

**The paradoxical success of call me by your name (2017) by
internalizing heteronormativity in a homosexual romance = Kesuksesan
paradoksal call me by your name (2017) dengan menginternalisasi
heteronormativitas di dalam hubungan homoseksual**

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Abstrak

Film-film bertemakan LGBTQ + semakin populer di kalangan warga Amerika, dan karakter-karakter LGBTQ + semakin sering diperlihatkan di film-film Hollywood sejak abad ke-21. Media umum Amerika sedang meningkatkan keragaman dalam representasi masyarakat, termasuk meningkatkan visibilitas cerita dan karakter LGBTQ +. Salah satunya adalah Call Me by Your Name (2017). Film ini telah memenangkan banyak penghargaan dan diterima dengan baik tidak hanya oleh penonton queer tapi juga penonton heteroseksual. Namun, terdapat masalah dalam penggambaran identitas dan hubungan homoseksual dalam Call Me by Your Name karena adanya unsur heteronormativitas. Penelitian ini disusun dalam bentuk studi pustaka menggunakan analisis tekstual. Penelitian ini bertujuan untuk mengungkap heteronormativitas dalam karakterisasi, plot, dan sinematografi Call Me by Your Name, serta menjelaskan bagaimana penggambaran homoseksualitas sebagai identitas seksual dan hubungan homoseksual dalam film ini berkontribusi pada kesuksesannya. Hasil analisis menunjukkan bahwa Call Me by Your Name gagal menampilkan representasi homoseksualitas secara positif karena melanggar heteroseksisme dan memberikan gratifikasi kepada penonton heteroseksual.

.....LGBTQ+ movies have gained more popularity among American audience, and LGBTQ+ characters have been more visible in Hollywood movies since the twenty-first century. American mainstream media has been working on the diversity of representations, including bringing up the visibility of LGBTQ+ narratives and characters. One of them is Call Me by Your Name (2017). The movie has won numerous awards and been well received by not only queer but also heterosexual audience. However, its portrayals of homosexual identity and relationship are problematic due to the presence of heteronormativity. This research is written in a form of library research using textual analysis. This research aims to find heteronormativity in its characterization, plot, and cinematography, and to elaborate how its heterosexist portrayals of homosexuality as a sexual identity and a homosexual relationship contribute to its success. The findings show that Call Me by Your Name fails to offer a positive representation of homosexuality because it perpetuates heterosexism and gratifies heterosexual audience.