

ABSTRAK

Masyarakat patriarki selalu mengaitkan kaum wanita dengan stereotip tradisional. Mereka akan selalu mengkategorikan para wanita sebagai feminine, feminine biasa digambarkan oleh mereka sebagai sebuah kategori gender yang kurang berkuasa. Namun, sedikit yang mereka tahu bahwa sebenarnya para wanita juga dapat menjadikan maskulinitas sebagai identitas gender mereka. Hal tersebut didukung oleh teori Halberstam yang menyatakan bahwa maskulinitas dan feminitas tidak dapat terjebak dalam tubuh biologis manusia. Berdasarkan hal tersebut penulis ingin mengetahui bagaimana female masculinity tergambarkan saat ini melalui Apple Special Event Opening Video (2018). Untuk menganalisisnya penulis akan menggunakan metode analisis semiotika oleh John Fiske. Metode John Fiske dibagi menjadi tiga langkah, yaitu, langkah pertama: realitas, langkah kedua: representasi, dan langkah ketiga: ideologi. Melalui penelitian ini, penulis berharap untuk menemukan bagaimana female masculinity tergambarkan saat ini dalam masyarakat. Video ini terpilih menjadi objek karena produk Apple, terutama handphone mereka saat ini sedang mendominasi pasar. Video ini sangat unik, karena pemeran utama dalam video ini tergambarkan sebagai seorang wanita yang memiliki karakteristik masculinity. Meskipun dia digambarkan memiliki karakteristik ini, dia tetap tidak dapat setara dengan laki-laki di dalam video ini.

Kata kunci: wanita, feminity, stereotip, patriarki, female masculinity

ABSTRACT

Women are always associated with women stereotype by the patriarchal society. They would always categorize women as feminine. Feminine is described by them as gender category that is lack of power. However, little all they know that actually women may also embrace masculine norms as parts of their gender identities. Those are just as Halberstam's theory which claimed that masculinity cannot be embedded by body biological identity. Through all of this, the writer would like to know how female masculinity is represented nowadays through the representation of female-masculinity in Apple Special Event Opening Video (2018). To analyze it the writer would use semiotics method of analysis by John Fiske. John Fiske method is divided into three levels of step, which is, level one: reality, level two: representation, and level three: ideology. Through these studies, the writer is hoping to find how women masculinity is represented nowadays. This video is chosen because Apple's product, especially their phone were the one which actually dominated the market nowadays. This video is also unique. It is because the main character of this video was pictured as a woman who has a masculinity characteristics. However, even though she was pictured as having this characteristic she still can't be equal with the men in the video. The writer found that the woman in this video has more power in term of physical bodies, while the men in this video do not have it. But, even though they do not have it, they provided by more high technology as their tools.

Keywords: women, femininity, stereotype, patriarchy, female masculinity