ABSTRACT

Herlina, Winda. 30801600288. "Symbols and Stereotyping of Animals As Reflected in Disne's Animated Films". Final Project College of Language and Communication Science, Sultan Agung Islamic University Semarang. Advisor : Afina Murtiningrum S.S., M.A.

This study concerns on the analysis of symbols and stereotyping of animal characters in Disney's Animated Films. Those animals has human characteristics, which makes stereotype becomes the effect. The purposes of this study are to explain the symbols of animals characters either by literal or literary meaning, and also explain the types of animal stereotyping symbols as portrayed in Disney's Animated Films. This study used descriptive qualitative method to analyze the films, supported by primary and secondary data. Disney's Animated Films such as *Sleeping Beauty, Snow White and The Seven Dwarfs, Lion King,* and *Little Mermaid* were the primary data of this study, whereas secondary data was taken from dictionary, Internasional journals, articles, thesis, and essay that related to the research. The result of this study finds that animal characters in Disney's Animated Films get the similar perspective of stereotype with human. It happens because they illustrate human characteristics, they can speak, think, feel and act. Thus, the way of people stereotyping animals is same with how they do on people. For example, stereotype of good and bad that refers to physic and attitude, stereotype of gender that refers to strong and weak between men and women.

Keywords : Symbols, Anthropomorphism, Stereotyping of Animals

INTISARI

Herlina, Winda. 30801600288. "Symbols and Stereotyping of Animals As Reflected in Disne's Animated Films". Final Project Collage of Language and Communication Science, Sultan Agung Islamic University Semarang. Advisor : Afina Murtiningrum S.S., M.A.

Studi ini membahas tentang simbol dan stereotip karakter hewan dalam Film Animasi Disney. Hewan-hewan tersebut mempunyai karakteristik manusia, yang membuat stereotip menjadi efeknya. Tujuan dari penelitian ini adalah untuk menjelaskan simbol-simbol karakter hewan baik secara harfiah maupun sastra, serta menjelaskan jenis-jenis simbol stereotip hewan seperti yang digambarkan dalam Film Animasi Disney. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis film yang didukung oleh data primer dan sekunder. Film Animasi Disney seperti *Sleeping Beauty, Snow White and The Seven Dwarfs, Lion King, dan Little Mermaid* menjadi data primer penelitian ini, sedangkan data sekunder diambil dari kamus, jurnal internasional, artikel, tesis, dan essay yang berkaitan dengan penelitian tersebut. Hasil penelitian ini menemukan bahwa karakter hewan dalam Film Animasi Disney memiliki kesamaan pandangan stereotip dengan manusia. Hal tersebut dapat terjadi karena mereka menggambarkan sifat manusia, mereka dapat berbicara, berpikir, merasakan dan bertindak. Jadi, cara orang mensetereotipkan hewan sama dengan cara mereka mensetereotipkan manusia. Contohnya, stereotip baik dan buruk yang mengacu pada fisik dan sikap, stereotip gender yang mengacu pada kuat dan lemah antara laki-laki dan perempuan.

Keywords : Simbol, Antropomorfisme, Stereotip Hewan