

DEPICTION OF FEMINISM CONCEPT IN DISNEY ANIMATED MOVIE: ENCANTO 2021

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ABSTRACT

This paper is entitled "Depiction of feminism concept in Disney animated movie: Encanto 2021". The goal of this paper is to describe how the concept of Feminism is portrayed and which feminisms appear in the Disney animated film Encanto. As a result, the concept of Feminism is the object of this research. In this regard, the data used in this study are those related to the concept of feminism, and they are taken from a conversation between characters in the film. The movie script transcription is used to qualify this study in addition to the conversation transcription. The qualitative-descriptive method is used to describe data and analysis in a structured manner. The qualitative research method is used to generate descriptive data in the form of sentences and paragraphs. Based on the analysis, Encanto's women characters are identified as independent woman and has a several feminism value in themselves, such as liberal feminism value, ecofeminism value, and also socialist feminism value.

Keywords: Animated movie, Encanto, Feminism

INTRODUCTION

Feminism is an ideology concerned with gender equality for men and women. It is a belief that seeks to highlight women's status in society. Many issues of women's discrimination in society have prompted women to take action and form a movement. It can be said that gender is carried out actively and becomes a part of identity rather than biology (Ryderberg, 2016). Gender plays an important role in someone's life, and it also affects the lived experiences that the person has (Mardiyani & Tawami, 2018). The term "feminism" has been used since 1980 by women as a movement. Suwastini (2013) stated that Feminism is a concept or a study that strives to change what society believes about women's subordination while still prioritizing the male perspective in a patriarchal society. Feminism has been studied for decades and is frequently brought up in discussions.

Nowadays, movies have become one of the literary works that can have a significant impact on people's lives. There are several types of movies, including narrative, documentary, and animated films. Aji Pangestu and Ario Fajar (2021) stated that an animated movie is one type of movie that can be enjoyed by people of all ages, despite the fact that the film was frequently marketed to children.

However, a growing number of animated films are now addressing societal issues. Gender equality in relation to feminism ideology was one of the issues raised.

Walt Disney Animation Studios frequently create animated films with women as the main characters. However, the film's themes frequently portrayed women as beautiful creatures incapable of accomplishing much on their own. A man figure is frequently required by the female character to solve a problem. While the man's character is portrayed as powerful and capable of saving the woman's character. Meanwhile, several implicit messages about gender equality were discovered in the Disney animated film *Encanto*. Even though the women characters in the movie had their own problems dynamic, the women character in the movie is portrayed as a reliable character who can solve the conflict.

Walt Disney Animation produced the animated film *Encanto*, which was released in the United States on November 24, 2021. *Encanto* tells the story of the Madrigals, an extraordinary family. They were staying in a magical house called *Casita* in Colombia's hidden mountains (a Spanish word for cottage). The Madrigals are a multigenerational family, with each member endowed with a magical gift. *Encanto*'s magic has bestowed a unique gift on each child in the family, ranging from the ability to heal others to the ability to communicate with animals. Except for Mirabel, who is the only member of the family who was not given any gifts. When Mirabel realizes that the magic surrounding the *Casita* is in great danger, she steps forward to try to save the entire situation. The film *Encanto* contains several implicit feminist messages.

DATA SOURCE

Data are facts or information that are used to discuss or decide on the answer to the research question. The subjects in the study are the sources of data that can be collected for research purposes (Arikunto, 2010: 129). As a source of data, the researcher consults the Universitas Komputer Indonesia electronic library and Google scholar to collect books, documents, and other materials. This study's data was derived from the Disney animated film *Encanto*, which was released in 2021 and was produced by Clark Spencer and Yvett Merino. The data source was chosen because the actions and conversations of the female characters in the film *Encanto* depict the concept of feminism. The data is selected by comparing several Disney animated films that are also indicated to have implicit Feminism meanings.

METHODS

This study was carried out using a qualitative descriptive method. According to Hancock (2009:2) qualitative research is a research design that is more concerned about the advancement and understanding about one social phenomena. This qualitative research method aims to describe and analyze the data in the form of sentences and paragraphs. The data then will be described according to the qualitative descriptive methods. This qualitative description method is very relevant to this study, which will analyze and describe data obtained from the *Encanto* movie. An analysis of the data will be conducted to identify feminist elements in the film. The reason why the writer uses this method

is that Encanto's movie contains several implicit messages that are related to Feminism. The data that is used in this study comes from the Disney animated movie called Encanto (2021), where the object of research was the feminism concept that was found in female characters in the movie. The main data source of this research is the conversation between the characters in the movie. Data collection techniques were carried out by viewing, recording, analyzing, and recording the Disney animated film Encanto. For more details, the researcher determines the film that he wants to analyze, then continues by watching the film repeatedly, and finally classify the data that was found (Mandelkow, et al., 2016).

THEORETICAL REVIEW

There are also several works of literature that have used feminism as the main topic of discussion. Mardiyani & Tawami (2018) once wrote an article about feminism entitled "Gender Inequality and Feminism in Arundhati Roy's *The God of Small Things*". The article analyzes feminism and gender inequality that was found in the novel entitled "The God of small things" by Arundhati Roy. Through the article, the writer aims to reveal the types of feminism, and gender inequalities that were reflected in the novel. As a result of this article, feminism's ideology is used to help improve the lives of women who have been exposed to gender inequality.

The second article is taken from a journal with the title "Representative Feminism in Charlie's Angel 2019 Film". Kusumaningtyas & Juanda (2022) explain that this article was created to find out the values of feminism and gender equality contained in Charlie's Angel Movie (2019). The writer also connects feminist ideology with the study of semiotics. This article uses John Fiske's theory of television code analysis, especially the level of reality and ideology, and makes it the main focus of this research. The message of gender equality is conveyed through the three angel characters who work as detective agents.

These studies were relevant to the writer's research because they also discuss the ideology of feminism. However, there are some differences between this article with these sources. The discussion of issues written in this article is only limited to the values of feminism that are contained in the Disney animated movie Encanto (2021).

RESULTS AND DISCUSSION

The researcher focuses on finding a representation of Feminism that was found in Encanto Movie. There were several depictions that represent feminism value in the movie:

Women as a leader of a big community



Figure 1. Abuela Alma showing her leadership

In this scene, Abuela (a Spanish word for grandmother) is a great leader figure. She gathers all family members to eat together. The character even shows her strength as a leader to gather all the family members. She even can make the whole family listen to everything she wants to say. Abuela Alma has led Encanto for a long time. She started to lead the circumstance after Pedro (her husband) died in a tragedy. Unlike the woman she used to be, she strengthened herself and raised her three children while letting people near Encanto depend on her. In real life, women were rarely seen or picked as a leader. Usually, women just being the second option leader. Tiffany Dufu (2017) once said in her book “Drop the ball” that even though 50% of workers in one company are women, only 18% of women can manage to fill higher positions. Meanwhile, this scene shows that women can also lead a large community. Abuela's behavior also reflects liberal feminism values. Liberal feminism is a thought that positions women to have full freedom in any individuality (Hanifah & Zawawi, 2017). This ideology believes that gender is not a reason to be a benchmark in someone's freedom, rationality, privacy, and ability. Abuela identified as an independent woman by leading the whole community. Being independent becomes one of the signs of liberal feminism.

Women who can solve their own problem alone



Figure 2. Mirabel looking at the threatened miracle

In society, women are often not involved in making big decisions. Kofi Annan (1998) once stated that women appear as secondary actors in society because men's views at home and in society show that men tend to have great access to resources and decision-making. Meanwhile, women are described as weak, more emotional, fragile, and shy. The background of this scene is when Mirabel

quietly comes near the candle to see if the miracle is still fine. In this movie, the candle represents a miracle. While looking at the candle, she heard Abuela worried about Encanto's future. After Abuela leaves, Mirabel feels that she needs to save the miracle immediately. Even though she doesn't have any gifts like any other members of the family, she is the one who is willing to step up and try to save the miracle. A feminist spirit is portrayed through Mirabel's personality. This scene confirms that women are not always weak. Mirabel has her own power and proof that women also have equal power to solve the problem. Women can save broken circumstances immediately without waiting for someone to help them. After saying "I will save the miracle", she immediately changed her clothes and tried to solve the problem as soon as possible. Mirabel is portrayed as a woman who is brave and can make quick decisions. Mirabel also indicated to have the value of ecofeminism in her actions. Ecofeminism discusses the relationship between women and nature to overcome ecological crisis solutions (Anggraeni, 2017). This can happen because women tend to have instincts for caring, compassion, affection, giving, peace, etc. This can be connected with the value of ecofeminism. As shown in the movie, Mirabel tries to make the right yet the quick decision to avoid the severe damage around Casita. Mirabel tries to make various efforts to save the miracles, even though the Madrigal family often opposes her.

Reliable strong women



Figure 3. Luisa stand up confidently

In real life, a big muscle is identic to a strong man image. But through this movie, we can see that woman also can be very strong and have big muscles. Luisa's character is described as a woman with a muscular build, and significantly taller than everyone else in the Madrigal family. Luisa has been gifted with a superpower. With her superpower, she can bring five donkeys easily, move the church with only one hand, or even kick a titling house until it back to place. Not just physically strong, Luisa also have an independent characteristic. She was also very reliable because she always helped people who are in need. Through Luisa's appearance in the movie, it can be confirmed that women also can participated and use their own power to solved a hard work. Liberal feminism values also portrayed through Luisa's appearance in this movie. According to Tong (2019), liberal feminism is not about women who can do anything men can do but more about women who can do anything they want. Liberal feminism refers to the freedoms that are available to women. This means that women have the same status as men and women have the same freedom as men. Women are equal to men, and women can express themselves without limits. Through this scene, Luisa express herself as someone who is like to help others with her strong power and abilities.

Woman have an equal opportunity to decide what they want for life.



Figure 4. Isabela

Isabela was well known for being the perfect grandchild in the Madrigal family, and anyone loved her. She is described as “*Señorita Perfecta*”. This term comes from the Spanish meaning “*Miss perfect*” because of her beautiful appearance and special gift. Isabela's special gift is the power to bloom beautiful flowers and plants. For the whole time, Isabela hides her insecurity because she has always been the main attention of the family. But later, she revealed that she felt stuck for always being perfect. Isabela told Mirabel that, actually, she didn't want to marry Mariano. Mariano is Isabela's future husband, and their families arrange their marriage. For the whole time, Isabela pretends that she likes everything she does. She pretends that she loves Mariano and acts like she accepts Mariano as her future husband. One time, Isabela suddenly expresses his feelings to Mirabel that she doesn't want to marry Mariano. She decides to be her own self rather than pretending the whole time. Instead, she wants to live life as she wants and expand her power based on what she wants and not what the family wants. Isabela shows a socialist feminism value through her act. Socialist feminism tells that women's oppression is sourced from the capitalist system and classism. This oppression prevents women from getting equal rights with men (Mandel, 2003). Mandel also stated that the main principles of socialist feminism include women's position, women's role, women's rights, and women's participation. The main principles are formulated to support women in oppressive situations. One of the principles of socialist feminism is the position of women. Through this scene, Isabela comes under Mariano's authority as she cannot resist Mariano and his family's wish to marry her. However, in the end, she felt she couldn't pretend to accept Mariano anymore. Isabela shows great character development. No matter how hard it is, women tend to force themselves to fit into society. While actually, women have equal power to choose what they want to do in life.

Women can propose their feeling first



Figure 5. Mariano, Mirabel and Dolores

This scene's background is when Mirabel sees Mariano feel sad because he cannot get married to Isabela. Mariano has a lot of love but doesn't know to whom he can express it. So, Mirabel comes to him and introduces him to her cousin Dolores. Unlike other girls, she first proposes her love to Mariano. Dolores tells how well she knows about Mariano. After hearing Dolores's admiration towards him, Mariano cannot help falling in love with her. In real life, women often hesitate to show what they feel. Men usually propose their feelings first because they are considered to have more initiative and must be the first ones to make a move. In fact, women also have the equal power to express what they think or feel about. At this point, Dolores can portray liberal feminism values through her act of proposing to Mariano. Liberal feminism is a movement that focuses on women's individual freedom. In liberal feminism, women's freedom emphasizes men's and women's equality (Puspitasari, 2016). From a liberal feminist perspective, men and women should have equal opportunities. In the context of this scene, Dolores considers herself to have an equal opportunity to confess her feelings first, just like men propose her feelings to women first.

CONCLUSION

The results of this research demonstrate that the Disney animated film *Encanto* (2021) contains several findings that represent the value of feminism in the film. Feminism is an ideology concerned with gender equality for men and women. It is a belief that seeks to highlight women's status in society. The character of *Encanto* women is identified as an independent woman with a feminism value in themselves. Three different feminism values were discovered among the five female characters in the film; liberal feminism, ecofeminism, and socialist feminism.

Encanto, a Disney animated film, also represents gender equality. The female protagonist in the film is strong, brave, and rational. It can demonstrate that women have equal power to men. The *Encanto* movie characters who appear in the film demonstrate how women can gain equal rights and opportunities in various areas such as politics, economics, and social issues. *Encanto*'s female character is an example of a woman with a feminism spirit. There were several forms of gender equality in the film, such as women who lead a large community, fearless women who can solve a problem, and women who can also decide what they want in life. The feminist movement is also supported by Disney Movie *Encanto*. Gender cannot be used as an excuse to avoid taking action to improve one's situation. People must begin to recognize the power that every woman possesses while emphasizing women's position in society. Gender equality must be promoted so that women receive the equal treatment they deserve in society.

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