



Analysis Of Semiotics Representation Of Feminism In The Molan Film 2020

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ABSTRACT

This research is entitled Semiotic Analysis of Feminism Representation in Mulan Film 2020. The purpose of this research is to find out how the semiotic analysis of feminism representation in Mulan 2020 film. The theory used to analyze this research is semiotic theory. The object of the research is Film Mulan 2020, an American period war action drama film directed by Niki Caro. It is a live-action remake of the 1998 animated film produced by Disney. The method used in this study is a qualitative method with the semiotic analysis technique of the Roland Barthes model. The results of the study indicate that there are several scenes depicting the representation of feminism in the film 3 Mulan 2020 which have been studied through Roland Barthes' Semiotics theory. The representation of feminism can be seen from the signs and meanings that have been studied through Roland Barthes' Semiotics theory.

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1. INTRODUCTION

The mass media is growing so rapidly, making the mass media as the center of an information. The rapid development of mass media makes it easy for people to access news, films, dramas both domestically and abroad. The media is able to display social realities in real life that occur in the world, without us realizing that the media is very influential in our lives, both from lifestyle and in building thoughts or public opinion. Not only that, the media also has the function of educating, informing, influencing and entertaining. The sophistication of the media makes creative works of art that have become public consumption, one of which is through film media.

Film is a form of audio-visual technology. Film is also a work of art that is alive and can provide an overview to the audience about the state of a place, culture to the characters in the film. Film is one of the media for mass communication and film can also be interpreted as a

tool to convey various messages to the public through a media story. the power of film in reaching all social aspects, makes films have a large aspect to influence the audience.

Films unconsciously often create certain gender-biased relations, such as placing women in a weak position, unable to balance the roles of men. Women are often given the role of being bullied, playing the role of objects of male sexuality or even being victims of abuse. The directors in films also often describe women as "whiny" human beings and low self-esteem (Gamble, 2010:117).

The presence of female actors in films can be assessed positively or negatively. The representation of the presence of female actors usually describes the role of women which tends to always lead to the weak side of women. The feminist point of view explains that women should not only be portrayed on the weak side, but women's struggles and strengths must also be displayed in a balanced way with a positive side as a form of effort to encourage the importance of promoting a woman's self-esteem.

Feminism is an ideology that empowers women. The feminism movement is a movement that aims for emancipation or equal rights, position, self-development, both in economic, social, political and educational aspects for women and men. Women's position in society has always been below men, this is of course very unfavorable for women to develop themselves. The feminism movement was needed in the 18th century because there were many shackles and restraints on women's rights. Many films show the image of women who are evil, whiny, spoiled, fussy, unsteady, emotional, lazy to try, not intelligent and always rely on men. -Men. There are plenty of films about women, but very few films about women's strength, courage and struggle. But not all films show this, there are also many films that show how the struggle of a woman, the hard work and success of a woman, the resilience of a woman and the independence of a woman, for example the film *Mulan 2020*.

This animated film from disney changes the stigma of many people regarding the image of women who are considered weak, unworthy of learning self-defense, and also prohibited from participating in war. The film is set in China, and the young girl who is the main character in this film disguises herself as a boy in order to replace her ailing father to undergo military training and join the war. In this film the character of a woman is very strong and tough. This film highlights the strength of women who are higher than men. This film is very interesting to study because it sees the struggle of a strong, independent, *Mulan* girl who replaces her ailing father to join military training and join the war. *Mulan's* figure can be an inspiration for us, especially women. From this, researchers are interested and want to do research related to the social reality in the film *Mulan 2020* to find out how the representation of feminism in this film by using Roland Barthes' semiotic analysis.

2. RESEARCH METHODE

This study uses a descriptive qualitative approach. According to Bogdan and Taylor (1992), qualitative research is a research procedure that produces descriptive data in the form of speech or speech and the behavior of the people being observed. The qualitative research method was chosen because this method is widely used to examine documents in the form of text, images, symbols and so on to understand culture in a certain social context. According to Burhan Bungin (2008:173), semiotic analysis is a way or method to analyze and give meanings to a text, system of symbols, symbols, or signs (signs), both contained in the mass media (news, television shows), films, and so on) as well as those found outside the mass media (paintings, sculptures, fashion, and so on). In general, qualitative research can be used for research on people's lives, history, behavior, organizational functionalization, social activities, and so on. The reason for using qualitative methods is to examine the representation of feminism found through the shows

that are the object of research. The object of this research is the *Mulan 2020* film with a duration of 1 hour 55 minutes which raises the reality of feminism.

3. RESULT AND ANALYSIS

Representation Theory

Stuart Hall's representation theory shows that representation shows a process in which meaning is produced using language and is exchanged between group members in a culture. Representation connects concepts (concepts) in one's mind to interpret objects, people, real events (real) and the imaginary world of objects, people, objects and events that are not real (fictional) (Hall, 2003:17).

The depiction of expressions between media texts and actual reality often uses the concept of representation. Representation is a term that refers to the way in which someone or something is depicted in the media. In simple terms, representation can be interpreted as a way to produce meaning.

Representation works through a system consisting of two important components, namely concepts in thought and language. These two components are correlated, the concept of something that is owned and exists in the mind, makes someone know the meaning of something. A meaning cannot be communicated without language, if one cannot express it in a language that other people can understand. The existence of new views that produce new meanings, is also the result of the growth of the construction of human thought, through the representation of meaning produced and constructed. It is a process of marking or practice that makes a practice that makes something mean something.

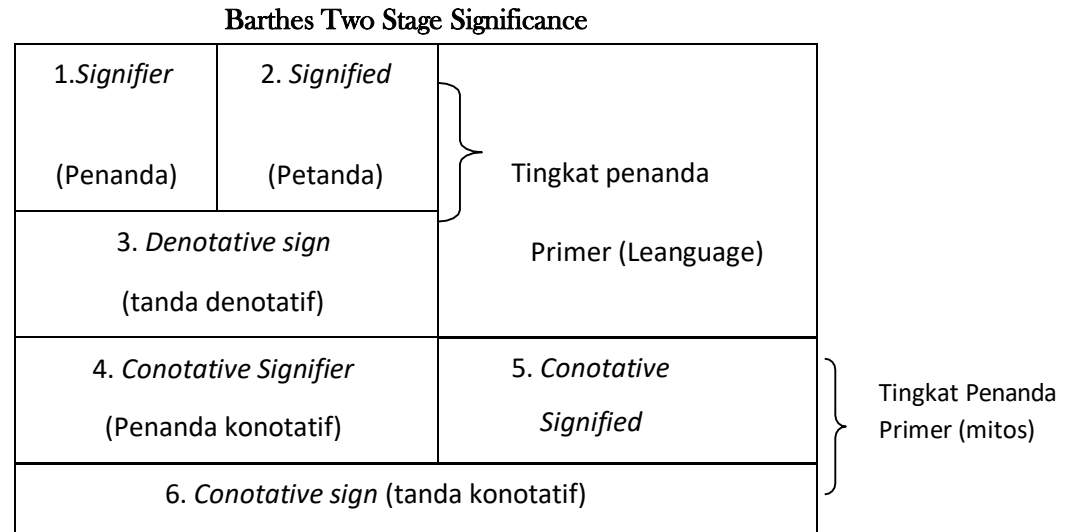
Semiotics Of Roland Barthes

Semiotics comes from the Greek word *semeion* which means sign. The term semiotics comes from "signs", semiotics is the science of signs. This sign is defined as something which, on the basis of previously established social conventions, can represent something else. Terminologically, semiotics can be defined as a science that studies a wide range of objects, events, and all cultures as signs.

Semiotics is a science or method of analysis to study signs. The signs in question are an attempt to understand something in life. Semiotics in Barthes' theory basically wants to study how humanity interprets things. Meaning (to signify) in this case cannot be equated with communicating (to communicate). Interpreting means that objects not only carry information, in which case the objects want to communicate, but also constitute a structured system of signs (Barthes, 1988:179 in Kurniawan, 2001:53). Barthes sees significance as a total process with a structured arrangement. A signification is not limited to language, but also to other things outside of language. Barthes considers social life, whatever its form, is a sign system of its own (Kurniawan, 2001: 53). Barthes's theory of semiotics is a development of Saussure's semiotics. But the signification system proposed by Barthes does not adhere to the primary meaning, but tries to get it through connotative meaning. Saussure's theory is interested in the complex way sentences are formed and the way sentence forms determine meaning, but is less interested in the fact that the same sentence can be convey different meanings to different people in different situations. Barthes continues this thought by emphasizing the interaction between the text and the personal and cultural experiences of its users, the interaction between the convection in the text and the convection experienced and expected by its users. The location of the difference

between Saussure and Barthes is Barthes' idea known as the "order of signification", which includes denotation, connotation. But Barthes still uses the term signifier-signified which was promoted by Saussure.

Roland Barthes' theory also has another aspect of marking, namely the "myth" that marks a society. According to Barthes "myth" lies in the second level of signification, after the formation of the sign-signifier-signified system, the sign will become a new signifier and then have a second sign and form a new sign. When a sign has a denotative meaning, the denotative meaning will become. Here is Roland Barthes' map of how signs work



RESULT

The following are research data obtained through watching the entire Mulan 2020 film. Scene Pieces that Present Feminism and Roland Barthes' Second Level Meaning Process:

Picture 1:



Duration 00:58:07
Visuals (Signifier)

DESCRIPTION

This scene shows that Mulan, who is disguised as a man, is fighting against the enemy. Mulan seems fearless and has a brave soul.

SIGNIFIER

This picture shows a soldier with his troops who are ready to go to war. And in this picture it can be seen that soldiers also carry flags when fighting. He also wears a uniform for soldiers of war and wears a red shirt.

SIGINIFIED

Mulan, who is disguised as a man, joins the war against the enemy.

DENOTATIVE SIGN

In this picture a soldier is seen ready to go to war. He looks unafraid, and he looks at the opponent with focus. The shooting technique in this scene is medium close up, where the object in the image looks closer to display a clear and focused impression.

CONOTATIVE SIGN

In this scene, Mulan disguised as a man is ready to go to war with his troops to fight the enemy. Mulan looked unsuspecting, seemed fearless and had a brave soul.

Picture 2:

Duration 01:06:36
Visuals (Signifier)

DESCRIPTION

Mulan returns to war, but Mulan is no longer disguised as a man. Mulan fights by showing her true identity as a woman.

SIGNIFIER

In this picture, a woman is seen fighting against the enemy. The woman is Mulan who previously disguised herself as a man. The expression on his face was that there was no fear at all, he was still brave. she fought by showing her true identity as a woman. In this picture, Mulan is seen wearing war clothes without a head covering and she is letting her hair down. Mulan is also good at using a sword.

SIGNIFIED

Mulan, who has shown her true identity as a woman, joins the war against the enemy.

DENOTATIVE SIGN

In this picture, a woman is seen fighting. Fighting enemies without fear, the shooting technique in this scene is medium close up, where the object in the image looks closer to give a clear and focused impression.

CONOTATIVE SIGN

In this scene, it can be seen that Mulan, disguised as a man, has revealed her identity as a woman. But he also continued to fight and focus on fighting the enemy.

Picture 3:

Duration 01:18:48

Visuals (Signifier)

DESCRIPTION

Previously, Mulan had admitted that she was a woman to her troops. And Mulan's real name is Hua Mulan, Mulan is considered to have brought disgrace and dishonor to the regiment, kingdom and family. And also Mulan has been expelled from this regiment, in this scene Mulan meets Commander Tung, where Commander Tung is as a mentor or troop leader. Mulan gives another chance to rejoin and is given orders to lead the troops towards the imperial city.

SIGNIFIER

In this picture Mulan is seen coming back to the regiment. Previously Mulan had been expelled because he had been considered to bring disgrace and dishonor to the regiment, kingdom and family. Mulan had come with the intention of informing Commander Tang that the garrison attack was just a diversionary attack. Mulan's expression looks very serious to convince Commander Tang, she is not afraid of being expelled.

SIGNIFIED

It was Mulan who was convincing Commander Tung that the Garrison attack was just a diversion.

DENOTATIVE SIGN

In this picture, Mulan is seen talking to Komadang tung. It was Commander Tung who finally forgave Mulan by saying that Mulan's act of lying was indeed a disgrace and Commander Tung was against it, but he said again that Mulan's loyalty and courage were unquestionable in the sense that Mulan was indeed a loyal, brave, and brave soldier. has very good performance. Considering this, Commander Tung then accepts Mulan back as part of the Imperial army team and orders Mulan to take control or lead the Imperial soldiers to the Royal City on their mission to save the King and all the people of the kingdom. The shooting technique in this scene is a medium shot to pay attention to the object clearly.

CONONTATIVE SIGN

In this scene, it is seen that Mulan has done things that are not commendable from her lies, Commander Tung does not want to close his eyes that Mulan has carried out her duties well while being part of the Imperial army team. so that Commander Tung gave Mulan the opportunity to return to being part of the Imperial warrior team, even giving Mulan the authority to lead the Imperial soldiers to the Royal City in carrying out the mission of saving the King and all the people of the Kingdom from Bori Khan's evil plans.

Picture 4:



Duration 01:31:18

Visuals (Signifier)

DESCRIPTION

Mulan has arrived at the kingdom. Arriving at the kingdom, Mulan's troops had been intercepted and attacked by the enemy. Mulan is helped by his troops to find the king and protect the king. In this scene, Mulan has met the leader of the enemy forces, Bori Khan, and Mulan is fighting against the enemy to save the King.

SIGNIFIER

In this picture, Mulan is seen fighting with Bori Khan, it is clear that Bori Khan's facial expression doesn't believe that a girl wants to save the dynasty. Mulan fights with the sword.

SIGNIFIED

Mulan is a woman who is fighting with the enemy to save the King.

DENOTATIVE SIGN

In this picture, Mulan can be seen fighting Bori Khan, who is the leader of the opposing army, which in this case explains that the fight will look balanced if the opponent is also equal to him in this case both are leaders. The shooting technique in this scene is medium close up, where the object in the image looks closer to give a clear and focused impression.

CONOTATIVE SIGN

This scene depicts that Mulan is fighting with Bori Khan. The soldiers' trust in Mulan because of Mulan's courage to reappear before Commander Tung with the information that the garrison attack was a diversionary attack, made the soldiers admire and believe in Mulan.

Picture 5:

Duration 01:33:29

Visuals (Signifier)

DESCRIPTION

Mulan managed to save the king and untied the king's hand. The enemy is defeated by Mulan. After the free King Mulan was invited with the most formidable warriors as officers of the emperor's guard army. Mulan was invited as a form of gratitude for her dedication in her struggle.

SIGNIFIER

In this picture, Mulan is seen untying the King's hands. He managed to bring down the enemy. Mulan looked focused as she untied the King's hand.

DENOTATIVE SIGN

In this picture, Mulan is seen untying the hands of the King. The king watched Mulan as she untied the knot in her hand. It seemed the King couldn't believe that a woman had saved him. The shooting technique in this scene is a medium close up with the lens focusing on the object.

CONOTATIVE SIGN

In this scene, it can be seen that Mulan continues to carry out her duties to protect the King even though she is a woman. Mulan was never afraid and she proved her loyalty.

Picture 6:

Duration 01:43:04
Visuals (Signifier)

DESCRIPTION

Previously, Mulan had returned to her village. The people in his village can't seem to believe that Mulan is home. Her sister immediately ran and hugged her as well as her mother. And his father also came to Mulan, Mulan also apologized to his father.

In this scene, Mulan is given a gift at the King's order in the form of a sword with his name on it and a pillar of virtue for saving the dynasty. Mulan brought honor to her ancestors, her family and also her village. It can be seen that Mulan's parents are very proud of her. He was also urged by the emperor to consider his invitation to join as an officer in the imperial guard.

SIGNIFIER

In this picture, you can see the hand of a person who is getting a gift. Where that someone is Mulan.

SIGNIFIED

Mulan arrives from a representative from the kingdom who was directly sent by the Emperor to come to his house.

DENOTATIVE SIGN

In this picture, Mulan is seen untying the hands of the King. The king watched Mulan as she untied the knot in her hand. It seemed the King couldn't believe that a woman had saved him. The shooting technique in this scene is a medium close up with the lens focusing on the object.

CONOTATIVE SIGN

In this scene, it can be seen that Mulan continues to carry out her duties to protect the King even though she is a woman. Mulan was never afraid and she proved her loyalty.

DISCUSSION

The results of the discussion of this study look at the observations made by researchers that are adapted to the research objectives, namely how the semiotic analysis of the representation of feminism in the film *Mulan 2020*. The results of the research were obtained through direct observation of the film *Mulan 2020*. Film *Mulan* which has a duration of 1 hour 55 minutes In this study, it was investigated using the Representation theory and Roland Barthes' semiotics. These two theories are considered by researchers to be very relevant to the title and problem formulation in this study. Representation is how human views or judgments see something in interpreting it. Meanwhile, Roland Barthes semiotics is used to analyze cultural phenomena and to analyze signs that occur in life.

In the film *Mulan 2020*, researchers got 6 scenes that presented feminism, which were seen through direct observation by watching the film. In the film *Mulan 2020*, the representation of feminism is shown through the character of a woman who is very strong and tough. Women who have the same courage as men. Coming from a family background that highly respects

culture, Mulan who was born with the power of Chi, which is usually only possessed by men, is expelled and used by men only. So that the figure of Mulan who is active in expressing Chi gets opposition from her family who are obedient to the teachings of their ancestors who judged this to be inappropriate for a woman. From this discussion about Chi, it is known that culture has passed down a teaching that seems not to give equal rights and opportunities to women like men, especially in terms of doing a job. At that time the emperor issued an order that a man from a family should serve in the Chinese Imperial Army to protect the country from the Hun empire. Meanwhile, Mulan's family has no male members other than her own father. Mulan decides to replace her father who is sick, he runs away from home and takes his father's equipment and armor. Mulan departs for the imperial city disguised as a man named Hua Jun. Here Mulan was burdened with the task of bringing honor to her family, every day she attended training before the start of the war.

Mulan ventured to replace her father who was sick to join the training, her parents who found out late on Mulan's departure were very worried because Mulan was a woman. Her mother, knowing this, asked her husband to stop Mulan. However, her father said that if they exposed Mulan's lies, their people would kill her because she was considered a disgrace to her family, village and ancestors. When Mulan arrived at the training ground, she disguised herself as a man named Hua Jun. Mulan also gets used to interacting with men. Mulan spends her days in training, taking part in the training of imperial soldiers. at the time of Mulan's practice unintentionally showed his strength and prowess. Commander Tung is an imperial commander who can see Mulan's Chi power. Commander Tung knew Mulan's father well, when Mulan's father was a soldier in the war. Commander Tung, seeing Mulan's potential and strength in Chi, asked her to develop her talent. Before the start of the practice they were told the punishments to be given when they broke the rules. One of them is punishment for lying. The punishment for those who lie is expulsion and disgrace. A disgrace to him, a disgrace to his family, his village, and his country.

Mulan, who is disguised as a man, joins the war against the enemy. Mulan seems fearless and has a brave soul. Mulan seemed fearless like a man and during the regiment Mulan was considered a great warrior. While chasing the enemy, Mulan met a female witch who transformed into a bird, where the woman was a co-operator with the opposing party. The witch asked who Mulan was. But Mulan, who finds the question a lie, hides who she really is. The witch says that Mulan's deception will weaken her, poison Chinya and Mulan will die for not being herself. Hua Jun is dead but not with Mulan, he is still alive. Mulan returns to war, but Mulan is no longer disguised as a man. Mulan fights by showing her true identity as a woman. Mulan fights the enemy fearlessly like a warrior, and saves the royal soldiers from the garrison's attack. After the garrison attack ends, she confesses that she is a woman. Mulan is seen as an impostor, has betrayed the regiment, has brought disgrace to the family. Because of this, Mulan was expelled from the imperial army and was expelled. Commander Tung looks very disappointed with Mulan.

Mulan who gets treated like that cries her female instincts are working. However, she is a woman with a soft heart. The witch comes to Mulan again she says they are the same. And the mage informed that the garrison attack was a diversion. Mulan, knowing this, immediately confronted Commander Tung, at first Commander Tung didn't believe it but the other soldiers believed Mulan. Therefore Commander Tung gave Mulan a chance. He was asked to lead the army to the empire. Mulan is brave, she is the best warrior among the other soldiers. When she arrives at the kingdom, Mulan's troops have been intercepted and attacked by the enemy. Mulan

is helped by his troops to find the king and protect the king. When Mulan looks for the King, the King is gone. At that time Mulan met the witch again. The witch was amazed at Mulan, a woman leading an army of men. Mulan says that there is still a place for people like them to be born with great powers. Mulan asked to be told where the King was and the witch went away and

Mulan followed the witch who appeared as a bird. The witch flew to the place where the King was bound and told her that a woman who had come to save Mulan had met the leader of the enemy troops and Mulan too Fight against enemies to save the king. When fighting against the enemy, Mulan's sword fell into the fire that had been prepared by the enemy. At first Mulan looked sad, the King who saw this encouraged Mulan and said rise up you mighty warrior, rise up like a phoenix who fights for the kingdom and its people.

Starting from the story in the 2020 film *Mulan*, Mulan who comes from a family background that highly respects culture, Mulan who was born with the power of Chi, which is usually only possessed by men, is expelled and used by men only. So that the figure of Mulan who is active in expressing Chi gets opposition from her family who are obedient to the teachings of their ancestors who judged this to be inappropriate for a woman. However, in this film, Mulan is described as someone who is tough, brave, unyielding, strong and dares to choose her own path. Representations of women like this rarely appear in films. The myth of "ancestor" and the phoenix in the film *Mulan 2020*, in the film *Mulan* is depicted in the aspect of control, namely Mulan's ability is not recognized, she is required to be a quiet and invisible wife so that this myth at the beginning of the film experiences the strengthening of the myth that Mulan is a passive element of life . However, this myth undergoes a shift at the end of the film, precisely in the aspect where a scene of Raja is found which gives a great appreciation of Mulan's struggle to save the King and all the people of the kingdom, regardless of Mulan's gender as a woman.

The phoenix is closely related to the meaning of resurrection, in the film *Mulan* there is a dialogue between the King telling Mulan to rise up like a phoenix. The ancestor that Mulan believed had given her strength was also depicted with a phoenix. Then the myth of Chi found in the film *Mulan*, explained that the power of Chi can only be used by men. But Mulan breaks that the power of Chi can be used by women. In the film *Mulan 2020*, the character Mulan who is the main character describes the construction of femininity seen from the behavior and activities they do. Meanwhile, when viewed in terms of space for movement, women have had the same opportunity not to be trapped in patriarchy and can strengthen the side of feminism. The film *Mulan 2020* constructs a view that has been embedded in society regarding the culture and understanding of feminism. This film breaks the stereotypes that seem natural to occur in society and then a new stereotype emerges in a series of stories, this is what Barthes calls a new myth in the film, whether consciously or not.

To be able to explain how the production of meaning to use in social construction, Hall mapped it into three theories of representation. **First**, the Reflective Approach. Language functions as a mirror, reflecting the true meaning of everything in the world. In the reflective approach, a meaning depends on objects, people, ideas, or events in the real world. Language also functions as a mirror, namely to reflect the true meaning as it already exists in the world. However, visual signs carry a relationship to the shape and texture of the object being represented. **Second**, the Intentional Approach. We use language to communicate something according to how we view things. The second approach to meaning in representation argues otherwise. This approach says that the speaker, writer or whoever expresses his unique meaning to the world through language. **Third**, the Construction Approach. We construct meaning through the language we use. This is the third approach to recognizing public, social character and language. The representation system of this construction approach includes sound, images,

light on photos, the doodles that we make or representations can also be referred to as the practice of this type of work using material objects. However, meaning does not depend on the material quality of the sign, but rather on the symbolic function (Gita, E.B, 2011).

Based on the results of the data analysis described above, the researchers linked the results of data analysis with Representation theory which states how human views or judgments see something in interpreting it. that women should not join the war, weak, unintelligent, whiny, unfit to advance can be broken. Mulan is a figure who inspires women, that a woman also has an equal place with men. The results of this study indicate the existence of feminism through images presented through signs and meanings. In the film *Mulan 2020*, there are 6 scenes that present feminism, where feminism is the most important component in gender equality. Judging from a woman in this film named Mulan who disguises herself as a man to replace her father in the war and Mulan is able to prove that a woman can also be relied on.

4. CONCLUSION

Based on the results of observations and research that has been done by researchers. Thus, several important findings were found in this study. The researcher found that there are representations of feminism in the film *Mulan 2020*. There are 6 scenes that give rise to representations of feminism, which can also be seen through the signs and meanings in the film *Mulan 2020*. This film *Mulan 2020* also breaks the stereotype that exists in society, that women are weak and unreliable, playful, unable to learn self-defense. The woman in this film is described as a strong, intelligent and unyielding, courageous figure. The results of this study also show that in the film *Mulan 2020*, the feminism depicted still displays the feminine side (not changing the nature) of women, it can be seen from the style and clothes used by Mulan and when Mulan cries when she is expelled from the regiment.

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