

## Citra Kekerasan Terhadap Perempuan dan Male Gaze dalam Serial Misteri Perfume = Representation of Violence Against Women and Male Gaze in Perfume Mystery Series

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### Abstrak

Representasi dan imaji perempuan dalam media hiburan kontemporer, khususnya serial TV sering kali dipengaruhi oleh adanya struktur budaya patriarki yang melekat pada masyarakat dunia. Selain sebagai objek pasif di bawah laki-laki, penggambaran perempuan sebagai korban kekerasan pun sering kali ditayangkan dalam dunia sinema. Serial “Perfume” berbahasa Jerman karya Philipp Kadelbach adalah salah satu yang menampilkan perempuan sebagai korban kekerasan secara eksplisit sekaligus pelakunya. Maka dari itu, citra kekerasan terhadap perempuan yang dipengaruhi adanya male gaze dalam serial ini akan dibahas. Dengan dasar teori representasi oleh Stuart Hall, penelitian ini menjabarkan bagaimana tubuh perempuan dan kekerasan dipertontonkan demi kenikmatan visual. Walaupun secara sekilas tokoh utama perempuan membawa pesan feminis, dominasi male gaze dalam serial TV justru mempromosikan langgengnya struktur patriarki yang mengopresi perempuan. Sadarnya masyarakat akan pengaruh male gaze terhadap representasi perempuan dapat menjadi upaya pemberantasan hierarki dan ketidaksetaraan gender. ....Women’s image in the contemporary media, including TV series are often influenced by the patriarchal system that lives in the society. Apart from being depicted as passive (spectacle) to men (spectator), women are often portrayed as victims of violence in the world of cinema. “Perfume”, a german-speaking show directed by Philipp Kadelbach is one of the TV series that portrays women as the perpetrator, as well as the victim of violence explicitly. Accordingly, this study will discuss how violence against women is represented and how the male gaze becomes influential in this show. Based on the representation theory by Stuart Hall, how violence and women's bodies are displayed for the sake of visual pleasure will be discussed. At a glance, it seems like the heroines are bringing feminist values. But it appears that the male gaze in this show is promoting perpetual patriarchal system that puts women under oppression. By recognizing how the male gaze affects representation of women, the society can eventually erase gender hierarchy as well as inequalities.