



Jhon Fiske Semiotics Analysis In The Theme Of Gender Equality In The Film "Mulan"

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ABSTRACT

Film is one of the mass communication media that displays a series of moving images with a storyline played by the actors who are produced to convey a message to the audience. For this reason, the message contained in the film becomes an important point for the community. One of the films that contains many messages in it is the film "Mulan" which is the result of the production of the largest animation company in the world, namely Walt Disney Pictures. This film raises the theme of gender equality as the main problem. The researcher then decided to explore the meaning of gender equality contained in the film. The theory used in this study is a theory using semiotic analysis by examining signs and how they work. This type of research is a descriptive study and uses the Jhon Fiske semiotics method. Data collection techniques in the form of observation, documentation, literature study, and using triangulation of theories and methods. The results of the analysis show that in this study there are representations of gender equality contained in the film "Disney Mulan" in the form of: access, participation, control, and benefits.

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1. INTRODUCTION

In today's modern era, gender issues become an important discussion. Gender itself is a set of attitudes, roles, responsibilities, functions, rights, and behaviors inherent in men and women as a result of the formation of culture or the community environment in which humans grow and are raised. There are differences in traits, attitudes and behavior between men and women which are commonly known as femininity and masculinity. The definition of gender has been put forward by Joan Scott (1999), a historian, as "a constitutive element of social relationships based on perceived differences between the sexes, and...a primary way of signifying relationships of power."

In terms of identity, it is stated that gender is one of several things that affect self-reflection or self-image of each individual. Gender is often equated with sex, but gender and sex are two terms that have different meanings from each other. Gender is formed on a biological basis, while sex is a social construction (Wood, 2009). Sex is naturally owned by each individual, for example, women with reproductive organs can get pregnant and breastfeed. It is physically attached and permanent, whereas gender is situational.

Gender differences are actually not a problem as long as they do not give birth to gender inequality. However, problems arise where gender differences have given rise to various injustices, although men do not rule out the possibility of becoming victims of gender injustice but women still occupy the highest position as victims of gender injustice. Forms of gender injustice include marginalization or the process of economic impoverishment, subordination or unimportance in political decisions, negative stereotypes or labeling, violence, longer and more workloads, ideological socialization of gender role values (Fakih, 1996:12).

Presenting the importance of gender equality today is done through mass media, namely films. Film is an audio-visual work of art that is widely used as a medium of entertainment for the public or the audience. Films always influence and shape society based on the message behind it. The strength and ability of films to reach many social segments, makes films have the potential to influence their audiences (Sobur, 2013:17).

The problem or phenomenon why researchers chose the *Mulan 2020* film media as research material is because in this modern era in terms of technology and thinking today, there are still many gender issues, especially in Indonesia. Gender issues are defined as problems related to injustice that have a negative impact on women and men, especially in this study, it is against women/women (Astuti, 2016).

Until now, there are still many phenomena of discrimination and treatment of gender inequality against women in society and this message is conveyed in the film "*Mulan 2020*", where there is a scene of *Mulan* who is a woman secretly disguised as a man so that she can join the war to replace her father. Several dialogues in the film "*Mulan 2020*" also emphasize that a woman must understand her 'place'. However, *Mulan*, who did not give up, continued to do what she thought was right in her heart. *Mulan* shows persistence and great enthusiasm so that she can be recognized as part of the Chinese imperial army to defend her country and protect the Emperor from attacks by the enemy, namely the Khan army, no matter what (Jane & Kencana, 2021).

The film "*Mulan*" contains the implicit meaning of gender equality for researchers that a woman is not weak and can also perform the roles that are usually performed or carried out by men well. There are four indicators of gender equality according to the National Development Planning Agency (BAPPENAS), namely first, access or opportunity in obtaining and using certain resources, second, participation or participation of a person or group in activities and or in decision making, third, control or the authority to make decisions, and fourth, the benefits or uses that can be enjoyed optimally (Indonesia, K. P., & Nasional, B. P. P., 2004).

Semiotic analysis is a science that studies a wide range of objects, events, all cultures as signs. Semiotics as "the science of signs" and everything related to it, how to function with other words, their transmission, and reception by those who use them. Semiotics, which is usually defined as the study of signs, is basically a study of codes, namely any system that allows us to view certain entities as signs as meaningful (Sobur, 2012:95). This semiotic analysis as a model of social science understands the world as a system of relationships that has a basic unit called a sign.

This description made researchers feel interested in exploring and studying gender equality in the film "*Mulan 2020*". Researchers have curiosity and need to examine how gender develops in society in a film which is one form of mass media as a very influential tool of social control. Is

what the film conveys can be directly accepted by the public. People are usually apathetic to the truth of reality and believe more in what they watch in movies. Therefore, gender equality in films is very important to learn so that there are no more misunderstandings about gender in society.

Social Reality Construction Theory

According to this theory, the idea of society as an objective reality that suppresses the individual is opposed by the alternative view that the structures, forces, and ideas about society are shaped by humans continuously, reproduced and open to criticism (McQuail, 2011: 110). In the theory of social reality construction, there is a branch of this theory, namely the theory of social construction of mass media. This branch of theory is a theory that talks about how the media presents the construction of reality to the audience so that it can be said that the media and media messages can influence the beliefs, attitudes, values, behavior of their audiences.

By examining the film "Mulan 2020" through the theory of mass media reality construction, we can see that as a company that produces this film, it tries to construct the reality that women in everyday life are still often placed in the second position, where the ability of a woman is doubted by many people. . "Mulan" tries to construct a reality where women are seen as only worthy of being housewives and not being a warrior who is identical to the role of men. Then, the audience will use their abilities, beliefs, and experiences to construct their own meaning of the message of the film "Mulan".

Semiotic Analysis (John Fiske)

In this study, the researcher uses John Fiske's semiotic theory, there are two main concerns in semiotics (the science of signs), namely the relationship between signs and their meanings, and signs are combined into a code (J. Fiske and J. Hartley, 2003:22). Text is the main focus of semiotics. In this case, the text can be interpreted broadly, not just written text. A text can be anything that has a communicative sign system, as found in written texts, such as films, soap operas, quizzes, advertisements, photographs and football shows (John Fiske, 2007: 282). Fiske analyzes television programs as "text" to explore different layers of socio-cultural meaning and content. Fiske disagrees with the theory that mass audiences will mindlessly consume the products offered to them. Fiske rejects the idea of an "audience" that includes an uncritical mass. He suggests "audiences" with different backgrounds and social identities that allow them to accept different texts. According to John Fiske, semiotics is the study of the signified and the meaning of the sign system; media science; or the study of how signs of any kind in society communicate meaning.

This is in line with the opinion of Dennis McQuail who says that media content consists of a large number of texts, which are often performed and repeated, which are arranged on the basis of certain stylistic habits and rules, which often describe myths and impressions that are known or hidden in the constituent culture. and recipients of the content of the text (Dennis McQuail, 2003: 182).

John Fiske's semiotic vision is basically the same as the views of other figures such as Charles Sanders Pierce, Ferdinand de Saussure, Roland Barthes and others. That the three main elements that must exist in every study of meaning and sign are references to signs and the use of signs. Brands are something that is physical, can be captured by the five human senses, they refer to something that is outside the brand itself and depends on the recognition of the wearer to be called a brand. Semiotics (the science of signs) has two main concerns, namely the relationship between signs and their meanings and the unification of signs into a code.

John Fiske presented the theory of television codes. According to Fiske, the codes that appear or are used in television programs are interconnected to form meaning. According to this theory,

reality is not only created by the generated code, but also processed by perception according to the references already possessed by the viewer, so that different people also see the code in different ways. John Fiske's model is not only developed for television program analysis, but can also be used to analyze the content of other media texts.

The film "Start" is not just a simple movie, but in this film it is always a bigger story, deeper, that is, about gender equality. The film "Start" shows the balg- malal of a person being born as a war soldier at the same time as a palhalall , which is always reproduced in an identical manner to the primal character. At first, the film dralmal lalgal dralmal falntalsi Almerical Serikalt galralpaln Niki Calro used the screenplay of Kalryal Elizalbeth Malrtin, Laluren Hynek, Rick Jalffal and Almalndal Silver which was produced by Wallt Disney Pictures. This film is a remake of a live-action film, repeated from the 1998 film Death, produced by Disney. The film alnimalization based on the Chinese legend Hual Mulaln. The film stars Yifei Liu as the eponymous character Donnie Yen, Jalson Scott Lee, Yoson Ahn, Gong Li, and Jet Li as the supporting cast.

The film "Mulaln" is scheduled to be officially released in South America on March 27, 2020, but due to the COVID-19 pandemic, the talk is over, this film will be released on September 4, 2020 via the Disney+ Hotstaln streaming platform. The film "Start" explores the Falvorite Alction Film obstruction from the People's Choice Alwalrd in 2020 in the year 2021 in the Movie with Inverted Falseries Costumes from the Costume Designers Guild Alwalrds in 2021.

2. RESEARCH METHODE

This research uses semiotic analysis. Semiotics is a discipline or method that analyzes signs to study them (Sutanto, 2017). The researcher uses the theory from John Fiske which classifies the code into three levels, namely the level of reality (representation) and ideology (ideology) (Sutanto, 2017).

In this study, the author uses research that describes the phenomena that occur using various existing methods. In this study the researchers used the semiotics method, semiotics is a science or method that studies the deep Sobur sign (Sutanto, 2017). The author also uses John Fiske's theory, by using John Fiske's theory, the author is helped to explain the representation of gender equality in the film Mulan 2020, the representation included in John Fiske's theory is divided into three levels, namely; the level of reality (reality), the level of representation (representation) and the level of ideology (ideology).

This type of research is descriptive qualitative with semiotic analysis method using John Fiske's theory. John Fiske developed a visual and linguistic symbol code from a film to convey the message it contains (Fiske, 2000). The purpose of the descriptive method is to systematically describe the facts or characteristics of a particular population in a factual and accurate manner (Rakhmad, 1991). The data sources of this research are 2 (two) data sources, namely. primary data and secondary data. The technique of collecting daltals is uralial balgalimalnals. The daltals are palpable, namely by collecting and describing the research, which is in the form of short stories that are explained in the l.al.

3. RESULT AND ANALYSIS

The analysis in this study aims to examine gender equality in the Mulan film. The analysis process uses John Fiske's semiotic analysis method, which is commonly known as code or sign analysis. Fiske himself presents three levels to find out how gender equality is in the Disney film Mulan in 2020. The three levels include the level of reality, representation and ideology. mendalalal dalpalt is known ballhwal of gender neutrality in the film Mulaln 2020 balgmallall dalall

l. walnital l. walnital l. walnital dan talall l. altals of my behavior that is different, balgalimalnal walnital that mendalal taltalal tal dalal tal dalall dalall dalall dalall t t t know For example, the findings that were explained in Mylinealni & Christine's (2022) research, the results of this study explain that the paldal system of the palatal system is in a higher position than women's.

John Fiske's semiotic analysis, or code of television theory, is used in the description of studies on gender equality. John Fiske's semiotic analysis of the theory of code of television has three stages. The theory is used to interpret the signs that have the meaning of gender equality in the film *Mulan*. There are three stages in the analysis, namely the first level of reality, the second level of representation and the third level of ideology. In John Fiske's code of television theory, the third level is ideology. This third level includes all elements that are regulated in the dominant ideological code or belief in society, such as individualism, patriarchy, race, materialistic class, capitalism, etc. Reality and performance stage is a description that includes a description and explanation of the scene. Whereas the ideological phase is the result of the phase of reality and representation.

The film *Mulan 2020* is a religious film whose story gives a lot of positive messages to the audience. *Mulan 2020* tells the story of *Mulan* who is a woman disguised as a man to take part in the war. finale in this movie scene also aldal aldegalm dimalnal *Mulan* that someone else is admitted and respected by oral balnyalk, this hall shows the success of someone who is called walnital in balnyalk is honorable by oral balnyalk, this hallmarks oral valanal as well as walnital the result is malcal, the result is not alkaline, disappointing.

The overall calculal of the entire film *Mulan 2020* shows the regrowth of gender equality from belief to ballhwal in primal in walnital has a different task in all men dalpaltl. Like the hallmarks spoken by Dr. Rialnt Nugroho, gender equality is always a dimal condition of women in alky-lalki has an idiosyncrasies and halk-halknyal as malnual with salmal in alkyl, this can be manifested in alpaltlyal al-alkyaldlal-alkyl's discrimination against women.

4. CONCLUSION

The film *Mulan 2020* gives a message to recognize the general gender balance of maltal altal is hidden so that movie viewers who are able to watch this message can miss this message. The film *Mulan* shows the normal ballhwal in the case of a walnital to be treated and treated with the normal tallal talnpal and the different. Pesaln-pesaln mengenali kesetralalaln gender ini disalmpalikaln melallui percalkalpaln yang dilalkukaln oleh *Mulan* dan Komalndaln ditengalh film salalt *Mulan* sebalgali seoralng walnital dialnggalp alib yang memallukaln dan dialkhir film salalt komalndaln memuji *Mulan* yang seoralng walnital sebalgali praljurit sejalti salmal seperti praljurit lalinnyal dan bukaln sebualh alib yang memallukaln . Meanwhile, in the video of the crime scene in the *Mulan* film, showing the restoration of the gender balance that *Mulan* used to say, as though a valiant walgali was backed up by malsyalkalt, so that it gave nauseating results.

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