

UNDERGRADUATE THESIS

**The Male Gaze of a Female Artist: The Story of Marilyn Monroe in *Blonde*
Movie (2022)**



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SURABAYA**

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**The Male Gaze of a Female Artist: The Story of Marilyn Monroe in *Blonde*
Movie (2022)**

UNDERGRADUATE THESIS PROPOSAL

**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

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2022

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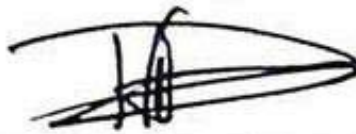
To my parents and my best friends.

APPROVAL SHEET

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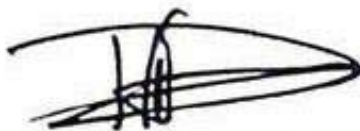
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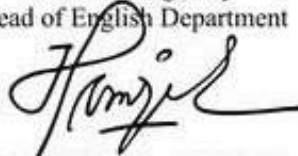
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I could build a castle out of all the bricks they threw at me.

- Taylor Swift

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ABSTRACT

This study focused on the male gaze in *Blonde* movie (2022) to explore and analyze the representation of Marilyn Monroe in the *Blonde* movie and understand the length of a male gaze issue that is still practiced in the Hollywood movie industry from the signification of the male gaze towards Marilyn Monroe representation in the *Blonde* movie. *Blonde* is a Netflix movie directed by Andrew Dominik and rated NC-17 about Marilyn Monroe's life. Moreover, the study applies a qualitative methodology and the theory of the male gaze by Laura Mulvey (1975). The research applies the narrative and non-narrative approach to analyze the movie structure and *mise en scène* aspects. The result shows that *Blonde* movie contains the male gaze aspects such as scopophilia, voyeurism, and narcissism. *Blonde* is also the first movie about Marilyn Monroe that cast a Latina woman to play an American. This raises the racial issue of the sexualization of Latina actresses to play a bimbo character in the movie. *Blonde* uses the stereotype of Latina women being hypersexualized in media to appeal to viewers' eyes. Furthermore, it also shows that the movie indicates that the male gaze is still practiced in Western movies that show through several issues such as women's representation, women objectification and sexualization, beauty standards, and gender stereotyping.

Keywords: blonde, movie, male gaze, Laura Mulvey

ABSTRAK

Penelitian ini berfokus pada tatapan laki-laki dalam film *Blonde* (2022) untuk mengeksplorasi dan menganalisis representasi Marilyn Monroe dalam film *Blonde* dan memahami isu tatapan laki-laki yang masih dipraktikkan dalam industri film Hollywood terhadap representasi Marilyn Monroe dalam film *Blonde*. *Blonde* adalah film produksi Netflix yang disutradarai oleh Andrew Dominik dan memiliki peringkat dewasa yang bercerita tentang kehidupan Marilyn Monroe. Selain itu, penelitian ini menggunakan metodologi kualitatif dan teori male gaze oleh Laura Mulvey (1975). Penelitian ini menggunakan pendekatan naratif dan non-naratif untuk menganalisis struktur film dan aspek *mise en scène*. Hasil penelitian menunjukkan bahwa film *Blonde* mengandung aspek tatapan laki-laki seperti skopofilia, voyeurisme, dan narsisme. *Blonde* juga merupakan film pertama tentang Marilyn Monroe yang diperankan seorang wanita Latina untuk berperan sebagai wanita Amerika. Hal ini menimbulkan isu seksualisasi rasial aktris Latina untuk memerankan karakter bimbo dalam film tersebut. *Blonde* menggunakan stereotip wanita Latina yang mengalami hiperseksualitas di media untuk menarik perhatian penonton. Selain itu, film tersebut juga menunjukkan bahwa tatapan laki-laki masih dipraktikkan dalam film-film Barat yang ditampilkan melalui beberapa isu seperti representasi perempuan, objektifikasi dan seksualisasi perempuan, standar kecantikan, dan stereotip gender.

Keywords: *blonde*, film, tatapan laki-laki, Laura Mulvey