

Analysis of Messages and Perceptions about Feminism in the Aladdin Film (2019) In Affecting Global Awareness

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ABSTRACT: This study aims to find out about messages and perceptions about feminism in the film Aladdin that aired in 2019, using analysis and looking for any messages contained and presented in the film Aladdin (2019) of the scenes and words conveyed by the characters from the Aladdin film. By using the Cultural Theory of Imperialism, this research is expected to educate many people about the understanding of feminism. The results of this study indicate that a lot of feminism messages contained in the film Aladdin (2019) and changes in scenes and characters compared to previous films.

KEYWORDS: *film, feminism, imperialism culture.*

I. BACKGROUND

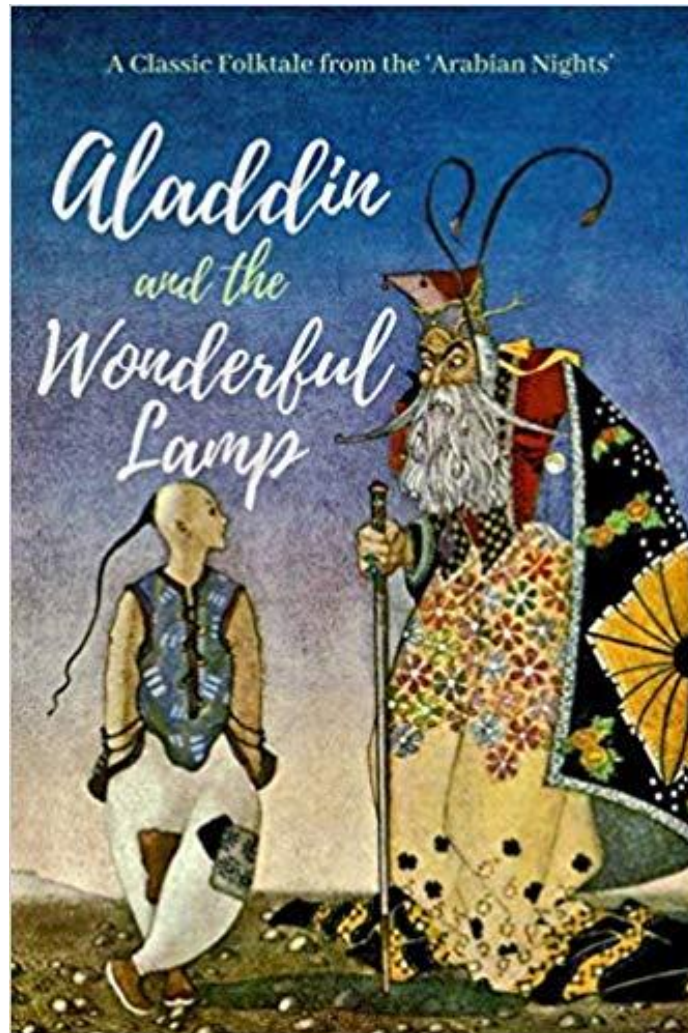
The mass media has become a part of life today because it is often used as a center of information tools. We can witness social events that occur on the other side of the world directly with the help of the media. Distance and time no longer affect the current life to get information. Media that we are not aware of can influence daily life can be a promising forum for conveying various social realities in everyday life.

At present, there are various kinds of facilities in the mass media that are consumed by the public. According to Nurudin, mass communication tools are divided into two paradigms, namely the old paradigm which consists of: film, newspaper, magazine, tabloid, book, radio, television, CD) and the new paradigm, namely the internet, radio and television streaming, and newspapers, magazines, and online tabloids (Nurudin, 2007).

In this era, films are often used as mass communication media. The film is considered to be able to convey various messages to the wider community through narrative stories. In essence, the film has the power that the message can be implicated by people in one side of the world to another. Through film, a thing that is considered normal in one country can move to another country where it is considered taboo then creates a new understanding. Based on this perception, films can create global awareness.

or example, the film Aladdin. Aladdin's story was first written by an archeologist and orientalist from France named Antoine Galland in the 18th century in the book 1001 Nights for Europeans. Galland mentioned that Aladdin's story came from a migrant from Syria named Hanna Diyab who was met in Paris (Wibawa, 2019).

Initially, the background of Aladdin's story came from China. Although set in the Chinese countryside, the name of the character used in the Galland story has a Middle Eastern nuance. Like Princess Jasmine named Badr al-Budur in Galland's original story. Then, Aladdin's character is also portrayed in the style of the tasting hairstyle and architectural drawings inspired by the Chinese pagoda (Wibawa, 2019).



(cover of Aladdin's book written by Galland)

Jasmine in Aladdin (1992) was portrayed as a gentlewoman, in Aladdin (2019), Jasmine was portrayed as a strict daughter, brave in defending justice, independent, and even succeeded in being elected sultan to replace her father's position. In addition, it can also be seen that the actor Jasmine, Naomi Scott sang a Speechless song that tells how Jasmine's daughter voiced her justice and one day she would become the queen of Agrabah to save her people (IDNTIMES, 2019).

Aladdin's latest film is remade according to the concept and plot that follows the times that feature equality of women or commonly known as feminism. This film shows the feminism side of the modern era which is often shown in today's Hollywood films. In Aladdin's latest film, women are described as having equality in all rights that cannot be contested. Ethnic and cultural diversity that were initially underestimated were raised in this film with the hope that the world would know that difference is a beauty (Insertlive, 2019).

"Jasmine has all the skills to fight injustice and fight for the welfare of her people. She also has a good leadership spirit that has not been shown in previous animated films, so this is a good development when turning animated films into live-action films," said Naomi Scott, Jasmine in the film Aladdin. "This film represents as much culture as possible from people of diverse races and ethnicities, as well as women. I think it is not enough to only represent one particular group, but rather try to represent all ethnic and gender groups," said Mena Massoud, cast of Aladdin. The director and film writer also mentioned, he wanted to make Aladdin's live-action film as an active step to ensure the diversity and role of strong women represented in this film (Insertlive, 2019).

Princess Jasmine is indeed known as one of the unique Disney Princess because of her courage and strong character. This can be seen in both versions of the film, which are animated and live-action. However, in this latest Aladdin film, the figure of Jasmine has more roles and bold. A touch of feminism is clearly visible (Womentalk, 2019).

II. FORMULATION OF THE PROBLEM

How to analyze messages and perceptions about feminism contained in the film Aladdin (2019) in influencing global awareness?

III. RESEARCH PURPOSE

Aspects of this research are focused on how feminism The purpose of this study is to analyze the messages and perceptions about feminism contained in the film Aladdin (2019) that can influence global awareness.

Benefit of Research

This research was prepared with the hope that this research can be useful for students to find out the meaning of feminism in influencing global awareness.

Analysis

In general, it can be said that gender is not universally applicable. This means that every society, at a certain time, has a certain cultural system that is different from other societies and other times. But the results of research conducted by William and Best covering 30 countries prove that even though gender is not universal, in general, masculine labels are attached to men who are seen as stronger, more active, and characterized by a great need for achievement of dominance. autonomy and aggression. Conversely, the feminine label is attached to women who are seen as weaker, less active, and more attentive to the desire to nurture and yield. (Muslikhati, 2004).

Feminism was originally a movement of women who fight for their rights as human beings, like men. Feminism is a reaction from gender injustice that binds women culturally with a patriarchal system. Discussion about feminism in general, is a discussion about how the pattern of relations between men and women in society, as well as how the rights, status and, position of women in the domestic and public sectors. According to Kamla Bashin and Nighat Said Khan, two feminist figures from South Asia, "it is not easy to formulate a definition of feminism that can be accepted by or applied to all feminists in all places and times. The definition of feminism changes according to the different socio-cultural realities that underlie its birth and the different levels of awareness, perceptions, and actions taken by feminists themselves "(Muslikhati, 2004).

People who embrace feminism are called feminists. Feminists are divided into several schools. According to the book Feminist Thought written by Rosemarie Tong, there are eight types of feminism that are held by feminists, namely:

- Liberal feminism views discrimination of women who are treated unfairly. Women should have the same opportunities as men to succeed in society. According to this understanding, gender justice can be started from ourselves. First, the rules for the game must be fair. Second, make sure no one wants to take advantage of another group of people and the system they use must be systematic and no one will suffer
- Marxist and Socialist feminism states that it is impossible for anyone, especially women to achieve true freedom in a society that adopts a class-based system, where wealth is produced by people who have no power, which is controlled by a few people who have power
- Feminism Psychoanalysis and Gender focus on Sigmund Freud's works to better understand the role of sex in cases of oppression of women
- Existentialist feminism addresses the reasons why women are associated with dependency, community, and relationships. Whereas men are associated with dependence, independence, and autonomy. These thinkers assume that in society there is a difference in reality between "feminist" and "masculine"
- Multicultural and Global Feminism focuses on the causes and explanations for the position of women under men throughout the world. These feminists are known for having a strong commitment to emphasizing differences between women and identifying various kinds of women so they can work together
- Ekofeminsime emphasizes the point that we are not only connected to our fellow humans, but to other creatures such as animals or even plants
- Postmodern feminism has a mindset to eliminate the differences between masculine and feminine, sex, women, and men. They try to destroy the concept of men who prevent women from positioning themselves with their own thoughts and not following the thoughts of men (Tong, 2015).

In this study, researchers found the values of liberal feminism in the film Aladdin (2019). Film is often used as a medium to convey a message or understanding. Film is the second mass communication medium that emerged in the world after newspapers, having a period of growth at the end of the 19th century. The film has a great power of persuasion. Public criticism and the existence of censorship shows that the film is actually very influential. The existence of the film makes us know a different world and gives a new color to entertainment for all public audiences of all ages. Film is one of the entertainment facilities that have a high enough appeal in various circles of society, from the middle to upper economy, from children to adults.

In the film, there is also a moral responsibility that opens people's insights, as a means of disseminating information and also contains elements of entertainment that create enthusiasm, innovation, creation, an ideology, and lifestyle. In knowing how the representation of liberal feminism in the film, the researchers used the theory of media and cultural imperialism as a method to study the signs of feminism contained in the film. Globalization leads us to the homogenization of world culture where everything and everywhere is the same. The culture of imperialism dominates economic and cultural matters. Local and national culture was destroyed or replaced by a global consumer culture which was largely undermined by the United States. The culture of imperialism originally came from military power and then moved into the economy through TNC (Transnational Corporation), which is a company that takes an ethnocentric approach because it conducts its business in various countries. In this study, the company in question is Walt Disney.

Despite having a business in many countries the culture of imperialism implements a system of making the main decisions made in the country of origin. (Alfurqan, 2015). Culture of imperialism also has, For example, the culture of imperialism that we easily encounter is music, language, architecture, clothing, and food. The media has a major role in this regard, namely in creating habits because these habits generate trust. In the culture of imperialism, America influences in the form of exporting American culture or lifestyle which we can meet.

Rumyeni (2012) states that cultural imperialism, in general, is also referred to as cultural imperialism in the United States cultural imperialism is accepted from the United States. This is like the opinion of Rauschenberger (2003) who said cultural imperialism was agreed to be distributed and ordered from the products and culture of US consumers throughout the world, in which many countries accused the erosion of their cultural traditions and local values.

The theory of cultural imperialism, according to Nuruddin (2007), was first put forward by Herb Schiller in 1973. Schiller's first writing as the basis for discussing this theory is communication and cultural dominance. The theory of cultural imperialism states that the West won the media all over the world. This also means that the mass media of the West also won mass media in the third world. The reason, the Western media has a strong effect to influence world media three. Western media is very impressive for media in the third world.

From the perspective of this theory, when the process of imitating developing country media from developed countries happens, that's when the destruction of indigenous culture occurs in third countries. Western culture produces almost all the majority of mass media in this world, such as films, news, comics, photographs, and others. This dominance can occur supported by:

1. The Western World has money/capital. With money, they will be able to do anything to produce a variety of offerings that are needed by the mass media. Even Western media has been developed, capitalist. In other words, the Western mass media has been developed into an industry that is also concerned with profit/profit.
2. The Western World has a foundation on technology. With modern technology they have, it is possible to produce mass media that are better produced, convincing and as if they look real. For example, in the creation of film production in the United States which is an imaging nature for the United States itself. Everything can be done with computer technology that seems like a real event. All of that can be realized because Western countries have modern technology. So that third world countries are interested in buying these Western products. Buying these products is much cheaper than making it yourself.

The next impact, modern people will see the mass media as a dish that comes from lifestyle, beliefs, and thoughts. Like the current American film that shows the feminist side of a woman, Aladdin is one of the films that raise this issue. Feminists enter into Cultural Imperialism because the theory of cultural imperialism states that western culture dominates the media throughout the world. It means that the mass media of the west also dominates the media throughout the world, and feminism which is very popular in the west has spread and has become one of the meccas of the world that makes feminism enter the cultural imperialism which is still being discussed. From the perspective of this theory, there is a process of imitation of developing country media from developed countries. Western culture produces almost all mass media in the world, such as films, news, comics, photos and so on. Women are only considered as an instrument of sexuality in a relationship and this then becomes the reason, why women are seen as second-class human beings, below men so that they are not entitled to determine their own lives (Subhan, 2004, p.39) This resulted in the birth of the feminist movement in which women demanded equal rights between women and men. Various actions were taken to support the feminist movement. One of them is what the United Nations did by forming the United Nations Committee on the Status of Women. The UN

recommends that its members form laws that guarantee equal rights for women and men (Center for Women's and Gender Studies, University of Indonesia, 2004).

Therefore, from the existence of feminism which is also a renewal of the culture, there is cultural imperialism in this matter. Especially with modern technology that is currently included in the basis of cultural imperialism, the film Aladdin is included in this, from the film that enters the technology and feminism message contained in the film itself.

By further highlighting the character of Jasmine in the film and changing the character of Jasmine from the previous film from a gentlewoman to a more assertive and courageous woman. It is very clear Aladdin's film with her feminist side even evidence when Jasmine sang the song "Speechless" when in a scene she had to be locked up and had to keep quiet according to the rules, she sang the song with emotion and meaning that she didn't want to be locked up, and didn't want to be treated unfavorably, and will fight if treated arbitrarily. Moreover, the feminist evidence in the film Aladdin (2019) when at the end of the film, Jasmine finally became the Sultan or the King, as the successor to her father when the Sultan's successor usually had to be male, so Jasmine was matched with several men whom he had rejected before he met Aladdin. Jasmine also has a pet tiger that is rarely maintained by a woman, this is what makes Jasmine look stronger compared to other princesses at Disney.

IV. FINDINGS RESULTS FROM THEORY

Previous Aladdin did not really emphasize Jasmine's side, only highlighted Aladdin's side as the main actor, Jasmine was only made as a female role that would become Aladdin's companion later, but in Aladdin's current film, Jasmine's portion was quite a lot with a large portion of the scene too, and a stronger character than the previous film. Especially in the film Aladdin (2019) also presents a new song that was delivered by Jasmine with the original player Naomi Scott, with strong song lyrics and full of messages to speak out and fight against something wrong. In the scene in the film, Aladdin (2019) Jasmine sang her speechless song twice, first when she was saddened by her father who tried to set her up even though she didn't want to be matched, and didn't want to get married, there Jasmine was sad and started singing the song, then second Jasmine sang speechless songs when Jafar tried to capture him and forced Jasmine to marry Jafar. Jasmine returned to singing speechless songs because she didn't want to be treated like that and she wanted to be free, wanted to have freedom of speech and could do whatever she wanted without being restricted.

The other side of feminism from the film Aladdin is, Jasmine's unwillingness to be matched with Jafar by her own father because Jasmine thinks that she is free to make any decision in her life, including to choose her partner, and fight to marry Jafar because Jasmine has her own will and do not want to be forced, which is one of the thoughts of modern women or feminism. In the film, Aladdin also shows another feminist side when Jasmine was allowed to reject the man who proposed her from another country. Here Jasmine wants to show that although she is a woman, Jasmine wants to fight against injustice and prosperity for her people.

Jasmine's desire to become a Sultan and ask her father to change the rules that women should not be the Sultan or the leader who finally about his father, became reality at the end of the film because of Jasmine's great sacrifice and her affection for the people. Feminism that began since the end of the 18th century and developed rapidly until now, although there is still not much that can be accomplished, it is not impossible that feminism will become a reality as time goes by and women's rights will be fulfilled, and no longer be number two after man. Because actually, the issue of feminism is an issue that is quite important, so that equality between men and women can occur.

From the film Aladdin (2019) who also fought for feminism in terms of a different story from the previous Aladdin film. This increases public awareness or awareness of the wider community, about the existence of feminism and educates many people about feminism to be more aware and respectful of women and as a message and advice also to the wider community to provide freedom and equal rights between men with women, so that the creation of feminism in all fields in all places, not only in developed countries but also in developing countries to be able to appreciate women because there are still many regions or countries that do not provide education to women, there are still jobs that women consider not can do it, and there are still many cases of bringing women always to the number two of men, this is what makes women not get a decent opportunity, and this is the function of feminism in order to educate the wider community about equal portions and opportunities for women and more respect for women in all fields.

V. CONCLUSION

Based on this, the researchers concluded that feminism originating from western culture trying to create global awareness through the culture and media of imperialism. The tool used in spreading feminism is a film in which film as a mass media that becomes a hobby both from the bottom to the top and children to adults is considered to be an effective media to convey an understanding. Western culture is impressed as a model and

influences developing countries. In developing countries, feminism is taboo. The Aladdin film (2019) is the latest version of the famous Aladdin film through its previous cartoon version. In the previous film, there was no feminism message in the film. However, there is a change in the story, namely in Aladdin (2019) where Jasmine is demanding equal rights between women and men where the culture of feminism is clearly seen in this storyline. Jasmine tried to make a new regulation because previously the work leader was only led by men. Since childhood, Jasmine had wanted that change to occur in the kingdom, where the kingdom where her father became a Sultan, he could lead.

This change in the story had an impact and a strong message and then influenced the thoughts of other countries outside the West. This feminist thinking is included in the media theory and culture of imperialism where this understanding seeks to influence something that happens in Western countries and then spread it to other countries.

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