

ABSTRACT

This study examines the main female character in a fairy tale movie titled *Ella Enchanted*, Ella of Frell. The writer observes the opposing image of traditional gender roles of woman using feminist criticism theory. The analysis of the study is done by observing the narrative and the non-narrative forms in the movie related to the opposing image of traditional gender roles depicted in the movie. Descriptive analysis on narrative and non-narrative forms is the method of the study. There are two basic questions which are How does narrative form of Ella's character construction in *Ella Enchanted* movie oppose the traditional gender roles? And How does non-narrative form of Ella's character construction in *Ella Enchanted* oppose the traditional gender roles? Firstly, this study finds two characterizations of Ella in term of narrative form which opposes the traditional gender roles values mainly on Ella's bravery and tough and Ella's obedience. Secondly, in term of non-narrative form, there are four terms including lighting, character's performance, costume and setting that oppose the values of traditional gender roles. Moreover, this study also discovers that the movie depicts the main female character as a savior through Ella. Thus, this study gives clear description of the new image of woman in fairy tale that opposes the traditional gender roles value through Ella.

Key Words: *Narrative, Non-narrative, Traditional Gender Roles, Patriarchy, Heroine*