

ABSTRACT

Setyobagas, Nathan. 2015. *The Adjective Usage and Its Relation with Gender Stereotyping in “The Simpsons” Cartoon TV Series.* A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of English Department Faculty of Humanities Universitas Airlangga Surabaya.

As the source of information that human beings always need, the media, especially Television, played an important role in the spreading of a stereotyping throughout the programs. One of the television programs found to be highly rated by the society is the sitcom series, and one of them is “The Simpsons.” By using one episode per season with twenty four season taken as sample in result of 24 different episodes in 24 different seasons, this study tried to point out the feature of adjective usage by the four main characters of “The Simpsons:” *Bart, Homer, Lisa, and Marge Simpsons*. The total number of words analyzed is 39756 words. The theories used include the theory by Lakoff (1973) and Sassoon and Gurion (2010). The writer also used the BNC to determine the age and gender distribution of the adjectives. The study found that the female characters uses more adjectives in their speeches. *Bart Simpsons* is the character that uses the most positive adjectives, while *Homer Simpsons* is the character that uses the least positive adjectives. It also has been found that there is a gap of characteristics between the male characters, while *Bart* is depicted as a kid who is mature beyond age range, *Homer* is depicted as a spoiled and troubled dad. As for the female characters, *Lisa* depicted as a mature little girl, while *Marge* depicted as a common mother with knowledge. From these findings, the writer suggests for parents and caretakers to analyze more about the suitability of the series as their children’s part of television program in order to be able to give a suitable television program to their children.

Keywords: *Gender Stereotyping; Television Series; The Simpsons; Adjectives;*