

REPRESENTATION OF FEMINISM IN MALEFICENT FILM

*(SEMIOTIC ANALYSIS OF JOHN FISKE ABOUT FEMINISM IN MALEFICENT FILM
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Abstract

Film always influence and forming society based on the content of message behind it. Messages or values that contained in the film can influence the audience in cognitive, affective and conative. Maleficent film is adaptation of fairy tale Sleeping Beauty that tells the life of a fairy named Maleficent. Through this film, the women character are portrayed as active narrative subject and bring feminism message. Feminism topic interested the researcher because during this time women are portrayed as passive narrative objects even as erotic objects in the film.

The purpose of this research to find out the meaning of semiotic code about feminism in reality level, representation level and ideology level. To achive the purpose of research, the researcher uses a qualitative approach with John Fiske semiotic analysis based on television codes which are divided into three levels, they are level of reality, level of representation and level of ideology.

The result of research shows values of feminism in reality level through appereance, make-up, costume, speech, environment and behavior code. In representation level the values of feminism shown through camera, character, action, conflict and dialogue code. In ideological level the value of feminism that represented is ecofeminism in which women and nature are intimately connected and inseparable.

Keywords : Feminism, Film, Semiotic