o'-the-wisp, who leads him to the hut of an old wizard who at first pretends to be a wood carver. After bargaining, the witch agrees to give Merida a spell in the form of a cake so she can change her mother.

Merida returns to the palace and gives the enchanted cake to Elinor as a sign of peace. The queen took a bite of it, but it tasted bad and left the rest of the cake in the kitchen. After eating it, the queen fell ill and turned into a huge black bear, the same bear her father hated. Realizing that the queen's life is now in grave danger, Merida tries to hide her mother. After persuading her siblings to be willing to help them in their escape, Merida and Elinor make it back to the witch's hut but find no one there. The magician left a hint that the spell would be permanent until the second dawn. He also leaves a riddle to Merida, saying that "fate can be changed" if the princess can "mend the bonds torn apart by pride." Merida and her mother slowly begin to mend their relationship during their journey to find the antidote to the spell, and Merida also observes that the spell is slowly starting to become permanent, Elinor often loses control and acts like a bear. After once again meeting will-o'-the-wisp, the two follow them to the ancient ruins and later discover the fact that Mor'du is actually the prince in the legend that Elinor told Merida, who received the same spell from the witch. Merida theorizes that she can reverse the spell by repairing her family's rug.

In the palace, the now-hostile clans are on the brink of war, but Merida manages to prevent bloodshed by reminding them of their clan's honorable and heroic history. He then asked them to let their children choose for themselves whom they should love and marry of their own choice. In the midst of a feeling of happiness, Merida then sneaks into the tapestry room, but Elinor loses control of her human self. Fergus finds his bedroom broken and thinks his wife has been attacked. He finds Merida with Elinor in the rug room and thinks Elinor is Mor'du, Fergus then goes after her. With the help of her siblings, who have turned into three baby bears from eating leftover cookies, Merida chases after her father's hunting herd while sewing a rug. The clan members and Fergus manage to capture Elinor and intend to kill her, but is prevented by

Merida. Elinor then gets into a fight with Mord'u who suddenly appears, trying to protect Merida. Elinor manages to lure him under his menhirs which then collapse on Mord'u, finally releasing the spirit of the ancient prince from the curse.

At dawn, Merida covered Elinor with the rug she had sewn, but nothing happened. After expressing her love for her mother, which is the true meaning of the wizard's riddle, her mother transforms back into a human, along with her triplet sister, and the family is finally reunited. A few days later, the three clans wanted to leave for their respective kingdoms and Merida and Elinor rode their horses together.

## 2. RESEARCH METHODE

The research approach used is a qualitative research approach. This approach is used because the methods and types of data used in this study are suitable and in accordance with the type of qualitative research. The research approach process is carried out by observing, collecting, and analyzing data, to understand the existing problems and then describe according to the phenomena that occur in the community. In this qualitative method, research on a phenomenon departs from existing data, not from theory. In this research, the researcher places more emphasis on the problem of depth (quality) of data, not on quantity.

The data analysis technique used is semiotic analysis. The semiotic technique used is a two-meaning level model from Roland Barthes. The level of two meanings by Roland Barthes is a model in which signs are interpreted with denotative, connotative and mythical meanings. In order to get detailed data for analysis, a data reduction process is carried out, data presentation so that a conclusion or verification can be drawn.

In this research, the object of research is the Brave film produced by Disney Movie and Pixar in 2012. Animated film directed by Brenda Chapman and Mark Andrews with a duration of 1 hour 33 minutes with 104 scenes. The object of this research is then limited to only 30 scenes. Based on observations made by researchers, not all scenes contain gender scenes, which is the focus of this study.

Gender is a concept used to identify the differences between men and women from a non-biological point of view. This is different from sex which is generally used to identify differences between men and women in terms of biological anatomy. The term sex concentrates more on the biological aspects of a person which includes differences in chemical composition and hormones in the body, physical anatomy, reproduction and other biological characteristics. Meanwhile, gender concentrates more on social, cultural, psychological and other non-biological aspects. Gender studies emphasize the development of a person's masculinity or femininity. Meanwhile, sex studies emphasize the development of biological aspects and chemical composition in the bodies of men and women. For the process of growing a child into a boy or a girl, the term gender is used more than the term sex. The term sex is generally used to refer to issues of reproduction and sexual activity, the rest is used the term gender.

Film is a series of images with the illusion of motion, so that it looks alive in a frame that is projected through a projector and produced mechanically so that it can be seen and heard (Darajah, 2011). Film is used to fulfill a general need, namely to communicate an idea, message or reality (Raimukti, 2013). The use of film media in learning provides a new and fun atmosphere for students. Films can present material about a process or past event with a certain place, actor, and atmosphere that can be presented in the classroom (Sobandi, 2008). Movies are grouped into real and unreal movies. An unreal film is a film that depicts the story, is not shown directly by living things, for example cartoons and animated films (Herdiannanda, 2010).

According to Darajah (2011) animated film media is an audiovisual media in the form of a series of inanimate images that are sequentially in the JPPI frame, Vol. 1, No. 1, November

2015, p. 91-106 Umrotul Hasanah and Lukman Nulhakim e-ISSN 2477-2038 93 and projected mechanically electronically so that it looks alive on the screen. Due to the unique dimensions and nature of entertainment, nowadays many animated films appear on television. However, most of all these animated films have not led to scientific education. Most of the animated films that are shown on television, only aim for entertainment. Although, there are some of these animated films that convey a moral message in the story. Interest in animated films, not only experienced by children, but nowadays teenagers and even adults, not a few are interested in watching animated films.

Animated film or commonly abbreviated as animation, is a film that is the result of processing hand images so that they become moving images. At the beginning of his invention, animated films were made from sheets of drawing paper which were then "rotated" so that a moving image effect appeared. With the help of computers and computer graphics, making animated films is very easy and fast. In fact, lately more 3D animated films have emerged than 2D animated films.

Disney is one of the world's leading entertainment companies. The company which is also known as The Walt Disney Company cannot be separated from the role of its founder, Walt Disney, in starting his career. Walt's career first began on October 16, 1923 when he signed a contract with M.J. Winkler for his first production, Alice Comedies. It was from this moment that Disney's long journey began, which was originally known as The Disney Brothers Studio.

Initially Disney produced various cartoon series such as Trolley Troubles and Steamboat Willie. The debut of the famous Mickey Mouse character to date began on January 13, 1930. Then began to produce Flowers and Trees which is a color cartoon that became the first Academy Award winner in 1932. Two years later, Disney began releasing The Wise Little Hen which at that time it appears the character Donald Duck. Next Disney released The Band Concert which featured Mickey Mouse with a color version for the first time in 1935, followed by Snow White and the Seven Dwarfs which was a Disney feature-length animated film in 1937.

Disney made its debut in theatrical productions with Treasure Island which was first introduced in the 1950s. In this era of the year, Disney has produced various extraordinary works that are still known today, such as Peter Pan, which was adapted from a character created by J.M. Barrie. Disney's line of business is not only limited to making cartoons, but also develops with Disneyland which is a Disney-owned theme park which was first opened since 1955 in Anaheim, California, Walt Disney World Resort opened in 1971 in Florida and the first outdoor mall Walt Disney World Villages. Basically this large company was not only founded by Walt Disney alone but together with his brother named Roy O. Disney who contributed to the development of Disney.

Disney through Disneyland also developed by opening the first international branch in Japan in 1983. Disney has never stopped producing the latest innovations to expand its business. The breakthrough came with the launch of The Disney Channel, which began broadcasting for 18 hours a day, has accompanied Disney fans since 1983.

In the course of the company's development, Disney officially merged with the Dow Jones Industrial Average on May 6, 1991 with the publication of the first book entitled Amazing Grace. Disney has also released game cartridges and CD-ROM software labeled Disney Interactive since 1994. The following year Disney also successfully launched Disney Online, a division of Disney Interactive which developed The Walt Disney Company online.

### 3. RESULT AND ANALYSIS

The discussion in this study is focused on the implied and explicit messages about gender in the film *Brave*. The meaning sought in this film is divided into two stages of meaning, namely denotation and connotation. Between the second meaning or connotative meaning there is a myth. The meanings that have been analyzed then become evidence that in the film *Brave* there is an element of gender.

Gender in the film *Brave* has the meaning of Merida's denotation as a female figure and also a princess who is required to act perfectly by her environment. Merida's environment, especially her mother, creates rules that require Merida to act impeccably because of her status as a royal princess. But on the other hand, Merida feels pressured by her status which forces her to act against what she wants. Merida feels that being born as a daughter in the Royal family is an unpleasant fate. Women are required to be perfect figures, so Queen Elinor tries hard to shape Merida according to the values that exist in society. The division of gender roles is also seen in this film where men are associated with jobs that are more dominant and also require physical abilities, while women are the opposite.

Another denotation meaning that appears is that Queen Elinor not only regulates how Merida's life goes but she also plays a role in making important decisions in the royal environment. When the King is unable to make a decision or act decisively, the Queen will appear and encourage the King to do his job. In theory the King takes the responsibility, but in practice it is the Queen who does it.

The figure of Merida is considered a symbol of the Dunroch kingdom. What Merida did would definitely be linked to her kingdom. Therefore, the Queen requires Merida to be a perfect and flawless figure. If Merida does something that is not in accordance with the traditions or rules that exist in society, the Dunbroch kingdom will also suffer the consequences. The entire Dunbroch royal community and also the four clans in the film *Brave* have the same thought, that the princess is a symbol of the kingdom. The violation of tradition by a princess is an unforgivable offense.

The element of gender appears in the *Brave* film regularly, both regarding the role of gender in society and also the presence of an element of gender bias. Gender roles arise when the roles between women and men are distinguished by existing traditions and grow in society contained in the film. Meanwhile, the element of gender bias emerges from the dialogue and also the scene which shows how depressed Merida is with the unfair treatment she has received.

So it can be said that differences in behavior over gender are the result of thoughts and habits which should not harm one particular party. Giving different behavior between Merida and her sisters is one form of discrimination committed by the Queen. Merida who feels discriminated against then reveals what she wants and the Queen feels that she shouldn't treat Merida like that. Tradition in the Dunbroch kingdom then changed, there was no longer an arranged marriage between Merida and one of the noble sons.

The meaning of the myth that appears in the results is the community's belief about the occurrence of disasters when there is a violation of tradition. In this film, it is shown how Ratu tells about the lost kingdom due to a violation of tradition and also the big consequences that will occur if Merida refuses an arranged marriage. Matchmaking is a matter agreed upon by the Kingdom and its allies, the Nobles, if one party violates it, there will be divisions within the kingdom.

From the film *Brave*, we can see how the role of gender in shaping the concept of thought which is then used by society from time to time. Every individual born in a society will receive

gender treatment according to the prevailing tradition. Because gender is something that is attached to a person whether he wants it or not.

Film is a mass communication medium that is currently in demand by almost all people in the world. The messages contained in the film will usually be more quickly accepted by the audience, because when watching a film we are used to being more focused and experiencing how a film works. Films also have different effects for each individual who watches them. So without us realizing that the audience will start to have their own obsession and will try to imitate the things in the film, and without us realizing it can actually create new gender myths in society, like a woman who must be sued. to be perfect and flawless, a woman must always obey the orders of her parents without having to think about her feelings first or a woman who dresses or behaves a little differently immediately gets a negative view from society. The role of films in influencing one's life is true so there are several things that must be considered before watching a film.

#### 4. CONCLUSION

The denotative meaning that appears is, Merida as a woman and also a princess is required to act perfectly by her environment. Merida's environment, especially her mother, creates rules that require Merida to act without reproach. But on the other hand, Merida feels pressured by her status which forces her to act against what she wants. The connotation meaning that emerges is, Merida's rejection of matchmaking is associated as an act that goes against tradition and is related to the imminent disaster in the land of Dunbroch. The meaning of the myth that appears in the results is the community's belief about the occurrence of disasters when there is a violation of tradition. This film shows how Ratu tells about the lost kingdom due to a violation of tradition and also the big consequences that will occur if Merida refuses the matchmaking.

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