Article

Representation Of Feminism In Disney Brave Film

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Abstract: This research was conducted to find out how the representation of women's feminism is shown in the film Brave. Brave is an animated princess-themed film created by Pixar Animation Studio and Walt Disney Pictures. This type of research is descriptive qualitative using Vladimir Propp's narrative analysis method. The subject of this research is the film Brave which is seen from its narrative structure. Meanwhile, the research object to be analyzed is the representation of women's feminism. The purpose of this study is to find out how the representation of women's feminism is shown in the film Brave. The conclusion of this study is that the Brave film narrative tries to present elements of feminism by breaking female stereotypes. However, this film failed to break the working pattern of the patriarchal system. The film's narrative actually marginalizes women by repeating, affirming, and even justifying stereotypes of women in the film's text, through the selection of conflicts, story development, and the climax at the end of the story. Brave narrates stereotypes about women's work, character, behavior, way of thinking, sexuality, and appearance, as well as their relationship with men. These stereotypes appear in the characters Merida and Elinor**.**

Keywords: Brave Film, Feminism, Movie Representation

1. Introduction

Feminism is a social, political, and cultural movement that seeks to achieve gender equality and address issues related to gender discrimination and oppression. Feminist beliefs center around the idea that gender should not determine one's opportunities or experiences in life, and that everyone should have equal access to power, resources, and respect. Many movies have explored feminist themes and ideas, and some have played a significant role in raising awareness and advancing the feminist cause. For example, the movie "The Suffragettes" tells the story of the women's suffrage movement in the UK, highlighting the struggles and sacrifices that women had to make to gain the right to vote. The movie "Hidden Figures" highlights the important contributions of African-American women mathematicians to the NASA space program during the 1960s, shedding light on the barriers that women and people of color faced in the workplace.

Other movies, like "Thelma and Louise," have challenged traditional gender roles and stereotypes by portraying women as strong, independent, and capable of making their own decisions. The movie "Mulan" tells the story of a young Chinese woman who disguises herself as a man to take her father's place in the army, highlighting the importance of gender equality and breaking down barriers. Overall, movies can play an important role in promoting feminist ideas and raising awareness about gender inequality and discrimination. By highlighting the struggles and successes of women throughout history, as well as portraying women as strong and capable characters, movies can inspire audiences to challenge gender stereotypes and work towards a more equal and just society.

Film is a popular mass media and is often used by society besides television, so that film has become a part of our daily lives. The story in a film is packaged in such a way that the message it conveys can be conveyed to the audience. The messages or values contained in the film can influence the audience both cognitively, affectively and conatively (Sobur, 2013). Matyas (2010) said Disney princess films, from Snow White and The 7 Dwarfs to The Princess and The Frog, actually carry a similar theme. Despite being separated by decades, these films all paint a superficial portrait of women, namely, as helpless princesses who firmly believe that men will take them away and live happily ever after in wedded bliss. In 2012, Pixar Animation Studio in collaboration with Walt Disney Pictures once again released a princess-themed film, Brave. Several reviews praised Merida's appearance as a new form of princess. Pixar has been credited with emulating Disney's success in producing princess-themed films. However, unlike most Disney princesses who are graceful and feminine, Merida is heroic, lively, and even rebellious (Wekker, 2016).

Certainly, I'd be happy to provide more information about feminism and how it is represented in movies. Feminism is a diverse and multifaceted movement, with many different branches and perspectives. However, at its core, feminism is about challenging gender-based oppression and fighting for the rights and equality of all people, regardless of their gender identity or expression. In movies, feminist themes can be explored in a variety of ways, from highlighting the experiences of women who have been marginalized and oppressed, to challenging traditional gender roles and stereotypes, to celebrating the achievements of women throughout history. For example, the movie "Wonder Woman" portrays a strong and capable female superhero who is a leader and a fighter, challenging the idea that women are weak and passive. The movie "Little Women" depicts the struggles and triumphs of four sisters in the 19th century, highlighting the limited opportunities available to women at the time and the importance of sisterhood and solidarity (Butler, 2015; Davis, 2011).

Movies can also play a role in raising awareness about important feminist issues, such as reproductive rights, sexual harassment and assault, and gender-based violence. The documentary "The Hunting Ground" explores the issue of campus sexual assault and the ways in which universities have failed to protect and support survivors. Ultimately, movies can be a powerful tool for promoting feminist ideas and values, and for inspiring people to take action and work towards a more just and equitable society. Whether through highlighting the experiences of marginalized women, challenging gender stereotypes, or raising awareness about important issues, movies can play an important role in advancing the feminist cause (DuBois, 2015; Gupta 2018).

Researchers will use the method of narrative analysis Vladimir Propp: Morphology of Folktale (1968) to analyze the representation of women in the film Brave. Propp's narrative analysis method can uncover and explain the functions of each character in the text, then state what discourse is contained in the text. (Stokes, 2003). Brave is not a fairytale romance film like princess stories in fairy tales that are commonly known. His opinion is based on the absence of a love story between prince and princess in this film. This different storyline also made the researcher choose to use the narrative analysis method to reveal the representation of women. The subject of research on narrative analysis is the entire text by focusing on the structure of the story or narrative (Stokes, 2003). As for what is meant and the purpose of this research is to find out how the representation of women's feminism is shown in the film Brave.

2. Materials and Methods

A review of the literature was used to conduct this research. A literature review is a description of the theory, conclusions, and other study materials collected from reference materials to guide research operations. A literature review contains reviews, summaries, and the author's comments on numerous sources of literature on the themes mentioned (articles, books, presentations, online material, and so on). A good literature review

should be up to date and relevant. A literature review is a comprehensive synthesis and study of previously published research and literature on a certain topic. It entails locating, assessing, and synthesizing relevant materials in order to offer a thorough grasp of the subject. A literature review usually starts with a specific research question or subject, which is then followed by a search for relevant materials in academic databases, libraries, and other resources. The sources are then assessed for their relevancy, reliability, and evidence quality. The literature is examined and synthesized after finding and choosing the most relevant sources in order to discover major themes, trends, and gaps in existing research. The literature review may also contain a description of the existing study's merits and weaknesses, as well as prospective topics for future research.

3. Results

Film is a work of cultural art which is a social institution and mass communication media made based on cinematographic principles with or without sound and can be shown (Vera, 2014:91). Film art relies heavily on technology, both as a raw material for production and in terms of exhibitions in front of its audience. Film is an embodiment of integration between various elements, literature, theatre, fine arts, technology, and means of publication (Baksin, 2003:3).

Representation can be defined as the use of signs (images, sounds, etc.) to relate, describe, photograph, or reproduce something that is seen, sensed, imagined, or felt in a certain physical form. (Danesi, 2010:24). Feminism comes from the Latin word femina which means having a feminine nature. According to Aida Fitalaya S. Hubies (dalam Ardianto dan Q-Anees, 2007:184), Feminism begins with perceptions of the imbalanced position of women compared to men in society. As a result of this perception, various efforts have emerged to examine the causes of this inequality in eliminating and finding a formula for equalizing the rights of women and men in all fields, according to their potential as human beings.

Injustice or discrimination against women continues to be displayed by the media even though feminism has existed for decades. The Ministry of Women's Empowerment and Child Protection of the Republic of Indonesia stated that all of the above forms of gender inequality actually stem from the same source of error, namely male and female gender stereotypes. Stereotype itself means giving a standard image or label/stamp to a person or group based on a wrong or misguided assumption. Stereotyping is the process of generalizing a whole class of a phenomenon based on the little knowledge gained from members of that class (Wood, 2009).

Disney princesses are always described as beautiful but not arrogant, like to work hard but need rescue from men, longing for marriage and motherhood. They were never told to be interested in matters relating to sex. Despite being separated by decades, the nine Disney princess films share a common theme, namely portraying a shallow portrait of women as helpless princesses, who firmly believe that men will take them away and live happily ever after in wedded bliss. Disney characters secretly give anti-feminism messages and say that women must depend on men for their happiness. This ancient idea is further strengthened by presenting male and female characters with feminine and masculine characteristics. It's a shame because this franchise that targets young women sends the message that if they want to be happy, they have to be beautiful, domestic, and earn the love of men. (Matyas, 2010)

The film's narrative shows that domestic activities are considered normal as a woman's nature. Women's empowerment is placed between powerless men. The message of women's success becomes blunt when placed in unequal competition. the princess character is never shown to be experiencing financial difficulties.

Women are always represented with emotional traits and irrational ways of thinking. This emotional nature gives birth to compassion, motherhood, self-sacrifice, even coward-

ice. In everything, women always rely more on feelings than logic. In responding to problems and solving them, they don't need to use logic. Precisely the way of solution that makes sense is not suitable for their problems.

Through its narration, this film underlines the 4 basic behaviors of women, namely being weak, dependent, passive, and maintaining human relationships. Merida appears very confident and tough compared to the image of the princess in general. However, it is repeatedly shown that he cannot solve his problems with his masculine attitude. He still depends on the help of others. In the media, women are often put in the wrong position even though they are actually victims (Gilmore, 2019; Hooks, 2014).

The narrative of the film Brave represents that women can be empowered and cannot be independent apart from men's interference. Women are described as yearning and thinking that a happy marriage is the ultimate goal of a woman's life. Until the end of the story, Brave doesn't show Merida thinking about things outside of her matchmaking conflict. The film Brave actually just tells in another way how women depend on men's affection.

The figure of Merida is an example of a cultural product resulting from the process of standardization and commodification. Pixar was attracted to Disney's success in producing princess-themed films, so the company is reproducing what audiences once loved. Standardization is seen when Pixar chooses a princess character to tell. Standardization can also be seen from the selection of conflicts that are still themed as human relations, such as linking princess characters and matchmaking conflicts as well as discussing family conflicts which are always discussed by Disney. This standardization process ultimately resulted in Brave being unable to escape from the stereotypes of women that Disney always brought with it. Ultimately, Pixar also commodifies these female stereotypes through the film Brave (Halberstam, 2011; Mohanty, 2013).

5. Conclusions

Brave's film narrative tries to present elements of feminism by breaking down female stereotypes. However, this film failed to break the working pattern of the patriarchal system. The film's narrative actually marginalizes women by repeating, affirming, and even justifying stereotypes of women in the film's text, through the selection of conflicts, story development, and the climax at the end of the story. Brave narrates stereotypes about women's work, character, behavior, way of thinking, sexuality, and appearance, as well as their relationship with men. These stereotypes appear in the characters Merida and Elinor..

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