

Analisis Konten untuk Penggambaran Peran Wanita pada Film-Film Orisinal Netflix = A Content Analysis of Women Portrayals in Netflix Original Movies

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20498961&lokasi=lokal>

Abstrak

Penelitian ini bertujuan menggambarkan karakter wanita di film-film orisinal Netflix. Ada beberapa gerakan perempuan yang telah muncul di industri film, namun masih banyak masalah mengenai peran perempuan di dalam industri ini. Oleh karena itu, penelitian ini menganalisis bagaimana karakter dan peran wanita sesuai jenis kelaminnya dan menggolongkannya ke dalam dua kategori, yaitu sifat maskulin dan feminin.

Ppenelitian ini dilakukan menggunakan metode kuantitatif, yaitu analisis konten.

.....This paper is about the portrayal of women in Netflix Original movies. There have been several movements of women empowerment in the film industry, however some are inapparent as there are still numerous issues rising on women`s roles in the industry. Therefore, this study sheds light on how female characters behave in accordance to their gender and be interpreted into two categories, masculine and feminine traits. Based on Muted-Group Theory, this study was carried out by using a quantitative method on content analysis.