

## ABSTRACT

The Fairy Tales are assumed as a learning media. Most of the fairy tales tell about princes and princesses that concern to the happily ever after life. *Once Upon A Time* TV Series, directed by Adam Horowitz and Edward Kitsis, is one of soap opera that tells about fairy tales. It has established a new genre of fairy tales that is related with the real life on the society. The TV Series refers to the several changing of the character, especially women, that are reflected by their dual portrayal. It has made a new discourse about fairy tales and shown people the reality of the femininity changing. The method used was content analysis to identify and measure the emergence of each coding based on the categorization is that determined by coded from the main female characters, Snow White and Evil Queen. Although, *Once Upon A Time* is a fairy tales which is closely related to modern society and represents the changing and reality of women behavior today, it still uses traditional gender roles as a benchmark to determine the femininity. This study suggests the society to be more realized of the women representation on fairy tales and media to create their awareness about gender construction today.

**Keyword:** fairy tales, femininity, gender roles, representation

# **CHAPTER 1**

# **INTRODUCTION**