

UNDERGRADUATE THESIS

**WOMEN DISEMPOWERMENT:
THE BACKLASH OF FEMINIST AGENDA IN *CHARLIE'S ANGELS*
(2019)**



By

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Erica Arsyllahi

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*This thesis is dedicated to:
My family and friends that I cherish the most*

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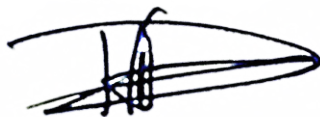
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ABSTRACT

Charlie's Angels 2019 movie has received countless backlash since its premiere in November 2019. This research aims to analyze the cause of the backlash received by the feminist agenda endorsed in *Charlie's Angels* (2019). This research put its focus on identifying the construction of women's disempowerment asserted in the 2019 reboot of the movie. To gain in-depth knowledge, this research incorporated the theory of women empowerment and disempowerment toward the movie and used the semiotics approach to collect the data needed for the research. This research employs a qualitative method to study the issue. Library research is incorporated for data observations purposes as the source of the data interpretation which has been collected from the movie to gain a deeper understanding of its construction of women's disempowerment. The 2019 *Charlie's Angels* reboot is one of the biggest names in the movie industry as one of the feminist works promotes tunnel-visioned goals for feminism that only put focus on achieving a beneficial position for a specific group of women in the society with a selfish intention that results in women disempowerment and at the cost of the rights of the opposite gender. This finding contradicts the initial intention and purpose of feminism that fights for equality for every gender which generated backlash towards the movie. By understanding the measure of women's disempowerment through the *Charlie's Angels* 2019 movie, ideas will be gathered as to how to image of feminism could be improved in the future.

Keywords: *empowerment, feminism, feminist, gender equality, women disempowerment.*

ABSTRAK

Film *Charlie's Angels* 2019 telah menerima banyak respon negatif sejak tayang perdana pada November 2019. Penelitian ini bertujuan untuk menganalisis penyebab respon negatif yang diterima oleh *Charlie's Angels* versi 2019 karena kegagalannya dalam merepresentasikan nilai feminisme di masyarakat. Penelitian ini berfokus untuk mengidentifikasi bagaimana film ini mengkonstruksi ketidakberdayaan perempuan yang ditampilkan dalam film tersebut. Untuk memperoleh pengetahuan yang lebih mendalam, penelitian ini menggabungkan teori Keberdayaan dan Ketidakberdayaan Perempuan oleh Fredrik Edlund dan menggunakan pendekatan Semiotika oleh John Fiske untuk mengumpulkan data yang diperlukan dalam penelitian. Penelitian ini menggunakan metode kualitatif untuk mengkaji masalah tersebut. Penelitian kepustakaan juga dilakukan untuk menunjang observasi data sebagai sumber interpretasi data yang telah dikumpulkan dari film untuk mendapatkan pemahaman yang lebih dalam tentang konstruksi ketidakberdayaan perempuan. Sayangnya, *Charlie's Angels* 2019 justru mempromosikan feminisme yang hanya menguntungkan sebagian pihak yang merugikan hak-hak lawan jenis maupun sekelompok wanita lain. Hasil dari studi ini menunjukkan bahwa film *Charlie's Angels* 2019 bertentangan dengan maksud dan tujuan awal feminisme yang memperjuangkan kesetaraan bagi setiap gender yang menimbulkan respon negatif terhadap film tersebut. Dengan memahami pembangunan konsep ketidakberdayaan perempuan dalam film *Charlie's Angels* 2019, beberapa solusi dapat dikembangkan untuk memperbaiki citra feminisme di masa depan.

Kata kunci: *feminisme, feminis, kesetaraan gender, ketidakberdayaan perempuan, pemberdayaan.*