

## **REPRESENTATIVE FEMINISM IN CHARLIE'S ANGEL 2019 FILM**

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### **ABSTRACT**

The purpose of this study was to determine the values of feminism in the Charlie's Angel 2019 film and to show gender equality. In this study, the researcher used a qualitative method of John Fiske's semiotic analysis. The data sources in this study were obtained from several captures of dialogue and action in the Charlie's Angel film. The object studied is the value of feminism which is taken from several scenes and dialogues in the film. Feminism is an ideology to make people aware of the position of women who are low in society, and the desire to improve or change the situation, Hidayati, (2019). The results of this study indicate that women have a brave, strong attitude, able to do the same things as men, and this film also implies that women can fight against society's negative views on women's abilities. Women are also able to do what men do such as shooting, fighting, leading, and others, so it shows that women are equal to men.

**Keywords: Feminism, Gender equality, Film**

### **INTRODUCTION**

According to Nisa, (2019) Feminism is a social movement and ideology that fights for women's equality in various fields, including the political, economic, social, and other fields. Women are entitled to the same rights as men in society. The equality that is fought for is related to the rights and roles of women and men in social life. Feminism is not just a women's movement that aims to gain superiority over men. Feminism believes in equality for all people regardless of gender.

According to Chornelia, (2013). Feminism is an ideology to realize the low position of women in society, and the desire to improve or change the situation. So far, society views women as always below or behind men. For women, to develop themselves Feminism is a way to get justice for women in society. Girls are always positioned below or lower than men. From domestic to all layers of work, men always have a higher position than women. This leads to gender inequality and injustice, putting women oppressed, and do not have rights and freedoms over them. The current state of feminism is still happening, for example, the stigma that exists around us, such as many who think that women generally will become housewives, also gives a stigma that women are weak and emotional creatures. So generally women are considered unfit to do other work outside of activities as housewives (for example being a career woman or entrepreneur). Generally, the stigma of people around us assumes

that men are more responsible than women in any aspect, another example is a stigma that only men are capable of being leaders, and women are considered incapable of leading.

From ancient times to the development of technology, women are still fighting for their rights. The existence of feminism creates a voice movement for women who previously could not express their opinions and express what they want. Until now, modern society, especially women, is still fighting for gender equality. This indicates that issues related to gender are still unfinished and still need to be voiced in this modern era. Feminism today is strongly supported by the use of digital media as a platform that reaches far away from everyone to connect. Fighting for feminism today can also take advantage of existing technology, one of which is fighting for feminism using film media.

Pah, T,(2019) explains that film is an audio-visual communication medium that is useful for conveying messages with many purposes by the mission of making the film, it can be in the form of moral messages, education, information, or just entertainment for other people or a group of people.

In this study, the researcher took data from the Charlie's Angel 2019 film. The researcher chose this film because the researcher found several dialogues and scenes that showed representations of feminism. Charlie's Angel 2019 tells the story of Sabina (Kristen Stewart) and Jane (Ella Balinska), two trained agents assigned to spy on Elena (Naomi Scott) who is a hacker and inventor of a sophisticated tool called Calisto. However, Calisto was not perfect and had flaws that could become a weapon of mass destruction. Elena who tried to fix it instead tried to be killed by a professional assassin. Together with Sabina, Jane, and Bosley (Elizabeth Banks), Elena tries to protect the device from being sold on the black market and misused by irresponsible people.

## **DATA SOURCE**

The data source for this research is taken from the film Charlie's Angel (2019). These data are in the form of captures of scenes in the film. This film tells the story of 3 women named Sabina Wilson (Kristen Stewart), Elena Houghlin (Naomi Scott), and Jane Kano (Ella Balinska). They had to thwart the production of a device that could harm humans.

## **METHODS**

In this study, the researcher used a qualitative method of John Fiske's semiotic analysis. The object of this research is feminism in the film Charlie's Angel (2019). Data collection is done by literature study and documentation technique by capturing scenes in the film that describe Feminism values. Then this study selects and analyzes the data that has been obtained using John Fiske's television code analysis at the level of reality and ideology.

Nurhayati, I. K. (2018), explains that each level of John Fiske's semiotic analysis has its codes, the reality level contains codes such as behavior, expression, dialogue, environment, makeup, clothing, movement, and appearance, then the representation level contains codes of sound, music, and cameras, and lighting, while the ideological level includes class, patriarchy, individualism, and capitalism.

## THEORETICAL REVIEW

Semiotics is the study of signs and the meaning of sign systems, the science of signs, of how meaning is constructed in media texts, or the study of how signs of any type of work in society communicate that meaning. (Tawami, 2021) some studies on semantic profiles have been conducted; in which students are exercised and drilled to create the best references for designing a brand image. Additionally, the process of encoding the symbolic representation of a brand's identity has also been conducted.

Kusumastuti, A. N., & Nugroho, C. (2017), explain a theory about the codes of television. According to Fiske, the codes that appear or are used in television shows are interconnected to form a meaning. In its development, John Fiske's model is not only used to analyze other media texts, such as films, advertisements, and others. In television codes, according to John Fiske's theory, events that are broadcast in the world of television have been encoded by social codes which are divided into three levels, namely: Reality Level, Representation Level, and Ideology Level.

## RESULTS AND DISCUSSION

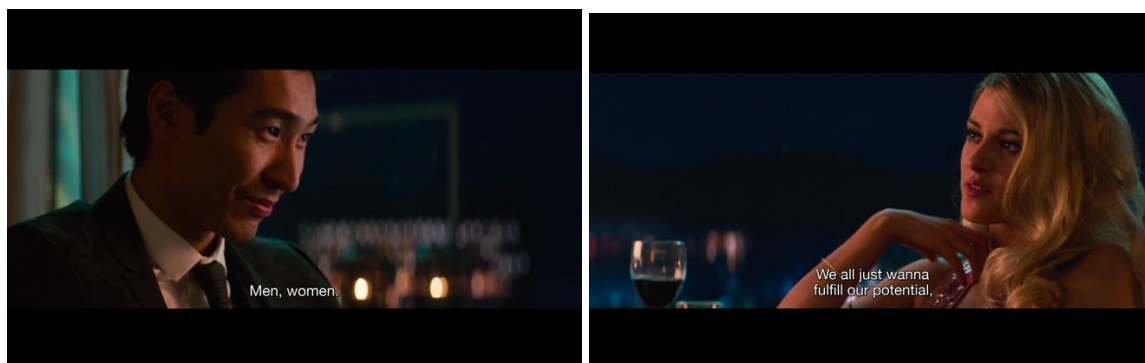
The film *Charlie's Angel* (2019) contains the issue of feminism which is taken through scenes and dialogues and is analyzed using John Fiske's semiotics method. The following are the results and data that have been collected by researchers.



**Figure: 1. Sabina said “I think women can do anything”**

This scene shows the attitude of Sabina who speaks confidently to a man that women are capable of doing anything, unlike the view of society which assumes that women cannot do many things. The level of reality contained in the code of expression and dialogue in Figure 1 shows that Sabina looks confident in a man and says "I think women can do anything", from the conversation it is shown that women can and can do many things that are generally considered only men can do.

The ideological code contained in this scene is the ideology of feminism because in this scene Sabina wants to show and convince that women also have the same abilities and courage as men. This code shows that there are similarities between genders, but it does not mean that women cannot do what men generally do.



**Figure: 2. Sabina says "Men, our women just want to fulfill their potential"**

In this scene, there is a scene that has a level of reality, namely the dialogue code when Sabina says "Men, our women just want to fulfill their potential", this shows that Sabina speaks like that to ensure that women and men have opportunities for themselves regardless of each other. gender.

The ideological code contained in this scene is the ideological code of feminism. The stigma that exists in their society assumes that men's potential is better or higher than women's, Sabina shows that women also want to have the opportunity to fulfill the same potential as men regardless of gender.



**Figure: 3. The woman said, "I'm Bosley".**

The reality level with the expression code is shown in the scene in Figure 3 above. Seen when the woman said, "I'm Bosley". From the dialogue, it can be seen that women are also capable of being leaders, unlike the view of society in general, which assumes that men are appropriate and capable of becoming leaders.

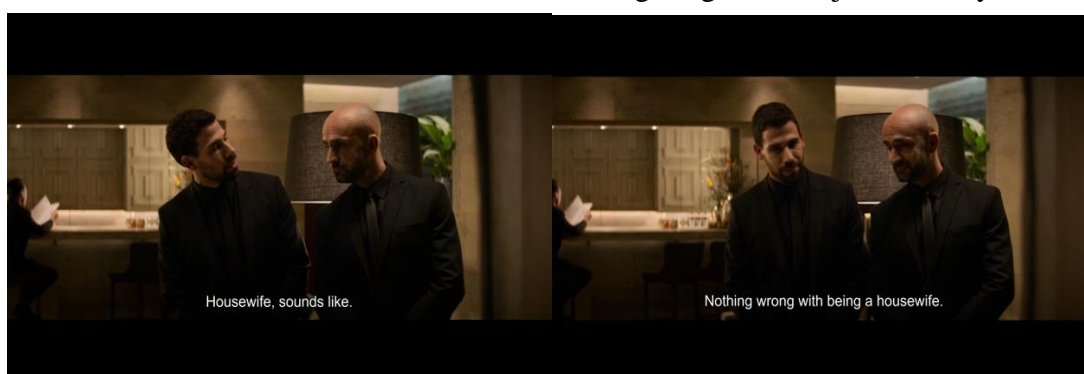
The ideological level contained in this scene is the ideological code of feminism, here it is shown that women are able to lead or become leaders, unlike the view of society which has the opinion that men have the potential to lead or become better leaders than women. In the film, the woman who plays "Bosley" she is able to lead 3, she is a strong woman, good at fighting, smart, and brave so she is able to become a leader.



**Figure: 4. Jane and Sabina fight with men.**

In this scene there is a real level, namely, the expression code in Figure 4 shows Jane and Sabina have a brave attitude to be able to fight or fight with men, they also use firearms well. Currently, the surrounding community views women are weak and unable to fight, but this scene proves that women are capable.

The ideological level in this scene is picture 4 when Jane and Sabina fight with several men using weapons, which generally happens around us, namely that men are superior in fighting or using weapons, but in this scene, it shows Girls can use their fighting abilities just like boys.



**Figure: 5. Sabina said “there is nothing wrong with being a housewife”**

In this scene, there is a real level of dialogue code and expression, when both men say "it looks like a housewife" in a condescending tone to a housewife, but Sabina replies to those words with a reassuring expression and says "there is nothing wrong with being a housewife" in the scene. This shows that in general people think that women will only be housewives and that means women are far below men, but Sabina shows that there is nothing wrong with being a housewife and it doesn't mean that women are weak when being a housewife.

In this scene, there is also a level of feminist ideology, when men say "looks like housewives" where they think women will only be housewives and men are capable of surpassing women as housewives, and generally people think that women are mothers. Households have a weak attitude and mean nothing compared to men's work, but Sabina's words "there is nothing wrong with being a housewife" shows that it's okay when women become housewives because that doesn't mean when women are housewives. Women being housewives are lower than men's jobs, but it doesn't mean that women are weak.

## CONCLUSION

Charlie's Angel 2019 film, played by three angels, namely Sabina, Elena, and Jane raised the issue of feminism. The women in this film embed the level of reality and the level of feminist ideology in some of the scenes and dialogues. This film also shows that women have a brave, strong attitude, able to do the same things as men, and this film also implies that women can fight against society's negative views on women's abilities. This film alludes that women are capable of performing the same tasks as men, such as leading or carrying out strenuous activities that are generally done by men. women are also able to do what men do such as shooting, fighting, leading, and others, so it shows that women are equal to men.

In this study, the focus is on the analysis of John Fiske's television code, namely the level of reality and the level of ideology, which contains the issue of feminism and contains the message of gender equality which is displayed through three angels who work as detective agents and can show and do the same things as men. both physically and intellectually.

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